

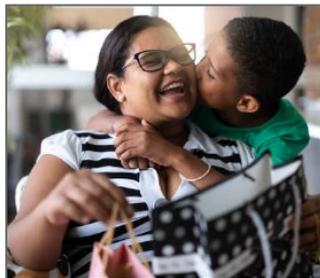
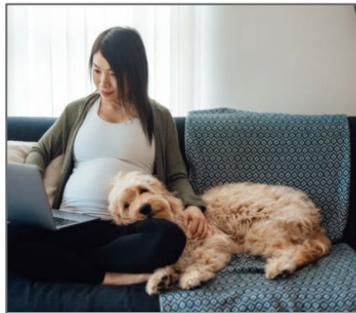


Marketing activities 2023

Our goals for 2023 are to engage and educate members in an inclusive, culturally competent way.

Project name	Project ID
Image library	
This is Medicaid ad campaign v1	7810775
This is Medicaid moms-kids	7812087
This is Medicaid ad campaign v2	5859808 1036190NVMENABS
Stunt Double campaign and microsite	5933504 1044107NVMENABS
Community support ad	7809926 1049939NVCMLABS
VAB Flier & Buckslip	7516674 1049017NVCMLABS
Basic Benefits Flier & Buckslip	7516674 1049018NVCMLABS
How To Enroll Flier & Buckslip	7516674 1049019NVCMLABS
Coasters with QR Codes	7516674 1049020NVCMLABS

Expanded image library





This is Medicaid campaign samples

This advertising campaign includes social media, web banners, billboards, posters, videos, and radio spots with several image and copy options

<  **Anthem Medicaid** >

<Anthem Blue Cross and Blue Shield Healthcare Solutions> is great healthcare coverage. And it's for more people than you think — maybe even you.



Part-time chef.
Full-time mom.
This is Medicaid.

gettyimages
FatCamera

<Anthem  >

<See if you qualify.>



Gig worker.
Aspiring artist.
This is Medicaid.

<Anthem  >

Visit <chooseanthem.com/nv>



Recent grad.
Favorite aunt.
This is Medicaid.

<Anthem  >

<See if you qualify.>



<Anthem  >

Anthem Medicaid.
Great care.
<No/No to low> cost.
See if you qualify.

Visit <chooseanthem.com/nv>



Part-time baker.
Full-time grandma.
This is Medicaid.

< See if you qualify.>

<Anthem  >



Gig worker.
Aspiring artist.
This is Medicaid.

< See if you qualify.>

<Anthem  >

This is Medicaid campaign samples

This advertising campaign includes social media, web banners, billboards, posters, videos, and radio spots with several image and copy options



<Anthem Blue Cross and Blue Shield >

Medicaid with <Anthem Blue Cross and Blue Shield Healthcare Solutions> is quality health coverage. And it's for more families than you think — maybe even yours.



Big sister.
Kitchen superstar.
This is Medicaid.

< Anthem >

See if you qualify

Learn more



New stepmom.
Volunteer coach.
This is Medicaid.

< Anthem >

See if you qualify

Learn more



Future mom.
Forever yogi.
This is Medicaid.

< Anthem >

See if you qualify

Learn more



Great care at
low to no cost.
Find out more.

< Anthem >

Visit <choosebluenow.com>

Learn more

Radio

Meet Liana, a part-time chef and full-time mom. In the past, Liana didn't have health insurance because she didn't think she could afford it. What she didn't realize is that her family qualified for Medicaid. She loves the coverage and peace of mind that comes with high-quality care ... the kind of care you get with <Anthem>. This is Medicaid. And it's for more families than you think — maybe even yours. To find out more, go to <chooseanthem.com/nv>.

Stunt Double campaign samples

This advertising campaign includes social media, web banners, and videos



A menos que sepa dónde conseguir un doble de acción, deje que Anthem le ayude a encontrar un plan de seguro médico de bajo costo a sin costo a través de Medicaid. Vea si sus ingresos califican para comenzar hoy mismo.

La vida no viene con dobles.

Pero puede venir con Seguro médico

Medicaid a través de Anthem
chooseanthem.com/nv

LEARN MORE



Unless you know where to get a stunt double, get connected to care with a low-to-no cost Medicaid plan through Empire.

Life doesn't come with a stunt double.

But it can come with health insurance.

Learn more about Medicaid with Anthem
chooseanthem.com/nv

LEARN MORE

Life doesn't come with a stunt double.

Anthem

Explore Medicaid

But it can come with health insurance.

Anthem

Explore Medicaid

More people qualify than you think.

Anthem

Explore Medicaid

Community support ad

These ads can be populated with the names of various organizations we support in the community and have many image options

Anthem NV



<Anthem> is proud to be a sponsor of

- <Organization/Conference Name>
- <Organization/Conference Name>

We are working together to give back to communities in

<County/City/Area Name>

Call us at <844-396-2329 (TTY 711)>

anthem.com/nvmedicaid

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<1049393NVCENABS 02/23>



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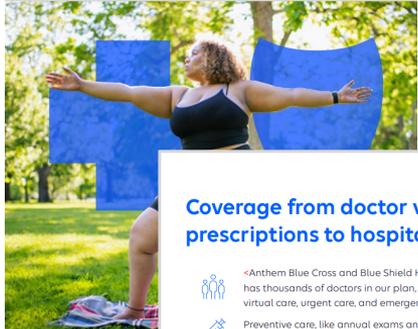
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1049393NVCENABS 02/23

Educational fliers

These pieces help educate the community about how to apply for Medicaid, what's covered with Medicaid, and our value-added benefits



Coverage from doctor visits to prescriptions to hospital stays

<Anthem Blue Cross and Blue Shield Healthcare Solutions> has thousands of doctors in our plan, including many specialists, virtual care, urgent care, and emergency care.

Preventive care, like annual exams and vaccines, will help keep you and your family healthy.

We pay for prescriptions and many over-the-counter medicines.

When you receive care in the hospital, you will not have to pay anything.

Scan the QR code to learn more about the benefits <Anthem> offers to our members through <Nevada Medicaid and Check Up>.

104001NVCENMIB 01/23

What's covered

Our plan offers benefits for you. From annual exams to vaccines and more.

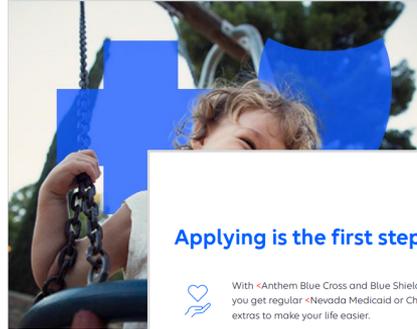
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Anthem

<Do you need help with your healthcare, talking with us, or reading what we send you? We provide our materials in other languages and formats at no cost to you. Call us toll free at 844-396-2329 (TTY 711).>

<Necesita ayuda con su cuidado de la salud, para hablar con nosotros o leer lo que le enviamos? Proporcionamos nuestros materiales en otros idiomas y formatos sin costo alguno para usted. Llámennos a la línea gratuita al 844-396-2329 (TTY 711).>

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Applying is the first step

With <Anthem Blue Cross and Blue Shield Healthcare Solutions>, you get regular <Nevada Medicaid or Check Up> benefits, plus extras to make your life easier.

You can apply year-round. And if you qualify, you can choose <Anthem> as your health plan. You can also change health plans within your first 90 days of enrollment or during open enrollment.

How do I apply?

You may qualify for free enrollment. Visit <chooseanthem.com>

Scan the QR code and find out how to apply and choose <Anthem> as your health plan.

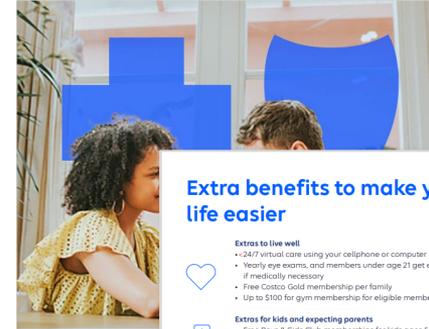
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Extra benefits to make your life easier

Extras to live well

- <24/7 virtual care using your cellphone or computer>
- Yearly eye exams, and members under age 21 get eyeglasses or contact lenses if medically necessary
- Free Costco Gold membership per family
- Up to \$100 for gym memberships for eligible members

Extras for kids and expecting parents

- Free Boys & Girls Clubs memberships for kids ages 5-14 every year
- Transportation for parents with kids under age 5
- Electric breast pump
- Healthy Rewards maternity program — earn rewards for going to your doctor visits

Extras for taking the next step

- Industry certification exam fee at no cost
- GED®/Nevada High School® Equivalency Test prep class and exam
- \$25 to put toward college application fees for members ages 17 and up*

With <Anthem Blue Cross and Blue Shield Healthcare Solutions>, you also get your regular <Nevada Medicaid or Check Up> benefits.

Scan the QR code to learn more about the extra benefits <Anthem> offers to our members through <Nevada Medicaid and Check Up>.

104001NVCENMIB 01/23

Why choose us?

Enjoy extras like gym memberships and 24/7 virtual care.

104001NVCENMIB 01/23

Anthem

<Do you need help with your healthcare, talking with us, or reading what we send you? We provide our materials in other languages and formats at no cost to you. Call us toll free at 844-396-2329 (TTY 711).>

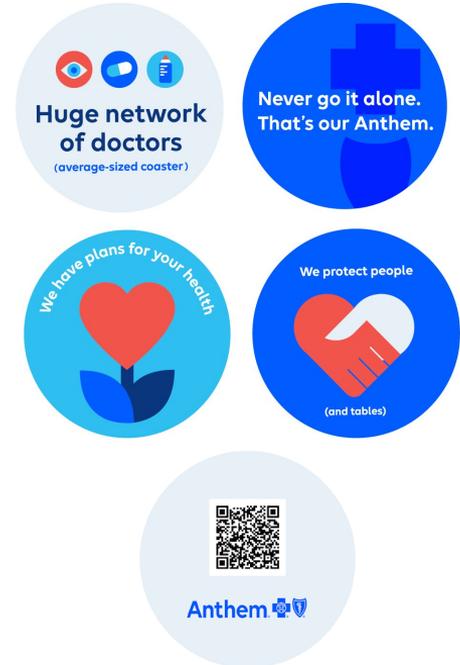
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Event materials

Giveaways with QR codes are a quick, easy way for people to access more information during events

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Back

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