

COPY

PROJECT: MCAC 2021 WC 10 20

FORM: 1030513NVCENABS BV 10/20

CLIENT: NV/Stephanie Gabriel & Sara Williamson

GRADE: Flesch-Kincaid 4 without proper nouns, numbers, URLs, disclaimers

AUDIENCE: Potential members

PURPOSE: Microsite to help potential members learn how to enroll or learn more about our plan.

REVIEWERS: Instructions are in dark blue font. Member-facing copy is in black font.

URL: www.chooseanthem.com

MAIN LANDING

Seeing the doctor shouldn't be a luxury

Find out if you can get low- or no-cost health insurance through Anthem

I live in:

BUTTON: <California>

BUTTON: <Indiana>

BUTTON: <Nevada>

BUTTON: <Virginia>

Buttons link to market microsites

URL: www.choosebluenow.com or www.chooseanthem.com/nv

NEVADA LANDING

<Anthem BCBS logo>

DURING OPEN ENROLLMENT

Choose <Anthem> for your <Nevada Medicaid> or <Check Up> plan

Open enrollment is here — <April 1 through June 30>.

If you already have <Anthem>

You don't need to do anything. You'll automatically stay with us.

If you are looking for a new health plan

You can change plans during open enrollment. Learn how to join <Anthem>.

<1030513NVCENABS BV 10/20>

If you need insurance

See how to apply for low or no-cost health insurance through Nevada Medicaid or Check Up.

OUTSIDE OF OPEN ENROLLMENT

\$0 Doctor visits

\$0 Hospital stays

\$0 Prescriptions

Low or no-cost health insurance with <Anthem>

<Anthem> offers these benefits to our members through <Nevada Medicaid> and <Check Up>.

See if you qualify [link + scroll to next section](#)

QUALIFY SECTION - ONLY SHOW OUTSIDE OF OPEN ENROLLMENT

You may qualify if:

- You live in <Clark or Washoe County>
- Your income is less than the amount below

Who needs health insurance?

<Select an answer>

- Children under age 1
- Children ages 1 to 5
- Children ages 6-18
- An adult (ages 19-64)
- A pregnant woman

How many people live in your house?

<Pregnant women should also count their unborn child(ren).>

<Select an answer>

- Just you
- You + 1
- You + 2

- You + 3
- You + 4
- You + 5
- You + 6
- You + 7

You may qualify if your monthly income is less than:

<display dollar amount>

<display applicable cost>

Household size	Children <5	Children 6-18	Children 0-18	Adults 19-64	Pregnant Women
1	\$1,755	\$1,467	\$2,180	\$1,467	\$1,755
2	\$2,371	\$1,983	\$2,945	\$1,983	\$2,371
3	\$2,987	\$2,498	\$3,711	\$2,498	\$2,987
4	\$3,603	\$3,013	\$4,476	\$3,013	\$3,603
5	\$4,219	\$3,528	\$5,241	\$3,528	\$4,219
6	\$4,835	\$4,043	\$6,007	\$4,043	\$4,835
7	\$5,451	\$4,559	\$6,772	\$4,559	\$5,451
8	\$6,067	\$5,074	\$7,537	\$5,074	\$6,067
Premium	No premiums	No premiums	\$25-\$80 per family, per quarter	No premiums	No premiums
Copays	No copays	No copays	No copays	No copays	No copays

American Indians who are members of federally recognized Tribes and Alaska Natives are exempt from premiums.

A look at the benefits [link + scroll to next section](#)

BENEFITS SECTION – ALWAYS SHOWS

Benefits with Anthem

You receive all of your Nevada Medicaid or Check Up benefits, plus extras to make your life easier.

\$0 Doctor visits

Get the care you need from a doctor you choose. We have thousands of doctors in our plan, including many specialists.

\$0 Virtual care

As an extra benefit with Anthem, you can receive 24/7 virtual care with LiveHealth Online. Visit a doctor through video chat on your computer or smartphone. LiveHealth Online an easy way to find care anytime of the day or night!

\$0 Prescriptions

We pay for prescriptions and many over-the-counter medicines. You will not have any copays for your medicines.

\$0 Hospital stays

When you have to receive care in the hospital, you will not have to pay anything. Benefits also include urgent and emergency care.

\$0 Vision care

Healthy eyes are an important part of your overall health. You can get an eye exam every year. Members under 21 also get eyeglasses or contact lenses if medically necessary.

Extra benefits

Extras to live well

- Free Costco Gold membership per family
- GED/Nevada High School Equivalency Test prep class and exam
- <Weight Watchers (WW)> voucher for eligible members
- <Anthem> mobile app to manage your health on the go
- And more!

Extras for kids

- Free Boys & Girls Club memberships for kids ages 5-14 every year
- Free sports physical each year for kids ages 6-18

Extras for new moms

- Free baby car seat
- Free electric breast pump
- Books for Babies program
- Healthy Rewards program – earn rewards for going to your doctor visits

Note: Some benefits have eligibility requirements.

FIND A DOCTOR SECTION - ALWAYS SHOWS

We work with thousands of doctors to make getting medical care easy. Use our search tool to see all of the providers in our plan.

BUTTON: Find a Doctor ([link to http://abcbs.prismisp.com/](http://abcbs.prismisp.com/))

Join now (*link + continuous scroll*)

HOW TO JOIN SECTION

DURING OPEN ENROLLMENT

How to join <Anthem>

If you already have Medicaid or Check Up

Choose <Anthem> as your health plan. You can change your plan in one of these ways during open enrollment:

By mail

Complete and send back the letter you got from the state, or fill out an MCO change form (*link to state PDF form*) and mail to:

<Nevada Medicaid
Attn. MCO Changes
P.O. Box 30042
Reno, NV, 89520>

BUTTON: MCO change form (*link to state PDF form*)

Receiving a printed MCO change form

Send an email to <choosebluenow@anthem.com> with “Choose Anthem” in the subject line. In the email, include your name, phone number, and mailing address. One of our Community Relations Team members will call you within seven days to verify your mailing address. We will mail you a plan change form and self-addressed stamped envelope. Fill out the information and drop it in the mail.

You can also pick one up from a location near you. <Link to <https://dwss.nv.gov/Home/Features/application-distribution/>>

If you need health insurance

Apply for <Nevada Medicaid> or <Check Up> benefits.

You may be eligible for benefits through <Anthem> if you have limited income and live in Clark or Washoe County.

Check your eligibility and apply:

1. Visit Access Nevada. (<https://accessnevada.dwss.nv.gov/public/am-i-eligible/start>)

2. Answer a few questions and instantly see if you are eligible.
3. Apply for benefits on the same website.

BUTTON: Apply now (*link to <https://accessnevada.dwss.nv.gov/public/landing-page>*)

You can apply year-round. If you qualify, you can choose <Healthy Blue> as your health plan.

Help for enrolling with Anthem

Call your local Medicaid District Office at 775-687-1900 (Northern Nevada) or 702-668-4200 (Southern Nevada) if you need help enrolling with us.

OUTSIDE OF OPEN ENROLLMENT

How to join <Anthem>

If you need health insurance

Apply for Nevada Medicaid or Check Up benefits.

1. Visit Access Nevada. (*<https://accessnevada.dwss.nv.gov/public/am-i-eligible/start>*)
2. Answer a few questions and instantly see if you are eligible.
3. Apply for benefits on the same website.

BUTTON: Apply now (*link to <https://accessnevada.dwss.nv.gov/public/landing-page>*)

You can apply year-round. If you qualify, you can choose <Healthy Blue> as your health plan. You can also change health plans within your first 90 days of enrollment.

Help for enrolling with Anthem

Call your local Medicaid District Office at 775-687-1900 (Northern Nevada) or 702-668-4200 (Southern Nevada).

FOOTER:

If you have questions about Anthem, we are here to help.

Call <Member Services> toll-free at <844-396-2329 (TTY 711)> <Monday through Friday from 7 a.m. to 7 p.m. Pacific time>.

Learn more about <Anthem> (*link to www.anthem.com/nvmedicaid*)

Get help in another language (*link to https://mss.anthem.com/nevada-medicaid/nvnev_caid_babelsheet.pdf*)

Nondiscrimination policy – English (*link to https://mss.anthem.com/nevada-medicaid/nvnev_caid_nondiscrimpolicy_eng.pdf*)

Nondiscrimination policy – Spanish (*link to https://mss.anthem.com/nevada-medicaid/nvnmv_caid_non-discrimpolicy_spa.pdf*)

Waste, Fraud & Abuse (*link to <https://www.fighthealthcarefraud.com>*)

Terms of Use (*link to https://www.anthem.com/wps/portal/ahpfooter?content_path=shared/noapplication/f6/s0/t0/pw_ad070873.htm&rootLevel=3&label=Terms%20of%20Use*)

Privacy Policies (*link to https://mss.anthem.com/nevada-medicaid/nvnmv_caid_privacypolicies_eng.pdf*)

<Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.>



gettyimages
Portra

Free or low-cost health plans are available

Learn more

[<url>](#)



gettyimages
Portra

Anthem.  

Free or low-cost health plans are available

Learn more <url>

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COPY

PROJECT: MCAC 2021 Campaign 10 20 – Affordable Healthcare
CLIENT: NV/Sara Williamson
REF: 1818357
WRITER: Shelby Imes
DATE: 10/30/20
GRADE: 4.5 FK

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MESSAGING OPTIONS

Various headline, body copy, call-to-action, and image options are listed below and provided in the photo slick. We are seeking approval of all options for us to use individually, in combinations, as additions, and to substitute into the sample layouts as needed in the future.

HEADLINE OPTIONS

- If you recently lost your health insurance, you still have options
- If you recently lost your insurance, free or low-cost plans are available
- If you lost your insurance, free or low-cost plans are available
- You can stay covered with Anthem
- You still have options for health care
- You still have options for health insurance

- Expecting moms, you may qualify for free or low-cost health plans
- New moms, you may qualify for free or low-cost health plans
- Union employees, you may qualify for free or low-cost health plans
- If you make <\$xxxx> a month or less, free or low-cost health plans are available
- Life happens. Keep your health insurance.
- Did 2020 change your <life/work status/hours at work>? You may qualify for free or low-cost health plans.
- Affordable health insurance is available
- Free or low-cost health plans for when life happens

BODY COPY OPTIONS

- Large selection of top doctors
- Free or low-cost doctor visits, prescriptions, and hospital stays
- \$0 doctor visits with Anthem
- You could be eligible for free or low-cost health benefits with Nevada’s Medicaid and Check Up programs.
- You may qualify for our free or low-cost health plans through Nevada’s Medicaid and Check Up programs. With these plans, you are covered for doctor visits, labs and tests, and prescriptions.
- Don’t go without health insurance.
- You may qualify for free or low-cost health benefits through Nevada’s Medicaid programs.
- Doctor visits, labs and tests, prescriptions, and more at little to no cost to you
- Telehealth options for access to care anytime
- Benefits at your fingertips with our mobile app
- Quick access to care

CALL-TO-ACTION AND URL OPTIONS

- Choose Anthem
- Learn more
- Click or tap the banner to learn more
- Visit choosebluenow.com
- Visit chooseanthem.com/nv
- Visit choosebluenow.com to learn how to apply.
- Learn how to apply today
- See if you qualify
- choosebluenow.com
- chooseanthem.com/nv

IMAGE OPTIONS – see photo slick

Demographics: parents, 18-49 with children and mostly women – mix of Caucasian, Hispanic, childless adults, men and women, 29-45, Caucasian

- Pregnant woman
- Mom with new baby
- Casino workers/service industry workers, servers
- Family with children at home
- Adults/couple at home
- Virtual doctor visit – mom/child/family at home
- Virtual doctor visit – adult
- Adult using smartphone and/or tablet
- Family using smartphone and/or tablet
- Tablet/computer/cellphone view of doctor for virtual doctor visit
- Child with doctor at checkup – only if doctor is masked or not in view
- Mother/family with doctor – only if adults are masked
- Adult and/or family at pharmacy drive-thru
- Lifestyle image of family at home together
- Adult and/or family using cellphone at different times and a variety of places
- Icons to represent provider network, online tools, app, benefits (doctors, prescriptions)
- Person using phone in public wearing mask

OOH - Drive by 1818357 1030514NVCENABS MCAC 2021 BL 10 20

LOGOS: Anthem bcbs logo

IMAGE: Demo – mom and child at home

HEAD (8 words): Free or low-cost health plans are available

CTA: Learn more

WEB: <url><url>

DISC: Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.

OOH – Captive_1818357 1030514NVCENABS MCAC 2021 BL 10 20

LOGOS: Anthem bcbs logo

IMAGE: Dem- mom with child at home

HEAD (8 words): Free or low-cost plans are available.

COPY (8 words): Learn more

WEB: <url>

DISC: Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.

WEB BANNERS 1818357 1030519NVCENABS MCAC 2021 WB 10 20

IMAGE: Mom/child at home

COPY FRAME 1: Recently lost your insurance?

COPY FRAME 2: Free or low-cost plans are available.

DISC FRAME: Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.

CTA BUTTON: Learn more

LOGOS: Anthem bcbs logo

URL: <url>

MOBILE 1818357 1030519NVCENABS MCAC 2021 WB 10 20

Design pick up ANVMKT-0239-20

LOGO: Anthem bcbs logo

COPY (5 words): Lost coverage? Get free or low-cost health plans.

DISC: Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.

URL: <url>

NATIVE - 1818357 1030599NVCESABS MCAC 2021 Native Ad 10 20

Advertiser name (required) Up to 25* characters: Anthem

Headline Up to 25* characters: Health care options for you

Long headline up to 50 characters: You still have options for health care

Body text up to 90 characters: You may qualify for free or low-cost health benefits through Nevada's Medicaid programs.

Long body text up to 150 characters: You may qualify for free or low-cost health plans through Nevada's Medicaid and Check Up programs.

Landing page URL up to 1024 characters: <url>

Caption URL up to 30 characters: Anthem Medicaid

Call to action up to 15* characters: Learn more

SOCIAL NEWSFEED - 1818357 1030521NVCENABS MCAC 2021 SO 10 20

SOCIAL HANDLE NAME: Anthem Blue Cross and Blue Shield Healthcare Solutions

TEXT (125): If you lost your insurance, you may qualify for free or low-cost health plans with Nevada's Medicaid and Check Up programs.

TEXT TWITTER (257): If you recently lost your insurance, you may qualify for our free or low-cost health plans through Nevada's Medicaid and Check Up programs. With these plans, you receive benefits like doctor visits, labs and tests, and prescriptions.

IMAGE: Dem photo – mom/child at home

HEADLINE (25): Don't go without insurance

LINK DESCRIPTION (30): Learn more

LOGO: <Anthem BCBS>

SOCIAL CAROUSEL 1818357 1030521NVCENABS MCAC 2021 SO 10 20

TEXT (125): If you lost your insurance, you may qualify for free or low-cost health plans with Nevada's Medicaid and Check Up programs.

COPY 1

Image one: Doctor icon

Headline (40): Doctor visits

Description (20): Learn more

URL: <url>

COPY 2

Image two: Labs/tests icon

Headline (40): Labs and tests

Description (20): Learn more

URL: <url>

COPY 3

Image three: Prescription icon

Headline (40): Prescriptions

Description (20): Learn more

URL: <url>

COPY 4

Image three: Anthem BCBS logo

Headline (40): Learn how to apply today

URL: <url>

DIGITAL RADIO COMPANION ADS - 1818357 1030515NVCENABS MCAC 2021 DR 10 20

These come in multiple sizes. 300x250 is the smallest size.

LOGOS: Anthem bcbs logo

IMAGE: Demo – mom/child at home

HEAD: If you recently lost your insurance, free or low-cost plans are available

DISC: Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.

CTA (1-2 words): Learn more

RADIO :15 - 1818357 1030518NVCENABS MCAC 2021 RA 10 20

If you recently lost your insurance, free or low-cost health plans with Anthem Blue Cross and Blue Shield Healthcare Solutions are available to you. With these plans, you are covered for doctor visits, prescriptions, and hospital stays. Visit <url> to learn how to apply today.

CTA broadcast

(time permitting): That's <<url>>.

RADIO :30 - 1818357 1030518NVCENABS MCAC 2021 RA 10 20

If you recently lost your health insurance, free or low-cost plans with Anthem Blue Cross and Blue Shield Healthcare Solutions are available. With these plans, you are covered for doctor visits, prescriptions, labs and tests, and hospital stays – all at little to no cost to you. <Visit <url> to learn how to apply today.> <That's <url> to apply for Medicaid with Anthem.>

SOCIAL STORY AD - 1818357 1030517NVCENABS MCAC 2021 VM 10 20

15 seconds

Video: *Mother and child at home*

Video: Cut to animation of icons representing doctor visits, labs/tests, prescriptions

Display text: If you recently lost your insurance, you could be eligible for free or low-cost health benefits.

LOGO: <Anthem bcbs logo> (*In the circle*) <Anthem Blue Cross and Blue Shield Healthcare Solutions> Sponsored

URL: <url>

CTA Button: Learn more

Click Thru: <url>

VIDEO :15 - 1818357 1030517NVCENABS MCAC 2021 VM 10 20

VIDEO: Individual at home. Slow zoom into talent. Text appears on screen.

TEXT: Recently lost your health insurance?

VIDEO: Slow zoom on talent. Next line of text appears.

TEXT: You could be eligible for free or low-cost health benefits (text scrolls off, replacement text appears onscreen) with Nevada's Medicaid and Check Up programs.

VIDEO: Image and blue bar slides to the right. Diverse family at home slides in on screen. Slow zoom into talent. Text appears on screen.

TEXT: Get doctor visits, prescriptions, and more. (text scrolls off, replacement text appears onscreen) See if you qualify.

Cut to super

LOGOS: Anthem bcbs logo

URL: <url>

DISC: Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.

VIDEO :30 - 1818357 1030517NVCENABS MCAC 2021 VM 10 20

This can be a TV spot or digital spot. All VO should total 60 words (65 max).

VIDEO: Individual at home. Slow zoom into talent. Text appears on screen.

TEXT: If you recently lost your health insurance, you still have options.

VIDEO: Slow zoom on talent. Next line of text appears.

TEXT: You could be eligible for free or low-cost health benefits (text scrolls off, replacement text appears onscreen) with Nevada's Medicaid and Check Up programs.

VIDEO: Image and blue bar slides to the right. Cut to family at home on telehealth doctor visit.

TEXT: Doctor visits

VIDEO: Person looking at prescriptions at home

TEXT: Prescriptions

VIDEO: In-person doctor visit of person getting a test/vaccine (if available and all parties are masked)

TEXT: Labs and tests

Cut to super and logos

SUPER: See if you qualify.

LOGOS: Anthem bcbs logo

URL: <url>

DISC: Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.



<P.O. Box 62509
Virginia Beach, VA 23466-2509>



Switch to Anthem

<Open enrollment ends
August 31.>

Medicaid benefits with <Anthem Blue Cross and Blue Shield Healthcare Solutions>

We cover all the Medicaid benefits you expect, like doctor visits, vision, and prescriptions, plus no-cost extras to make your life easier, like:

- <Care anytime with LiveHealth Online.>
- <Free Costco gold memberships.>
- <Benefits at your fingertips with our mobile app.>
- <Free extras for moms including electric breast pumps.>
- <Up to \$100 annually for non-standard eyeglass frames.>
- <And more.>



Choose Anthem Medicaid before <August 31>

by visiting <dwss.nv.gov>.



If you have questions, we are here to help.

Visit <url>

or call <877-269-5707>

Monday through Friday from 7 a.m. to 7 p.m. Pacific time.

<Do you need help with your health care, 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). For help choosing a health plan, call 800-992-0900, option 1 (TTY 800-326-6888).>

¿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. Llámenos a la línea gratuita al 844-396-2329 (TTY 711). Si necesita ayuda para elegir un plan de salud, llame al 800-992-0900, opción 1 (TTY 800-326-6888)>.

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Video: Mother and child at home



Video: Blue area slides up to make screen blue, Animation of icons appear representing doctor visits, labs/tests, and prescriptions.





VIDEO: Individual at home. Slow zoom into talent. Text appears onscreen.

On screen text: Recently lost your insurance?



VIDEO: Individual at home. Slow zoom into talent. Text appears onscreen.

On screen text: You could be eligible for free or low-cost health benefits (*text scrolls off, replacement text appears onscreen*) with Nevada's Medicaid and Check Up programs.



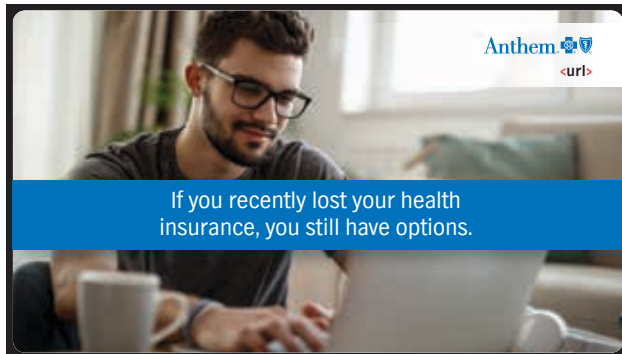
VIDEO: Image and blue bar slides to the right. Diverse family at home slides in on screen. Slow zoom into talent. Text appears onscreen.

On screen text: Get doctor visits, prescriptions and more. (*text scrolls off, replacement text appears onscreen*) See if you qualify.

will photoshop out hands in the corner under the watermark

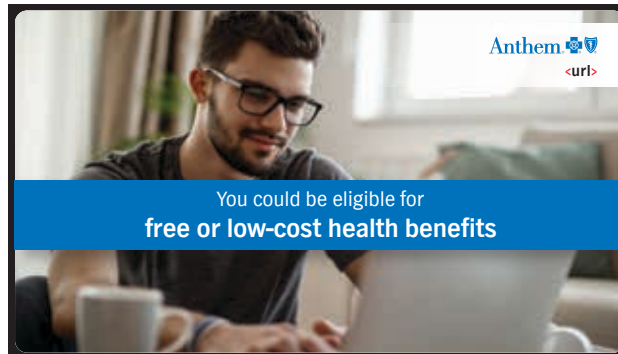


Video: Cut to end card.



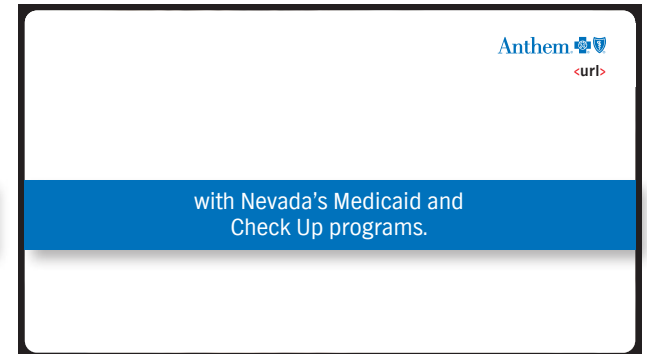
Individual at home. Slow zoom into talent. Text appears on screen.

TEXT: If you recently lost your health insurance, you still have options.



Slow zoom on talent. Next line of text appears.

TEXT: You could be eligible for free or low-cost health benefits (text scrolls off, replacement text appears onscreen)



with Nevada's Medicaid and Check Up programs.

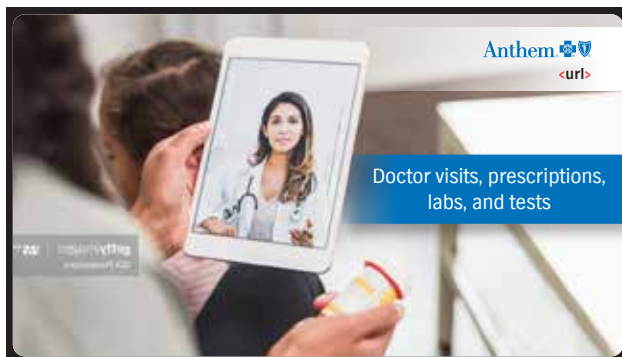


Image and blue bar slides to the right. Cut to family at home on telehealth doctor visit.

TEXT: Doctor visits, prescriptions, labs, and tests

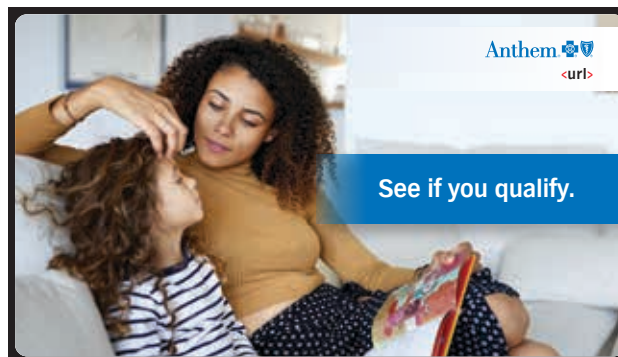


Image slides to the right revealing a mom and daughter.

TEXT: See if you qualify.



Cut to super and logos

COPY

PROJECT: MCAC 2021 RA 10 20
CLIENT: NV/Sara Williamson
REF: 1818357
FORM: 1030518NVCENABS BV 10/20
WRITER: Shelby Imes
DATE: 10/30/20
GRADE: 5.7 FK

RADIO :15

If you recently lost your insurance, free or low-cost health plans with Anthem Blue Cross and Blue Shield Healthcare Solutions are available to you. With these plans, you are covered for doctor visits, prescriptions, and hospital stays. Visit <url> to learn how to apply today.

CTA broadcast

(time permitting): That's <<url>>.

RADIO :30

If you recently lost your health insurance, free or low-cost plans with Anthem Blue Cross and Blue Shield Healthcare Solutions are available. With these plans, you are covered for doctor visits, prescriptions, labs and tests, and hospital stays – all at little to no cost to you. <Visit <url> to learn how to apply today.> <That's <url> to apply for Medicaid with Anthem.>

Anthem  

Recently lost your insurance?

Free or low-cost plans
are available.

[Learn more](#)



Anthem  

Recently lost your insurance?

Free or low-cost plans
are available.

[Learn more](#)

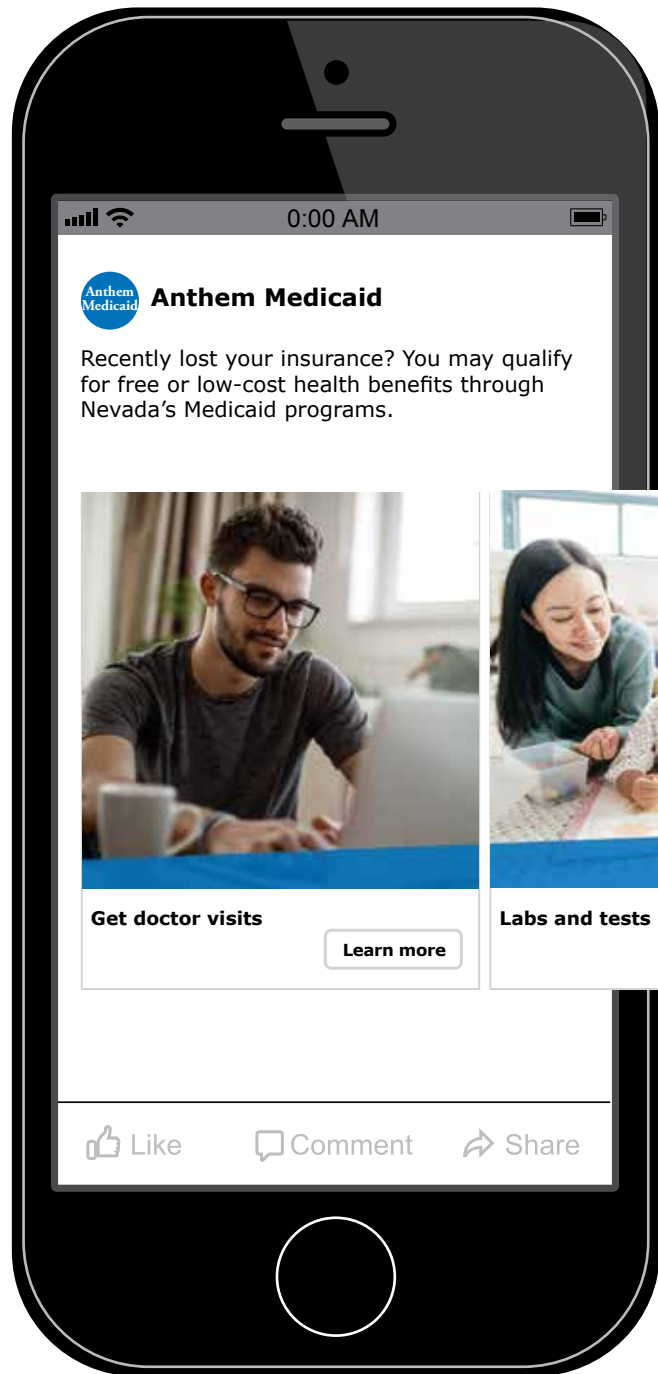


Anthem Medicaid

Recently lost your insurance? You may qualify for free or low-cost health benefits through Nevada's Medicaid programs.

- Get doctor visits** [Learn more](#)
- Labs and tests** [Learn more](#)
- Prescriptions** [Learn more](#)
- Learn how to apply today.**

Like Comment Share



Anthem Medicaid

Recently lost your insurance? You may qualify for free or low-cost health benefits through Nevada's Medicaid programs.



Get doctor visits

[Learn more](#)



Labs and tests

[Learn more](#)



Prescriptions

[Learn more](#)



Learn how to apply today.





Search for people, places and things



Home

Create



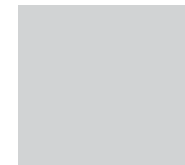
Anthem Medicaid

Recently lost your insurance? You may qualify for our free or low-cost health plans through Nevada's Medicaid and Check Up programs. With these plans, you get benefits like doctor visits, labs and tests, and prescriptions.

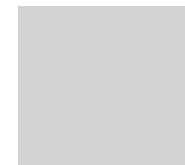


Learn more

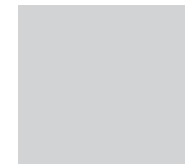
Don't go without insurance. Visit www.choosebluenow.com to learn how to apply.



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Facebook



Recently lost your insurance? You may qualify for our free or low-cost health plans through Nevada's Medicaid and Check Up programs. With these plans, you get benefits like doctor visits, labs and tests, and prescriptions.



Learn more

Don't go without insurance. Visit www.choosebluenow.com to learn how to apply.

Like Share

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Healthcare options for you

You may qualify for free or low-cost health benefits through Nevada's Medicaid programs.

[Learn more](#)



You still have options for healthcare

You may qualify for free or low-cost health plans through Nevada's Medicaid and Check Up programs.

[Learn more](#)

1818357 NV MCAC 2021 Campaign Images

View & Comment Getty Image selections at:

https://www.gettyimages.com/collaboration/boards/Pu3aUNNB_UOxmMWJf9X_Cg?invitation_code=wfwWwgEwkGb9HYhFV5xIA

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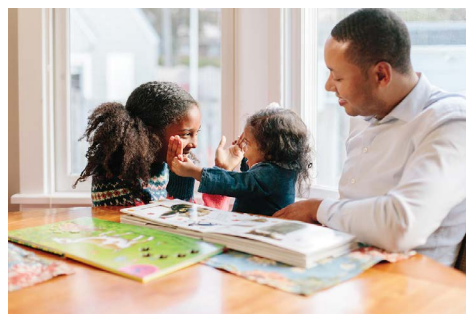
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<microsite>

Toll free:

<844-396-2329 (TTY 711)>

Northern Nevada:

<775-684-7200>

Southern Nevada:

<702-486-1646>

Do you need help with your health care, 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). For help choosing a health plan, call 800-992-0900, option 1 (TTY 800-326-6888).

¿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. Llámenos a la línea gratuita al 844-396-2329 (TTY 711). Si necesita ayuda para elegir un plan de salud, llame al 800-992-0900, opción 1 (TTY 800-326-6888).

Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.

Medicaid made easier

with Anthem Blue Cross and
Blue Shield Healthcare Solutions



<microsite>

As an **<Anthem>** member, you will receive these benefits at no cost to you.

Convenient extra benefits to make staying healthy easier:

- <24/7 virtual care with LiveHealth Online>
- <Benefits at your fingertips with our mobile app>
- <Free Costco Gold memberships>
- <Free cellphone with free monthly minutes, data, and text messages>



Extra benefits for moms and kids:

- <Free electric breast pumps for new moms>
- <Free Boys & Girls Club memberships every year for ages 5-14>
- <Free physicals for sports and school every year for ages 6-18>
- <Free rewards for pregnant women and new moms with our <New Baby, New LifeSM> program>



Benefits for those who need a little extra help:

- <Podiatry benefits for members with diabetes>



Plus, all of the benefits you expect:

- Well-child and well-adult checkups
- Immunizations
- Prescriptions
- Vision
- A large network of top health care providers, hospitals and pharmacies
- Your own doctor — that you choose



With Anthem, you receive all the benefits you expect, **plus free extras** to make staying healthy easier.

Making Medicaid easier for you. **Choose <Anthem>**.

Anthem makes Medicaid easier for you and your family.

If you are a new or expecting mother, Anthem is here to support you with the Medicaid benefits you expect, plus extras just for being our member.



Quicker and easier access to care:

- Large selection of top doctors to choose from
- Video chat with a doctor anytime using <LiveHealth Online>
- Benefits at your fingertips with our mobile app



Extra benefits for moms and kids:

- <Free electric breast pumps for new moms>
- <Free Boys & Girls Club memberships every year for ages 5-14>
- <Free physicals for sports and school every year for ages 6-18>
- <Costco Gold membership>
- <Baby car seat>
- <Books for Babies - free children's books>



For more on what Anthem can offer your family, visit <placeholder for microsite url>.



<Anthem Blue Cross
and Blue Shield
Healthcare Solutions>:
Your newest partner in
service

<date>



Overview

- Who we are
- Who we serve
- Promoting whole-person health
- Nevada Anthem Foundation
- Community support
- Provider support
- Filling gaps in care
- Our marketing team

Who we are

- We are one of three health plans who offer managed care in Clark and Washoe counties.
- Each year, we continue to grow and serve more people in need across Nevada.



Who we serve



We help provide access to healthcare for over **237,000 Nevada Anthem members** through:

- Nevada Medicaid, covering eligible members 18-64 years old
- Nevada Checkup, covering members 0-17 years old

Promoting whole-person health

Whole-person health includes physical health, behavioral health, emotional well-being, and all other factors that contribute to an individual's wellness. We support whole-person health in our communities by:

- **Offering a large selection of top doctors.** Our wide selection gives members the chance to choose a provider who they can trust.
- **Supporting social determinants of health.** We invest in education, employment, housing and homelessness issues, social justice, transportation, health equity, and more. We listen and work with communities to create extra benefits addressing social determinants of health.
- **Participating in community outreach.** We build strong relationships with our members and their communities by holding fun, educational events that promote access to care.
- **Serving on boards and committees throughout the state.** We strive to give a voice to our members and partners.

We are proud of our Nevada Anthem Foundation

We award grants that promote healthier families and communities in Clark and Washoe Counties. Here are just a few of the organizations and programs that we have funded:

- **Technology Access** – WiFi access during COVID-19 for low income communities
Clark county
- **Nurse Family Partnership** – Strengthening Family Program to support new moms & babies
Clark county
- **Boys and Girls Club** – Fun and safe after school activities for children
Clark and Washoe Counties
- **Temporary Housing Program** –
Clark & Washoe Counties
- **Employment Readiness Programs** – *Clark & Washoe Counties*



Community support



- **Three Square** – Back Pack After School Meal Program
Clark County
- **Volunteers of America** – Project Restart
Washoe County
- **Catholic Charities of Northern Nevada** – Mobile Food Supplies & Emergency needs for the under privileged
Washoe County
- **Future Independent Tomorrow FIT** – Employment Readiness Program
Clark County
- **Women and Children’s Center of the Sierra** – Diaper Bank, Essential Needs, Language Education
Washoe County
- **Babies Bounty** – Diaper Bank serving low income families
Clark County

Provider support

- **Community Health Alliance** – Wine & Ribs Gala, Tote bags for in house food pantry
- **First Person Care Clinic** – Tote bags for in house food pantry
- **Silver State and Nevada Health Centers** – Vaccination campaigns
- **Mexican & El Salvador Consulates** – Hispanic/LatinX community outreach events
- **HOPES Clinic** – Tiny Village



Filling gaps in care

Whole-person care is more than what a member receives at a doctor's appointment. With Anthem's member programs and value-added benefits, we help members work toward whole-person wellness. Here is a list of what we offer:

- **Eyeglass frames or hardware** – One pair per year up to \$100 for our members
- **WW® (formerly Weight Watchers) voucher** – With provider permission, we pay for the sign up fee and a member's choice of 13 weeks of in-person classes or 14 weeks of online classes. This is a one-time benefit for members 17+.
- **Disease Management** – We offer a support and education program to help members control ongoing health conditions like asthma, diabetes, and COPD.
- **Free <FitnessCoach> app** – With this app, services include online exercise classes and online information on fitness and exercise topics.

Filling gaps in care, continued

- **Free GED testing** – Prep materials and testing are covered for members.
- **Free dental hygiene kits** – Members can request them through customer service.
- **Free Costco gold membership** – Costco provides discounted items that will benefit financially vulnerable individuals and families. One membership is allowed per household a year, without an age restriction.
- **Free cell phone** – Through Safe Link, members have up to 350 minutes of service each month for qualified members, plus **200 extra one-time bonus minutes** when they choose to get free health text messages. Members enrolled with case management can receive a 4G monthly plan.
- **Anthem Medicaid Mobile** – Our app for smartphones allows members to safely access their ID card, find a doctor, and explore health and wellness information on the go.

Filling gaps in care, continued

Behavioral health

<myStrength™> – This app offers tools to help members with emotional health issues such as depression, anxiety, stress, and misuse of drugs and alcohol.

Inpatient and outpatient services

- Inpatient and outpatient behavioral health services
- Inpatient and outpatient alcohol/substance abuse treatment services
- Inpatient and outpatient alcohol/substance abuse detoxification program

Filling gaps in care, continued

Just for kids

- **Free Boys & Girls Club membership** – A recreational membership for members ages 6-14 in Clark County, and ages 5-14 Washoe County.
- **Free sports physicals** – Physical exams for members ages 7-18.

Filling gaps in care, continued

For pregnant members and mothers

- **<New Baby, New Life>SM** – Health education and rewards program to help you have a healthy pregnancy with up to \$75 in rewards for doctor visits
- **Free children's books** – A program to promote family bonding with new baby
- **Baby & Me** – Tobacco Free Program: \$25 vouchers to buy diapers and wipes for members who successfully remain tobacco free
- **Baby car seat** – For pregnant members and new moms and babies up to 12 months (one per baby)



Filling gaps in care, continued

A choice of five breast pumps for pregnant members and mothers

Breast Pump Comparison



Ameda Finesse
ABR101A01



Evenflo Deluxe Advanced
EVNS161112H



Lansinoh Signature Pro
EMO53016H



Medela Pump in Style
MLA101035077



Medline Double Electric
MDS67070

Flanges	25 mm (2)	24.5 mm (2), 28 mm (2), 30.5 mm (2)	25 mm (2)	24 mm (2), 27 mm (2)	24 mm (2) Silicone Inserts (2)
Carrying Bag	No	No	No	No	No
Open or Closed	Closed	Closed	Closed	Open	Closed
BPA Free	Yes	Yes	Yes	Yes	Yes
Bottles Included	2	2	2	2	2
Included Accessories	Breast Pump Unit, Dual HygieneKit Milk Collection System, (2) 25.0 mm CustomFit Flanges, (2) Extra Valves, AC Power Adapter	Breast Pump Unit, (2) 30.5 mm Flange Kits, (2) 24.5 mm Soft Flange Inserts, (2) 28 mm Soft Flange Inserts, (2) 5 fl. oz Milk Storage Bottles, (2) Extra Valves & Membranes, AC Adapter	Breast Pump Unit, (2) 5 oz Bottles, (2) Breast Flange Bodies, (2) Diaphragm Caps, (2) Diaphragms, (2) ComfortFit™ Flanges (25 mm), (2) White Valves (2 Extra), (3) Connection Tubes, Y Tubing Connector, Pump Connector, AC Adapter, Pump Manual	Breast Pump Unit, (2) Soz Bottles, (2) Breast Shield Connectors, (2) Valves and Membranes, (2) 24 & 27 mm PersonalFit Breast Shields, Power Cord	Electric double pump, breast shields with silicone insert (2), nipple with collar (1), pump caps (2), bottles (2), bottle caps (2), bottle stands (2), valves (2), 9V AC adaptor
Battery	Can also be used with AA batteries (Batteries not included)	Optional 6-AA batteries (Batteries not included)	Optional 6-AA batteries (Batteries not included)	Battery Pack 8-AA (Batteries not included)	Optional AA batteries (Batteries not included)
Warranty	2 Year Warranty on Pump Motor	1 Year Warranty on Pump Motor	1 Year Limited Warranty on Pump Motor 90 day Limited Warranty on Parts	1 Year Limited Warranty on Pump Motor 90 day Limited Warranty on Parts	1 Year Warranty on Pump Motor
Pump Weight	1.1 lbs	1.5 lbs	2.3 lbs	4.68 lbs	1.2 lbs

Our marketing team



Washoe county

- Angie



Clark County

- Olivia
- Terry
- Angelica



Marketing team contact information

OLIVA SMITH

Olivia.Smith@anthem.com

M: (725) 221-8792

Community Outreach
Manager

TERRY MOSS

Terry.Moss@anthem.com

M: (702) 469-7488

Driver

ANGIE ANAVISCA-VALLES

Angelia.Anavisca-Valles@anthem.com

M: (702) 375-1186

Community Outreach
Specialist

ANGELICA CUEVAS

Angelica.Cuevas@anthem.com

M: (702) 218-6480

Community Outreach
Specialist

PROJECT: 1930557 NV MCAC 2021 SEM Ad Approval

GRADE: FK 5.2

AUDIENCE: Prospective members

PURPOSE: Drive traffic to presale microsite

Digital ads: These ads will be placed in search engines (Google, Bing) to drive users to our website to find out more about Medicaid.

The headlines options and descriptions will be interchanged based on what messages are performing well and which audiences we choose to focus on.

NEVADA DIGITAL ADS

This is a sample ad to show how it will look.

The diagram shows a sample digital ad with four callout boxes: 'Headline 1' pointing to the main headline, 'URL' pointing to the link, 'Headline 2' pointing to the sub-headline, and 'Description' pointing to the bottom text.

Headline 1: **Nevada Medicaid - Benefits that Fit Your Budget**

URL: www.chooseblue.com/Nevada/Medicaid

Headline 2: **Doctor Visits & Prescriptions When You Choose Medicaid Through Anthem!**

Description: (The description text is not explicitly visible in the diagram, only the label 'Description' is present.)

HEADLINE OPTIONS:

- Anthem BCBS of Nevada
- Anthem BCBS Medicaid
- Find Out If You Qualify
- Apply for Medicaid Coverage
- Affordable Health Care
- Benefits That Fit Your Budget
- Learn How to Apply
- Learn How to Get Started
- Affordable Medicaid Insurance
- Affordable Health Insurance
- Anthem Medicaid Plan
- Anthem NV Coverage
- Choose Anthem
- No-Cost Insurance
- Get Started Today
- Low-or No-Cost Health Benefits
- A Name You Know and Trust
- Apply for Health Care Today
- Insurance For Real People
- Affordable Health Coverage
- Find Out if You're Eligible
- Learn More About Your Options
- Apply for Coverage
- Affordable Medicaid Plan

- Health Insurance Coverage
- Benefits Beyond Expectations
- Health Care for Expecting Moms
- Children's Health Insurance
- Pregnancy Health Care
- Low & No-Cost Health Insurance
- Medical Insurance Coverage
- Affordable Medical Insurance
- Health Care Coverage
- Low or No-Cost Health Program
- Affordable Health Benefits
- Affordable Medical Coverage
- Get Health Insurance Coverage
- Explore Medicaid Coverage
- Medicaid Health Insurance
- Enroll for Medicaid Benefits
- Get Low or No-Cost Health Care
- Medicaid Coverage Eligibility
- Apply for Medicaid Health Care
- Medicaid for Expecting Moms
- Family Health Insurance
- Family Health Care
- Medicaid Health Benefits
- Medicaid Benefits for Members
- Low or No-Cost Medicaid Plans
- Low or No-Cost Medicaid
- Low or No-Cost Medicaid Plans
- Learn More About Plan Options
- Low or No-Cost Health Plans
- Low & No-Cost Health Insurance
- Low or No-Cost Medical Plans
- Find Out if You're Eligible
- Apply for Medicaid Benefits
- Get Low-Cost Health Insurance
- See if You Qualify Today
- Get Health Insurance Coverage
- Explore Your Options Today
- Get Low or No-Cost Health Care
- Learn More About Your Options

DESCRIPTIONS

- Find a Low or No-Cost Medicaid Health Plan for You & Your Family. Explore Options Today!

- Find a Health Insurance Plan from a Company You Trust at Little or No-Cost. Learn More!
- Affordable Plans & \$0 Doctor Visits Through Anthem BCBS. Explore Your Coverage Options!
- Explore Affordable Medicaid Health Plans from a Name You Trust. Learn More Today!
- Find the Right Health Plan For You and Your Family. Apply Today for an Anthem BCBS Plan!
- Affordable Health Care is Possible with Anthem BCBS! Explore Your Coverage Options Today!
- Use Our Calculator to See if You're Eligible for Medicaid through Anthem BCBS Today.
- Get the Coverage Your Family Needs from a Name You Trust! Explore Our Anthem BCBS Plans.
- Find a Low or No-Cost Medicaid Health Insurance Plan for You & Your Family. Apply Today!
- Enroll with Anthem BCBS Medicaid & Take Advantage of \$0 Doctor Visits & Prescriptions!
- Good Health is Affordable! Enroll Now for Anthem BCBS Benefits for the Whole Family.

URL

www.choosebluenow.com

COPY

PROJECT: ANVMKT-0241-20 NV MCAC 2021 Acquisition Campaign
CLIENT: NV/Sara Williamson
AUDIENCE: Prospective members
PURPOSE: Help them learn about Medicaid options with Anthem
GRADE: 1.3 FK

Contents

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MESSAGING OPTIONS

Various headline, body copy, call-to-action, and image options are listed below and provided in the photo slick. We are seeking approval of all options for us to use individually, in combinations, as additions, and to substitute into the sample layouts as needed in the future.

HEADLINE OPTIONS

- Get more from Medicaid with Anthem
- Get more from Medicaid
- Get more out of Medicaid with Anthem
- You can't predict the future. But you can control the present.
- High-quality healthcare doesn't have to mean high cost
- Being healthy gives you the freedom to do more
- Get the insurance you need, at a price you can't afford to pass up.
- Preparation is the best medicine.

BODY COPY OPTIONS

- When times are tough, focus on the basics:
 - Food
 - Money
 - Health
- Get more from Medicaid with high-quality free and low-cost options from Anthem.
- Choose the Medicaid plan that offers more. Get high-quality coverage at little or no cost with Anthem.
- It's your Medicaid. And it's your choice. Choose a high-quality free or low-cost plan today.
- Health insurance gives you the power to do more. Get high-quality Medicaid coverage with a free or low-cost plan from Anthem today.
- Sick days cost you. Health insurance won't.
- Free or low-cost plans are available.

CALL-TO-ACTION AND URL OPTIONS

- Sign up now
- Learn more
- Choose your plan
- Sign up for coverage
- Click or tap the banner to learn more
- Visit choosebluenow.com
- Visit chooseanthem.com/nv
- Visit choosebluenow.com to learn how to apply.
- Learn how to apply today
- See if you qualify
- choosebluenow.com
- chooseanthem.com/nv

IMAGE OPTIONS – see photo slick

Demographics: parents, 18-49 with children and mostly women – mix of Caucasian, Hispanic, childless adults, men and women, 29-45, Caucasian

- Mom with new baby
- Casino workers/service industry workers, servers
- Family with children at home
- Adults/couple at home
- Adult using smartphone and/or tablet
- Family using smartphone and/or tablet
- Tablet/computer/cellphone view of doctor for virtual doctor visit
- Child with doctor at checkup – only if doctor is masked or not in view
- Mother/family at grocery store
- Lifestyle image of family at home together
- Health care icons

OOH - Drive by

LOGOS: Anthem bcbs logo

IMAGE: Demo – mom and child at home

HEAD: Cost doesn't have to come between you and your health.

CTA: Get free or low-cost Medicaid through Anthem: <chooseblue.com>

DISC: Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.

OOH – Captive

LOGOS: Anthem bcbs logo

IMAGE: Dem- mom with child at home

HEAD: Some decisions can be left to chance. Your health isn't one of them.

COPY: Make your health a priority. Get more from Medicaid with free or low-cost options from Anthem.

CTA: Choose a high-quality plan.

WEB: <choosebluenow.com>

DISC: Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.

WEB BANNERS

IMAGE: Mom/child

COPY FRAME 1: Cost doesn't have to come between you and your health.

COPY FRAME 2: High-quality free or low-cost plans are available.

COPY FRAME 3: Get more from Medicaid with Anthem.

DISC FRAME: Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.

CTA BUTTON: Learn more

LOGOS: Anthem bcbs logo

URL: <url>

MOBILE

LOGO: Anthem bcbs logo

COPY (5 words): Get more from Medicaid with Anthem.

DISC: Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.

URL: <url>

NATIVE

Advertiser name (required) Up to 25* characters: Anthem

Headline Up to 25* characters: Get more from Medicaid

Long headline up to 50 characters: Get more from Medicaid with Anthem

Body text up to 90 characters: Some decisions can be left to chance. Your health isn't one of them.

Long body text up to 150 characters: Make your health a priority. Get more from Medicaid with free or low-cost options from Anthem.

Landing page URL up to 1024 characters: <url>

Caption URL up to 30 characters: Anthem Medicaid

Call to action up to 15* characters: Sign up now

SOCIAL NEWSFEED

SOCIAL HANDLE NAME: Anthem Blue Cross and Blue Shield Healthcare Solutions

TEXT (125): Get high-quality health coverage at little or no cost with Anthem Medicaid.

IMAGE: Dem photo – mom/child at grocery store

HEADLINE (25): Get Medicaid from Anthem

LINK DESCRIPTION (30): Sign up today

LOGO: Anthem BCBS

DIGITAL RADIO COMPANION ADS

These come in multiple sizes. 300x250 is the smallest size.

LOGOS: Anthem bcbs logo

IMAGE: Parent and teenager

HEAD: Get more from Medicaid with Anthem.

DISC: Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.

CTA: Sign up now

RADIO :15

Some decisions can be left to chance. Your health isn't one of them. When you enroll in Medicaid, take the next step and choose Anthem as your health plan. Get more from Medicaid with Anthem. Visit <url> to learn more.

CTA broadcast

(time permitting): That's <<url>>.

RADIO :30

Some decisions can be left to chance. Your health isn't one of them. When you enroll in Medicaid, take the next step and choose Anthem as your health plan. With Anthem, you get high-quality coverage, plus free extra benefits to make your family's health a priority. Get more from Medicaid with Anthem. Visit <url> to learn more.

VIDEO :15

VIDEO: Individual at home filling out paperwork/on the computer. Slow zoom into talent. Text appears on screen.

TEXT: Some decisions can be left to chance. Your health isn't one of them.

VIDEO: Image and blue bar slides to the right. Family or individual appearing satisfied/confident/happy. Slow zoom into talent. Text appears on screen.

TEXT: When you enroll in Medicaid, take the next step and choose Anthem as your health plan. Get more from Medicaid with Anthem
Cut to super

LOGOS: Anthem bcbs logo

URL: <url>

DISC: Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.

VIDEO :30

This can be a TV spot or digital spot. All VO should total 60 words (65 max).

VIDEO: Individual filling out paperwork/on the computer. Slow zoom into talent. Text appears on screen.

TEXT: Some decisions can be left to chance. Your health isn't one of them.

VIDEO: Slow zoom on talent. Next line of text appears.

TEXT: When you enroll in Medicaid, take the next step and choose Anthem as your health plan.

VIDEO: Image and blue bar slides to the right. Cut to individual or family looking satisfied/confident/happy.

TEXT: With Anthem, you get high-quality coverage, plus free extra benefits to make your family's health a priority.

VIDEO: Individual or family doing an outdoor activity.

TEXT: Get more from Medicaid with Anthem.
Cut to super and logos

SUPER: Learn more

LOGOS: Anthem bcbs logo

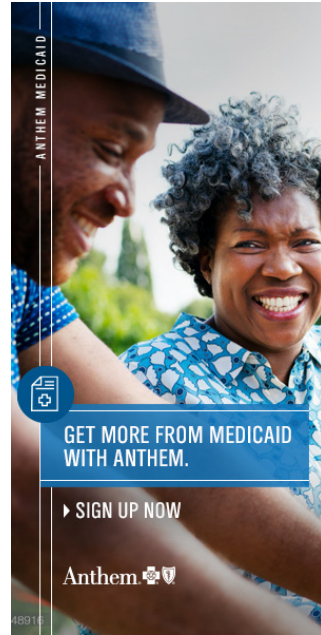
URL: <url>

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Design Direction 1



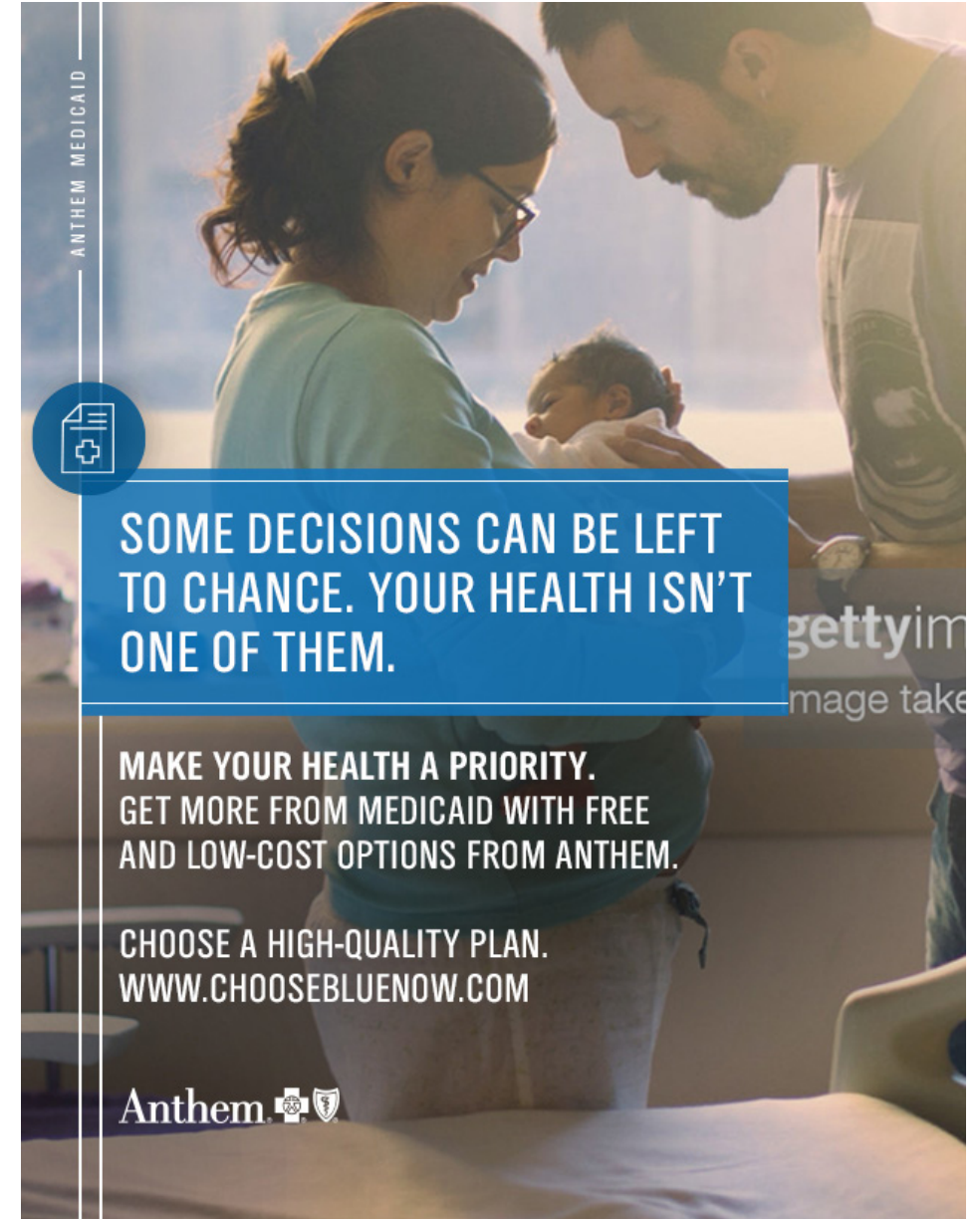
SOCIAL



DISPLAY



OOH - BILLBOARD

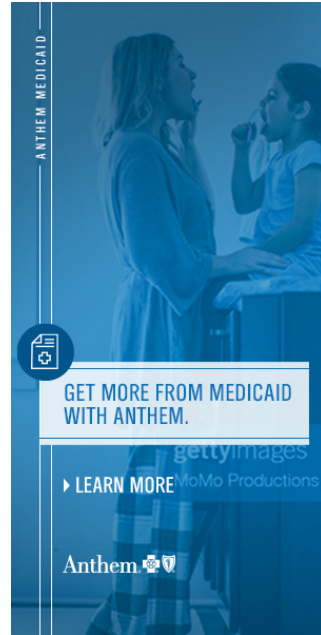


OOH - BUS SHELTER

Design Direction 2



SOCIAL



DISPLAY



OOH - BILLBOARD

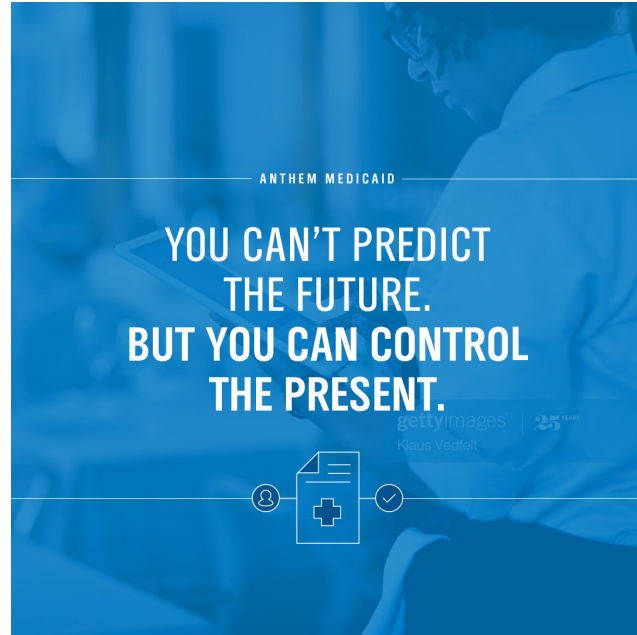


OOH - BUS SHELTER

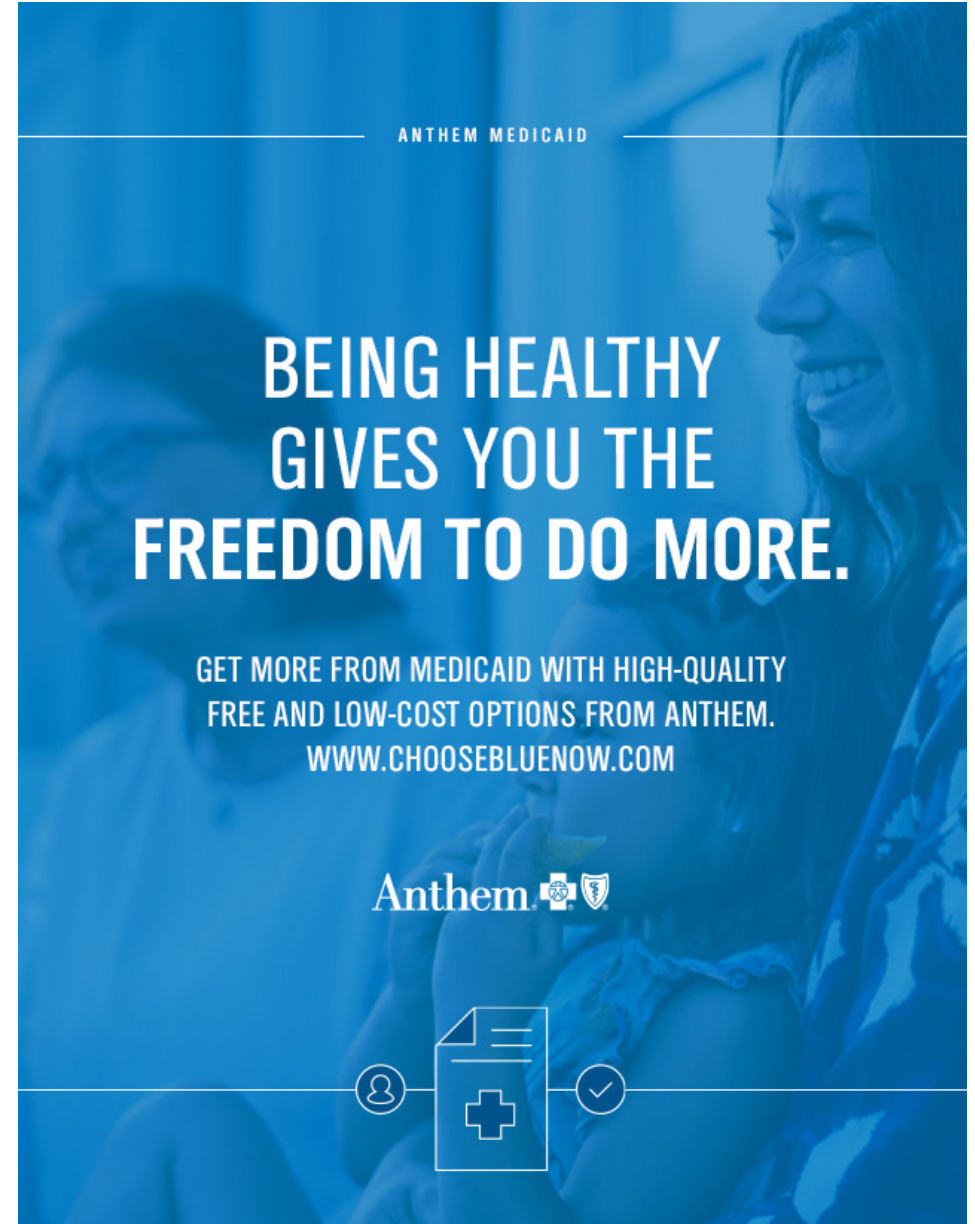
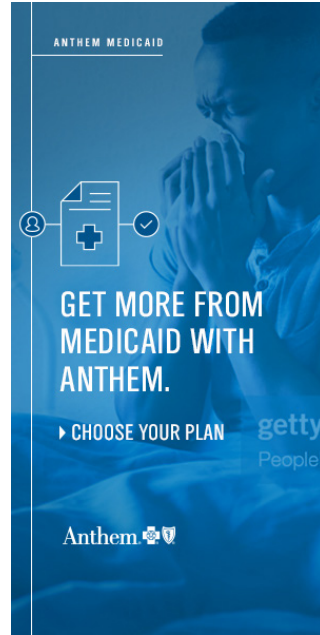
Design Direction 3



SOCIAL



DISPLAY



OOH - BUS SHELTER



OOH - BILLBOARD

Audience 1: Newly qualified

SOCIAL

 **Anthem Blue Cross Blue Shield**
November 19 at 9:32 AM · 🌐

Get high-quality health coverage at little or no cost with Anthem Medicaid.



ANTHEM MEDICAID

 WHEN TIMES ARE TOUGH,
FOCUS ON THE BASICS:
✓ FOOD
✓ MONEY
✓ HEALTH

gettyimages® | 25^{YEARS}
Images By Tang Ming Tung

Get Medicaid from Anthem.

Sign up today

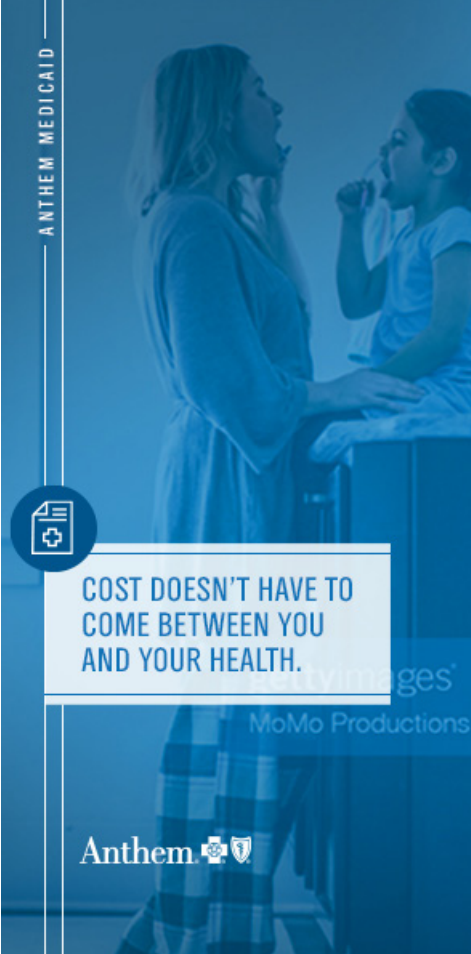
4 Reactions 4 Comments 16 Share


👍 Like 💬 Comment ➦ Share

Audience 1: Newly qualified


DISPLAY

ANTHEM MEDICAID



 COST DOESN'T HAVE TO COME BETWEEN YOU AND YOUR HEALTH.

gettyimages
MoMo Productions

Anthem 

ANTHEM MEDICAID



 HIGH-QUALITY FREE OR LOW-COST PLANS AVAILABLE.

gettyimages
MoMo Productions

Anthem 

ANTHEM MEDICAID



 GET MORE FROM MEDICAID WITH ANTHEM.

[▶ LEARN MORE](#)

gettyimages
MoMo Productions

Anthem 

Audience 1: Newly qualified

OOH - BILLBOARD





COST DOESN'T HAVE TO COME BETWEEN YOU AND YOUR HEALTH.
GET FREE OR LOW-COST MEDICAID THROUGH ANTHEM: WWW.CHOOSBLUENOW.COM

ANTHEM MEDICAID

Anthem                                                        

Audience 1: Newly qualified

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ANTHEM MEDICAID

WHEN TIMES ARE TOUGH,
FOCUS ON THE BASICS:

- ✓ FOOD
- ✓ MONEY
- ✓ **HEALTH**

MAKE YOUR HEALTH A PRIORITY.
GET MORE FROM MEDICAID WITH FREE
AND LOW-COST OPTIONS FROM ANTHEM.


SIGN UP TODAY.
WWW.CHOOSBLUENOW.COM

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Images By Tang M

Audience 2: Qualified but didn't make a choice

SOCIAL

 **Anthem Blue Cross Blue Shield**
November 19 at 9:32 AM · 🌐

Choose the Medicaid plan that offers more. Get high-quality coverage at little or no cost with Anthem.



ANTHEM MEDICAID

gettyimages 25 YEARS
Marko Geber

**SOME DECISIONS CAN BE LEFT TO CHANCE.
HEALTH ISN'T ONE OF THEM.**

Get more from Medicaid.

Sign up today

4 Reactions 4 Comments 16 Share

👍 Like 💬 Comment ➦ Share

Audience 2: Qualified but didn't make a choice

DISPLAY

ANTHEM MEDICAID

IT'S YOUR MEDICAID.
AND IT'S YOUR CHOICE.

48916

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CHOOSE A HIGH-QUALITY
FREE OR LOW-COST
PLAN TODAY.

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ANTHEM MEDICAID

GET MORE FROM MEDICAID
WITH ANTHEM.

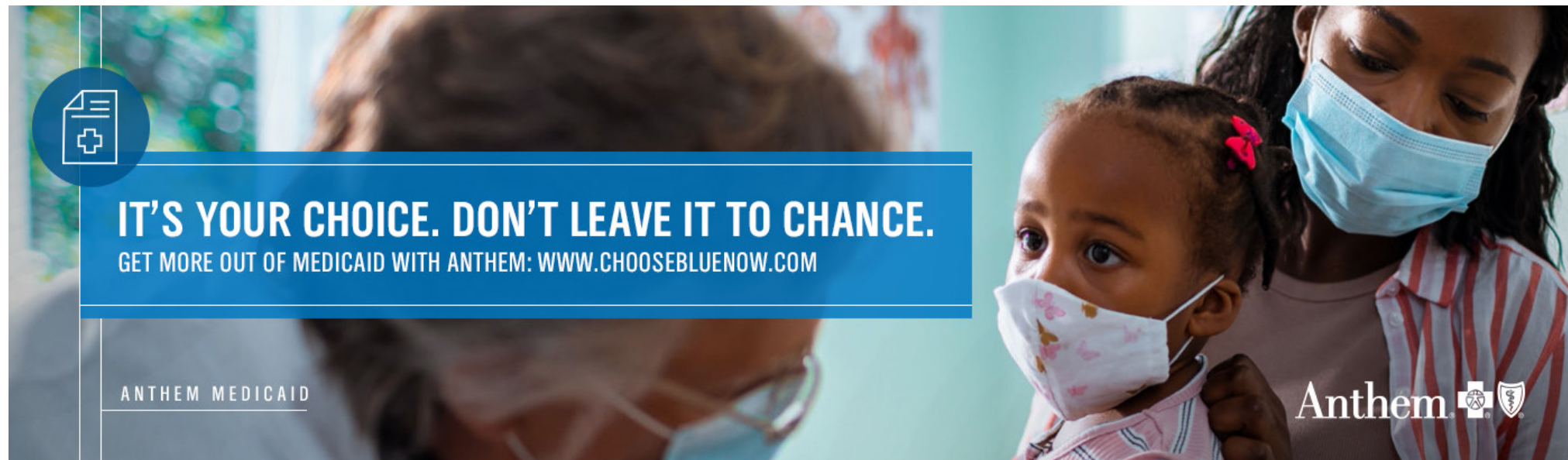
▶ CHOOSE YOUR PLAN


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Audience 2: Qualified but didn't make a choice


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IT'S YOUR CHOICE. DON'T LEAVE IT TO CHANCE.
GET MORE OUT OF MEDICAID WITH ANTHEM: WWW.CHOOSBLUENOW.COM

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Audience 2: Qualified but didn't make a choice

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ANTHEM MEDICAID

 SOME DECISIONS CAN BE LEFT TO CHANCE. YOUR HEALTH ISN'T ONE OF THEM.

MAKE YOUR HEALTH A PRIORITY.
GET MORE FROM MEDICAID WITH FREE AND LOW-COST OPTIONS FROM ANTHEM.

CHOOSE A HIGH-QUALITY PLAN.
WWW.CHOOSBLUENOW.COM

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image take

Audience 3: Qualified but haven't applied

SOCIAL

 **Anthem Blue Cross Blue Shield**
November 19 at 9:32 AM · 🌐

Health insurance gives you the power to do more. Get high-quality Medicaid coverage with a free or low-cost plan from Anthem today.



**YOU CAN'T PREDICT THE FUTURE.
BUT YOU CAN CONTROL THE PRESENT.**

ANTHEM MEDICAID

Get more from Medicaid.

Sign up for coverage

4 Reactions 4 Comments 16 Share

👍 Like 💬 Comment ➦ Share

Audience 3: Qualified but haven't applied

DISPLAY

ANTHEM MEDICAID

👤 📄 + 🗑️ ✓

SICK DAYS COST YOU. HEALTH INSURANCE WON'T.

getty
People

Anthem. 🏥 🛡️

ANTHEM MEDICAID

👤 📄 + 🗑️ ✓

FREE OR LOW-COST PLANS AVAILABLE.

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People

Anthem. 🏥 🛡️

ANTHEM MEDICAID

👤 📄 + 🗑️ ✓

GET MORE FROM MEDICAID WITH ANTHEM.

▶ CHOOSE YOUR PLAN

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People

Anthem. 🏥 🛡️

Audience 3: Qualified but haven't applied

OOH - BILLBOARD



ANTHEM MEDICAID

HIGH-QUALITY HEALTH CARE
DOESN'T HAVE TO MEAN
HIGH COST.

WWW.CHOOSBLUENOW.COM

Anthem 

The billboard features a blue-tinted photograph of a woman smiling and hugging a young girl. On the left side, there is a vertical line with three icons: a person, a document with a cross, and a checkmark. The text is centered in white, and the Anthem logo is in the bottom right corner.

Audience 3: Qualified but haven't applied

OOH - BUS SHELTER

ANTHEM MEDICAID

**BEING HEALTHY
GIVES YOU THE
FREEDOM TO DO MORE.**

GET MORE FROM MEDICAID WITH HIGH-QUALITY
FREE AND LOW-COST OPTIONS FROM ANTHEM.
WWW.CHOOSBLUENOW.COM

Anthem

The advertisement is a vertical rectangular graphic with a blue-tinted background. At the top, the text 'ANTHEM MEDICAID' is centered in a small, white, sans-serif font. Below this, the main headline 'BEING HEALTHY GIVES YOU THE FREEDOM TO DO MORE.' is written in large, bold, white, sans-serif capital letters. Underneath the headline, a sub-headline in smaller white text reads 'GET MORE FROM MEDICAID WITH HIGH-QUALITY FREE AND LOW-COST OPTIONS FROM ANTHEM.' followed by the website 'WWW.CHOOSBLUENOW.COM'. The Anthem logo, consisting of the word 'Anthem' and three icons (a cross, a shield with a caduceus, and a shield with a cross), is positioned below the sub-headline. At the bottom of the graphic, there is a white checklist graphic consisting of three items: a person icon, a document icon with a cross, and a checkmark icon, all connected by a horizontal line.