Marketing Submission
New Materials 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.

Sample Marketing Materials

Sample Marketing Materials

- Adult and pediatric providers in rural and frontier counties.
- All the care you need
- Benefits that make life easier in rural Nevada
- Better benefits, closer to home – tailored for rural Nevada
- Bringing healthcare kiosks to rural Nevada – Care made convenient <telehealth appointments><health screening><local resources><food><transportation>
- Care for all of you
- Care for your family
- Care in your neighborhood
- Care in your town
- Care made for your family
- Understanding Medicaid can be confusing. We're here in your community to help. Come and see us at<location>
- (Location) Good news! SilverSummit is coming to rural Nevada
- Health Insurance that cares for Nevadans
- Healthcare should work for everyone, no matter where you live
- Healthcare that understands rural Nevada – because you matter
- Here for all of you
- Here for you and your baby
- Here for you in a big way
- Here for you today, tomorrow, and every day
- Here for you when you need a checkup or check in
- Here for your [health]
- Here for your mind and body
- Here in your town with services you need
- Here to keep you connected
- Here to listen to what you need
- Medicaid coverage you can count on—now in rural Nevada
- Medicaid that's here for your health
- SilverSummit making care more accessible.
- SilverSummit passionate about providing quality healthcare benefits and services
- SilverSummit understands the unique challenges of rural healthcare Supporting you every step of the way
- Transportation for you and your family
- Transportation just got easier
- We're here because we care about you
- We're here for your annual checkup
- We're here for your family
- We're here to make healthcare clear
- We're here to make sure your family gets the care they need
- Your Benefits. Understanding and navigating your Medicaid insurance

CONTENT - Content may be used individually or in combination with other approved phrases and/or keywords

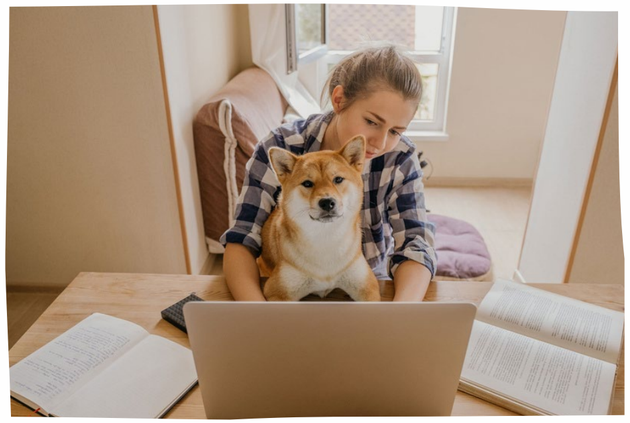
Keywords

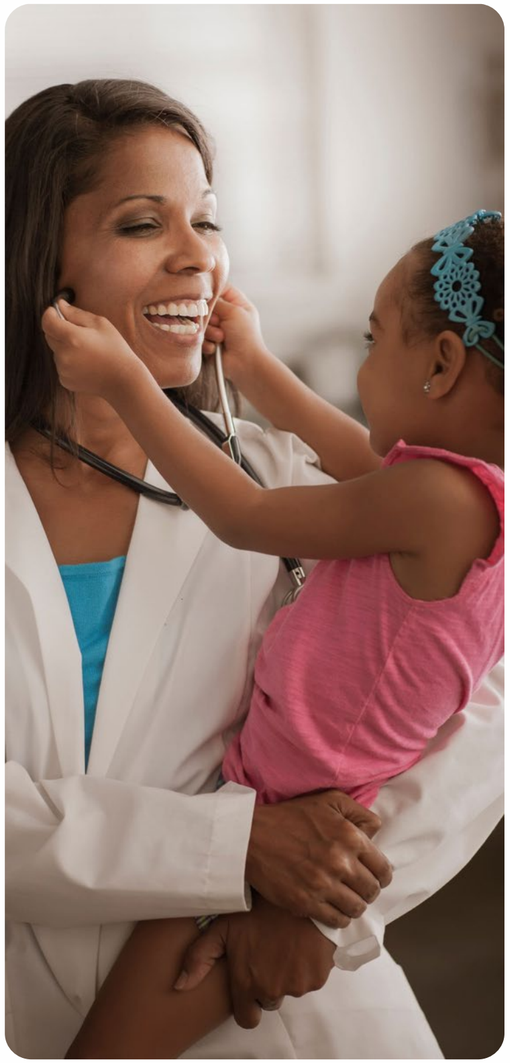
- Access to care in rural Nevada
- Behavioral health access Nevada
- Federally Qualified Health Centers Nevada for rural health
- Healthcare innovation rural Nevada
- Improving rural health access Nevada
- Carson City
- Medicaid Churchill
- Medicaid Clark County
- Medicaid Douglas
- Medicaid Elko
- Medicaid Esmeralda
- Medicaid Eureka
- Medicaid Humboldt
- Medicaid Lander
- Medicaid Lincoln
- Medicaid Lyon
- Medicaid Mineral
- Medicaid Nye
- Medicaid Pershing
- Medicaid Storey
- Medicaid Washoe County
- Medicaid White Pine
- Nevada rural health initiatives
- Nevada rural health programs
- Nevada telehealth solutions
- Obstetrical care rural Nevada
- Rural health challenges Nevada
- Rural healthcare Nevada
- Rural healthcare providers Nevada
- The Hub - TeleHealth Nevada

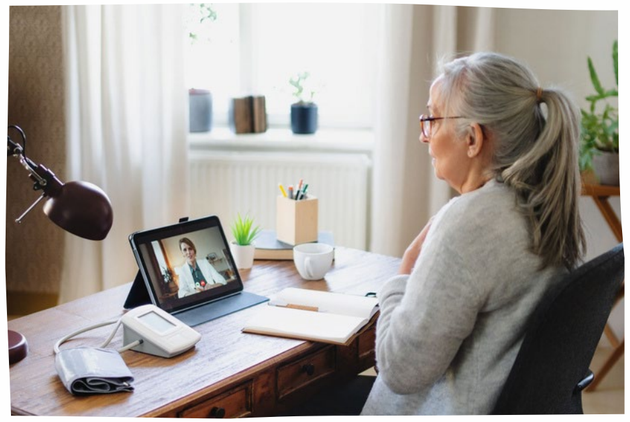
CONTENT - Content may be used individually or in combination with other approved phrases and/or keywords

HOUSE
SOLD

THE
IS
GO
SURF
COUNTRY
ALOHA







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Thank You.