



## **SilverSummit Healthplan Marketing Submission**

**New/Changed Materials for 2023–2024**

March 8, 2023

# Introduction

**On the following pages please find the SilverSummit Healthplan (SSHP) submission of new or changed items for review by the Division of Health Care Financing and Policy (DHCFP) and the members of the Medical Care Advisory Committee (MCAC).**

These materials will be used in conjunction with SilverSummit's previously approved materials. Any and all copy within may be used standalone or combined with other copy in the document, or documents previously approved in prior annual submissions.

Wording in final produced materials may be altered without changing intent, when it better articulates concepts, creates more accessibility and understanding, and/or adheres to ad standards and sizing. All provided materials may not be reproduced.

Ads may include testimonials or other SSHP member-generated content that is not created by SSHP, and therefore is not specifically outlined in this submission.

# Assumptions

## **Name**

SilverSummit Healthplan, SSHP, and the logomark may be used interchangeably.

## **Transcreation**

To provide the best possible communication for our Spanish-speaking members and prospects, materials will be transcreated to reflect cultural relevance and sensitivity and may not be a direct translation of English or use the exact words/phrases as noted in this submission. Some English words do not translate directly to Spanish and alternate words may be used to convey the same intent and meaning.

## **Variable data**

To cover the breadth of materials SSHP will need, we have provided a simplified format where <content> set in brackets may be substituted with other content – in the document or previous submissions – to best communicate the information. Additional words from previously approved materials that do not change the intention of the statement (such as a number or address) may be used to complete a statement or thought.

This content includes benefit details, event information, provider network information, contact info, etc. Grammar, punctuation, and capitalization may be updated at any time to accommodate variable data. This may include adding transition words, changing tenses, or adjusting the subject to be plural or singular, for example.

Word additions may include “and” or “with,” as well as changing the tense. Filler words may be used to increase readability or understanding of the material in different formats – like video narration versus a flyer or text.

## **Calls-to-action**

URLs, phone numbers, QR codes, physical addresses, and email addresses may be created as needed to guide viewers to appropriate information.

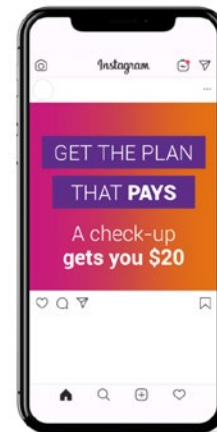
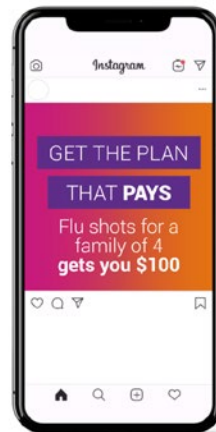
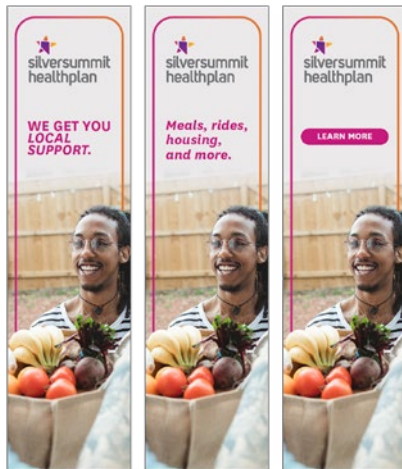
## **Footnotes**

Disclaimers like “Some restrictions may apply”, “Provider network subject to change”, or “Applies to qualified individuals”, as well as copyright information will be added to communications where applicable.



# Marketing Samples

Per the previous assumptions, external marketing communication may include materials derived from previously approved messaging with comparable intent, similar to these ads.





# Sample Images





# Sample Images





# Sample Images



# Partners





# Content

Any of the following content may be used individually or in combination:

- <content> for
- <content> for you
- <content> is tough enough
- <content> is unpredictable
- <content> where you live/work
- <content> you know
- <emotion> experience
- <employee first name>
- <first name of member>
- <medical care> <benefit> you can depend on
- <number> Nevada providers
- <pronoun> business
- <time> today can save you <time> next month
- A Nevada Medicaid plan
- A plan for <content>
- A plan with <content> you know
- A plan with better <content>
- Access benefits that save you money
- Access Nevada
- All of you
- All your needs/concerns
- America's #1 Marketplace Health Plan
- Anxiety
- Bad
- Become a citizen
- Better <content>
- Better access
- Care for <content>
- Change for the better
- Check-ups
- Choose doctor
- Complete your paperwork
- Concerned about <content>
- Connect
- Connected
- Culinary
- Death
- Depression
- Different
- Disability
- Discover
- Divorce
- Do it for <content>
- Doctor appointments
- Don't lose <content>
- Don't risk
- Don't worry about <content>
- Earn rewards
- Employee
- Ensure
- Expect
- Expert
- Expire
- Explore
- Familiar
- Family
- Family size
- Family's needs
- Find a doctor
- Find out
- Folks
- For life

# Content

Any of the following content may be used individually or in combination:

- Friendly
- Get back to <content>
- Get care in <timeline>
- Get married
- Get more
- Get the <content>
- Gig worker
- Go to college
- Go to school
- Good thing
- Graduation
- Gym benefits
- Hard times
- Have a baby
- Health has rewards
- Health partner
- Healthy living
- Help
- Help for <medical condition>
- Household income
- How Nevadans <content>
- If you've got <content> you need <content>
- In your community/neighborhood
- Income
- Individual
- Injury
- Invest in <content>
- Job loss
- Keep your <content>
- Know better
- Leave jail
- Life <content>
- Like you
- Maintain
- Make a change
- Make sure
- Manage <content>
- Meet your needs
- Mission
- More than just a health plan
- Move to Nevada
- Need a <medical specialist>
- Negative
- Neighbor
- Neighborhood
- Nevada check up
- Nevada Division of Welfare and Supportive Services
- New
- No longer qualify
- No referrals needed
- Not a member
- Not too late
- Online therapy
- Organizations/groups you know
- Over-the-counter
- Partner
- Preexisting
- Qualify for Medicaid
- Qualifying life event
- Real life
- Reliable Medicaid coverage

# Content

Any of the following content may be used individually or in combination:

- Respect
- Rewards you for <content>
- Risk
- Save money
- See a <medical specialist>
- See a doctor for <medical condition>
- SSHP member since <date of enrollment>
- Standing by
- Start earning <content>
- Stay
- Stay connected
- Stay covered
- Support for <content>
- Switch <content>
- Take a step
- Take care
- Talk to <content>
- The <content> you need/want for <content>
- The local <content>
- The plan for <content>
- Thoughts
- Try <content>
- Turning 26
- Understanding benefits
- Unemployment
- Unexpected <content>
- Unique <content> deserve <content>
- Use your plan
- Verify Medicaid eligibility
- We <content> so you <content>
- We know <content>
- We see you
- We work with <local nonprofit>
- We've partnered with <local healthcare organization>
- What you need
- When <content> knocks you down
- When you need a
- Whenever
- Where to go
- Wherever
- Who knows you
- Who Nevadans <content>
- Who you know
- Why wait
- With <content>
- With you
- Worry
- YMCA
- You can <content>
- You know <content>
- You're in charge
- Your <content> when <content> happens
- Your children
- Your corner
- Your kids
- Your own doctor



