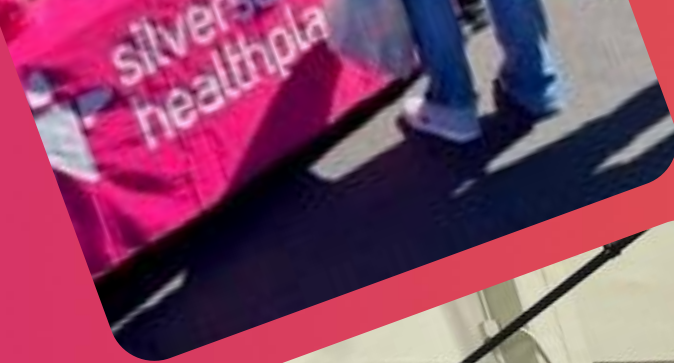




**SILVERSUMMIT HEALTHPLAN
MARKETING SUBMISSION
NEW MATERIALS FOR 2024-2025**



INTRODUCTION

Please find enclosed the new or modified items submitted by SilverSummit Healthplan (SSHP) for evaluation by the Division of Health Care Financing and Policy (DHCFP) and the members of the Medical Care Advisory Committee (MCAC). These materials are designed to supplement SilverSummit's already sanctioned resources.

Text within may stand on its own or be integrated with text from this or previously approved documents. The wording in the final materials may be adjusted to better articulate ideas, enhance accessibility and comprehension, and comply with ad standards and dimensions, as long as it does not alter the original intent. Reproduction of all provided materials is prohibited.

Ads may feature testimonials or other content generated by SSHP members, which is not created by SSHP, and therefore, is not detailed 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.



Example



Find a Provider! Click Here.



Example



Investing in communities
across Nevada.



Example

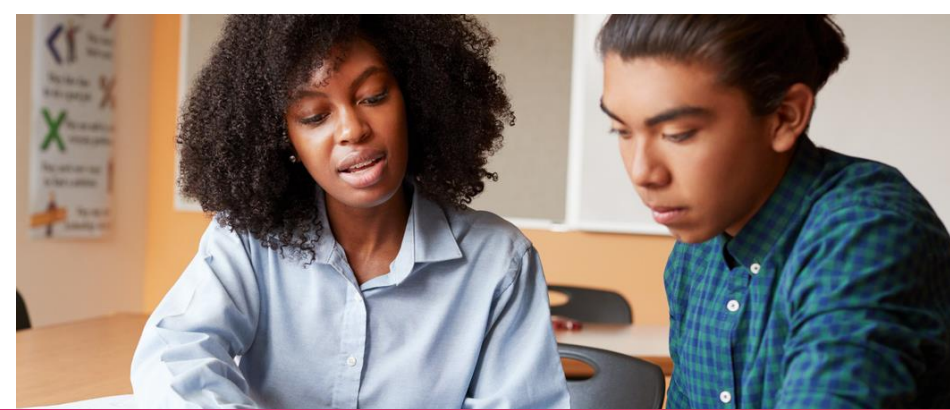
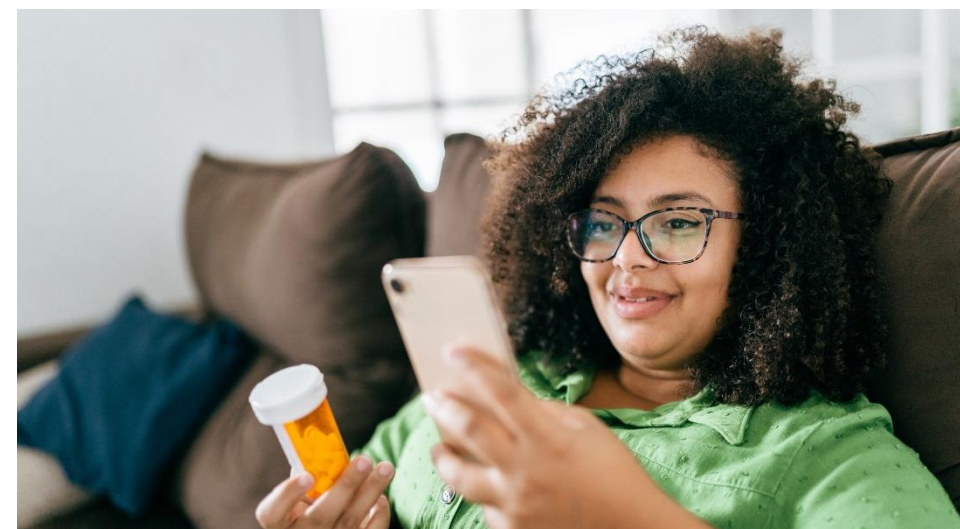
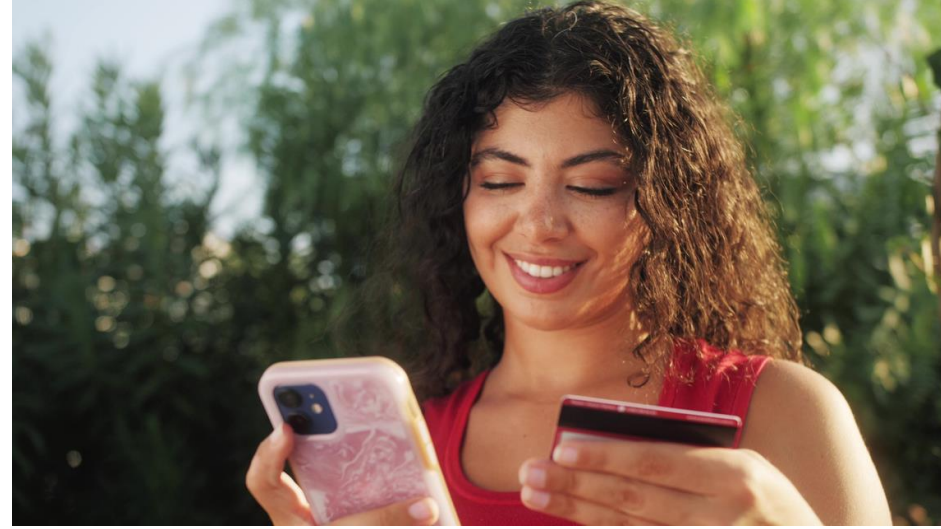


Here for you,
here for Nevada.

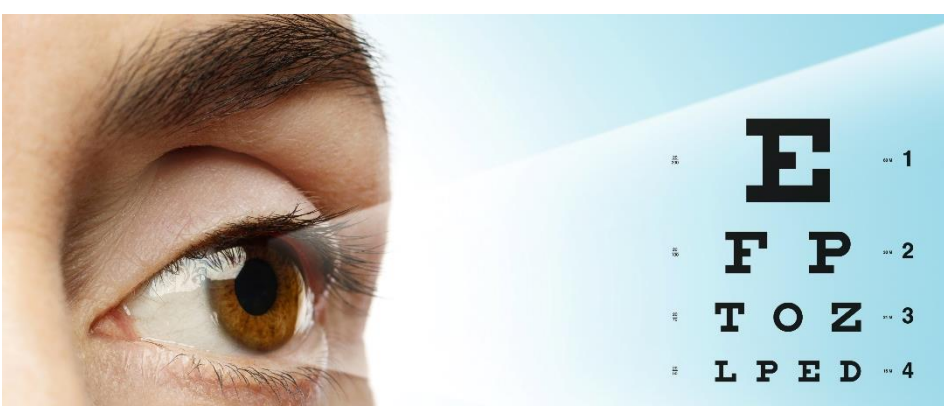
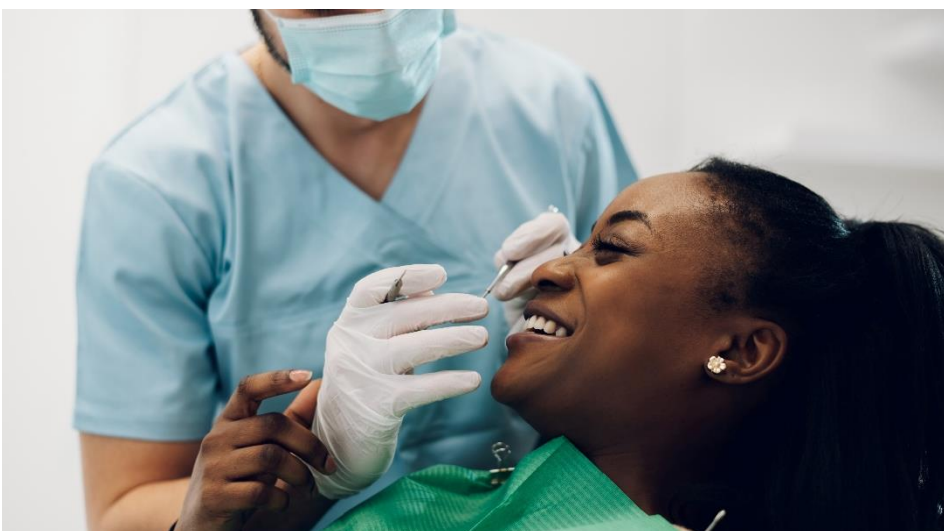
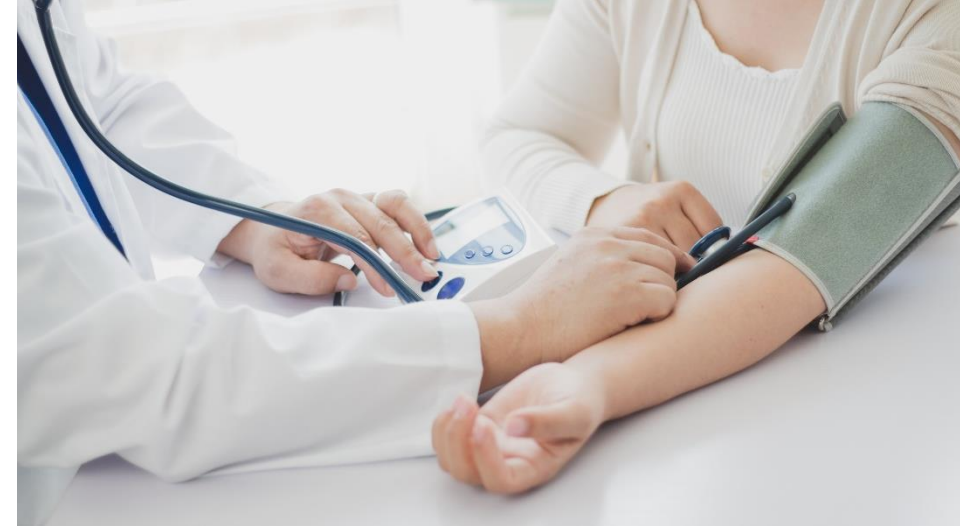


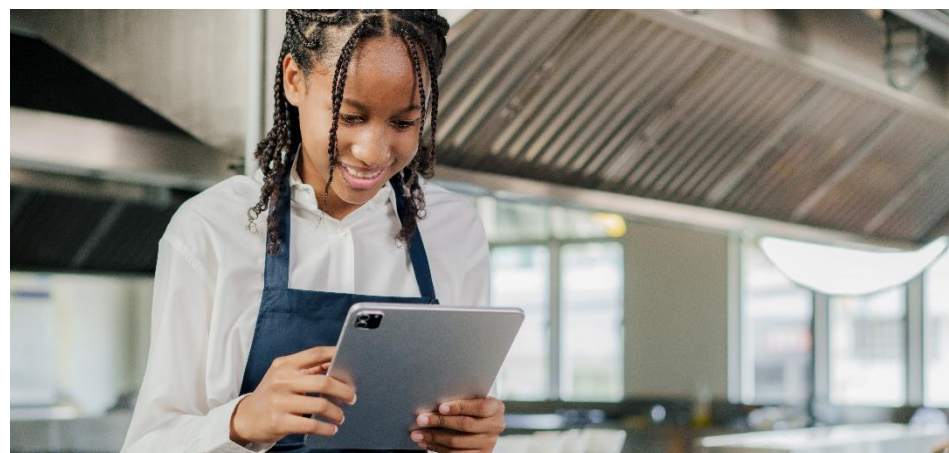
Marketing Examples





Sample Images





Sample Images

- <Am I> <who is> Eligible
- Because life is uncertain, our coverage isn't
- Care that counts when life gets complicated
- Care that puts you first
- Caring for what matters
- Choose the right care at the right place
- Discover the advantages of SilverSummit Medicaid
- Discover the ease of locating your ideal healthcare provider with SilverSummit Healthplan
- Dive into Safety: Equip your child with the skills to swim confidently and safely
- Don't just find a doctor/provider, find the right doctor/provider for you
- Embrace healthy choices
- FindHelp with SilverSummit. Finding a doctor who is a good fit is easy when you have SilverSummit Healthplan.
- Finding the right healthcare provider is an important step. <Find a Provider> Focus on <preventive care> <nutrition> <well-being> <your health>
- From healthcare to community support
- From preventive care to chronic conditions, SilverSummit Healthplan has you covered
- From primary care to specialists and everything in between
- Get fit. <free gym> <My Health Pays>
- Get the most from your coverage
- Giving you the care you need
- Good health is closer than you think! SilverSummit makes healthcare easy to get in <county>
- Helping Nevadans live their best lives
- Here for you, here for Nevada
- Investing in communities across Nevada

- Leading the way in <county>
- Learn about your pharmacy coverage
- Make wellness a way of life
- Making Waves in Water Safety: Protect your little ones in and around the water
- Need community resources? Use the SilverSummit. FindHelp tool on our site to get the help you need
- Need to reenroll? A dedicated team is standing by
- Healthcare is right around the corner
- Nurturing neighborhoods
- One plan, always covered
- Opt for certainty not hearsay!
- Our directory of leading healthcare providers makes it easy to discover <doctors near your> <providers> <specialists>
- Our provider directory allows you to choose
- Pharmacy service to help you live better
- Prioritize your well-being
- Rediscover your healthcare freedom. Reenroll in Medicaid <today> <now>
- Reenroll in SilverSummit and continue your coverage
- Reenroll in SilverSummit and don't miss out on essential benefits
- Rural Healthcare Initiatives
- SilverSummit building a healthier you
- Silversummit Healthplan: Your Path to Better Health



- SilverSummit Healthplan, a Medicaid option since 2017.
- SilverSummit Healthplan: learning and improving access to care
- SilverSummit Healthplan: your partner for healthier tomorrow
- SilverSummit matches stride for stride. Our network is extensive
- SilverSummit more than just insurance, it's peace of mind
- SilverSummit: harness the power of local staff
- Since 2017, SilverSummit Healthplan has been a trusted choice for Medicaid
- Splash Safely: Make water fun and worry-free for your child with our comprehensive safety measures
- Strive for balanced nutrition
- Take your health <Program> <VAB> <My Health Pays rewards>
- The reliable doctors, specialist and clinics in your area
- The importance in reenrolling in Medicaid
- Uncertain about a new plan? SilverSummit is here to help.
- Uncertainty about change? Let SilverSummit ease your worries.
- Unmatched customer support
- Unmatched member support

- Unsure about a new plan? At SilverSummit, we help you overcome your hesitation with our large network and premium services.
- Use the FindHelp tool on our website to link up with help from your community.
- We connect Members to providers
- We understand that everyone's health journey is unique, which is why we offer a diverse selection of providers
- We're here to make your life easier, healthier, and happier
- We're more than just an insurance plan, we're your partner in health
- Wherever you are in your journey of life, <we've got you covered> <you get access> <you get health care partner> every step of the way
- Why wait? Your doctor is ready to help you
- With SilverSummit better health is in your reach
- Your health matters. Reenroll in your Medicaid benefits <today> <now>
- Your path to better health starts here
- Your safety net in uncertain times
- Your wellness <is>our priority



Nevada Counties

- Carson City
- Churchill County
- Clark County
- Douglas County
- Elko County
- Esmeralda County
- Eureka County
- Humboldt County
- Lander County
- Lincoln County
- Lyon Count
- Mineral County
- Nye County
- Pershing County
- Storey County
- Washoe County
- White Pine County



KEYWORDS



- accessible healthcare
- community health
- doctors in rural areas
- do i have to reenroll in medicaid
- find help
- healthcare in rural areas
- how do i reenroll in medicaid
- medicaid nv phone number
- medicaid phone number nevada
- nevada medicaid care replacement online
- nevada medicaid claims address
- nevada medicaid provider enrollment
- nevada medicaid provider list
- nevada medicaid providers
- nv medicaid customer service
- nv medicaid login
- nv medicaid phone number
- nv medicaid portal
- nv medicaid provider list
- providers in rural areas
- reenrolling in medicaid
- rural doctors
- rural providers
- rural healthcare
- rural health
- silver summit customer service
- silver summit medicaid phone number





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healthplan™**

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