

**2022 May MCAC
Submission**

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Project: 5165086 1040420NVCENABS Choice Empowerment Campaign 03 22

Client: Medicaid Acquisition/Mark Dent **Phase Lead:** Stephanie Gabriel **PM:** Jessica Roy

Writer: Alisa Whitley

Markets: LA and NV – Please note these have already been CMAP approved for multiple states.

Purpose: These banners, social assets and videos have been developed to empower Medicaid members to choose their own health plan after enrolling rather than sticking with their auto-assigned plan. Videos have been completed, no changes can be made.

Audience: Consumer/Prospect

Grade: Flesch-Kincaid: 2.6

Social assets

FB Video ad:

Text:

Having a say in your Medicaid coverage is important. Our plan has extra benefits and more doctors.

Image:

Video from shoot

SUPER: You wouldn't let someone else pick your hairstyle.

SUPER: Why let someone else pick your health plan?

Headline:

Choose the right Medicaid plan for you

Description:

Don't leave it to someone else

FB carousel:

Text:

Having a say in your Medicaid coverage is important. Our plan has extra benefits and more doctors.

1st frame image:

We see a shocked expression on the face of a woman with red and white hair

Text over image:

You wouldn't let someone else pick your hairstyle

1st headline:

Choose your own health plan

Button:

Learn more

2nd frame image:

We see a still of the guy looking shocked over the tattoo he just received

Text over image:

Or your tattoo

2nd headline:

With 1,000s of doctors to choose from

Button:

Learn more

3rd frame image:

Text in frame:

Why let someone else pick your health plan?

3rd headline:

Extra benefits

Button options:

Learn more

4th frame image:

LOGO card

Text on logo card:

Choose the right Medicaid plan for you

4th headline:

Rewards for healthy activities

Button:

Learn more

Web banners

1:

Visual: We see the back of a head of hair with red and white strips

Line 1: You wouldn't let someone else pick your hairstyle.

Visual: The head swivels around to show the shocked expression of the woman

Line 2: Why let someone else pick your health plan?

Line 3: Choose the right Medicaid plan for you.

Button:

Learn more

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2:

Static banner:

Line: Choose the right Medicaid plan for you.

Button: Learn more

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3:

Small banner:

All type:

Line: You wouldn't let someone else pick your tattoo.

Line: Why let someone else pick your health plan?

Line: Choose the right Medicaid plan for you.

Button: Learn more

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Videos

“Haircut”

0:15

Open on a tight shot of a middle-aged woman in a salon chair. We see just a little of her new haircut. We also see the excitement on her face. Her back is turned to the mirror. The stylist reaches out into frame and twirls the woman’s chair around.

Cut wide to reveal the woman has red and white stripped hair, which doesn’t match the rest of her middle-aged-mom style. Her face drops and she’s speechless. She slowly reaches up to her hair in disbelief.

SUPER: You wouldn’t let someone else pick your hairstyle.
[AVO: You wouldn’t let someone else pick your hairstyle.]

SUPER: Why let someone else pick your health plan?
[AVO: Why let someone else pick your health plan?]

Cut to animated title card.

TITLE CARD: Choose the Medicaid plan that’s right for you.
<Anthem Blue Cross and Blue Shield Healthcare Solutions>
[AVO: Choose the Medicaid plan that’s right for you.]

PLAN LOGO(S): 
URL: <Microsite URL>

“Haircut”

0:06

Open on shot of a middle-aged woman at a hair salon. She’s looking at herself in the mirror in shock. She has red and white striped

hair that clearly doesn't match her style.

SUPER: You wouldn't let someone else pick your hairstyle.
[AVO: You wouldn't let someone else pick your hairstyle.]

SUPER: Why let someone else pick your health plan?
[AVO: Why let someone else pick your health plan?]

Cut to animated title card.

TITLE CARD: Choose the Medicaid plan that's right for you.
<Anthem Blue Cross and Blue Shield Healthcare Solutions>
[AVO: Choose the Medicaid plan that's right for you.]

PLAN LOGO(S): 
[URL: <Microsite URL>]

“Tattoo”

0:15 / 0:30

Open inside a tattoo parlor. A man is looking in the mirror at the tattoo he just got on his back. It's an intricate heart with the name “Christine” inside.

Cut to a tight on the man's face, as he looks at it inquisitively.

MAN: Uhh, excuse me. Who's Christine?

Cut to the burly tattoo artist who answers nonchalantly.

ARTIST: <My wife.>
<Mmm. Mmmm?>

<I don't know.>

Cut back to the man who's not quite sure what to say.

SUPER: You wouldn't let someone else pick your tattoo
[AVO: You wouldn't let someone else pick your tattoo.]

SUPER: Why let someone else pick your health plan?
[AVO: Why let someone else pick your health plan?]

Cut to animated title card.

TITLE CARD: Choose the Medicaid plan that's right for you.
<Anthem Blue Cross and Blue Shield Healthcare Solutions>
[AVO: Choose the Medicaid plan that's right for you.]

PLAN LOGO(S): [Anthem  ]
URL: <Microsite URL>

“Tattoo”
0:06

Open inside a tattoo parlor. A man is looking in the mirror at the tattoo he just got on his back. It's an intricate heart with the name “Christine” inside.

Cut to a tight on the man's face, as he looks at it inquisitively.

MAN: <Umm, excuse me. Who's Christine?>

SUPER: You wouldn't let someone else pick your tattoo
[AVO: You wouldn't let someone else pick your tattoo.]

SUPER:

Why let someone else pick your health plan?

[AVO:

Why let someone else pick your health plan?]

Cut to animated title card.

TITLE CARD:

Choose the Medicaid plan that's right for you.

<Anthem Blue Cross and Blue Shield Healthcare Solutions>

[AVO:

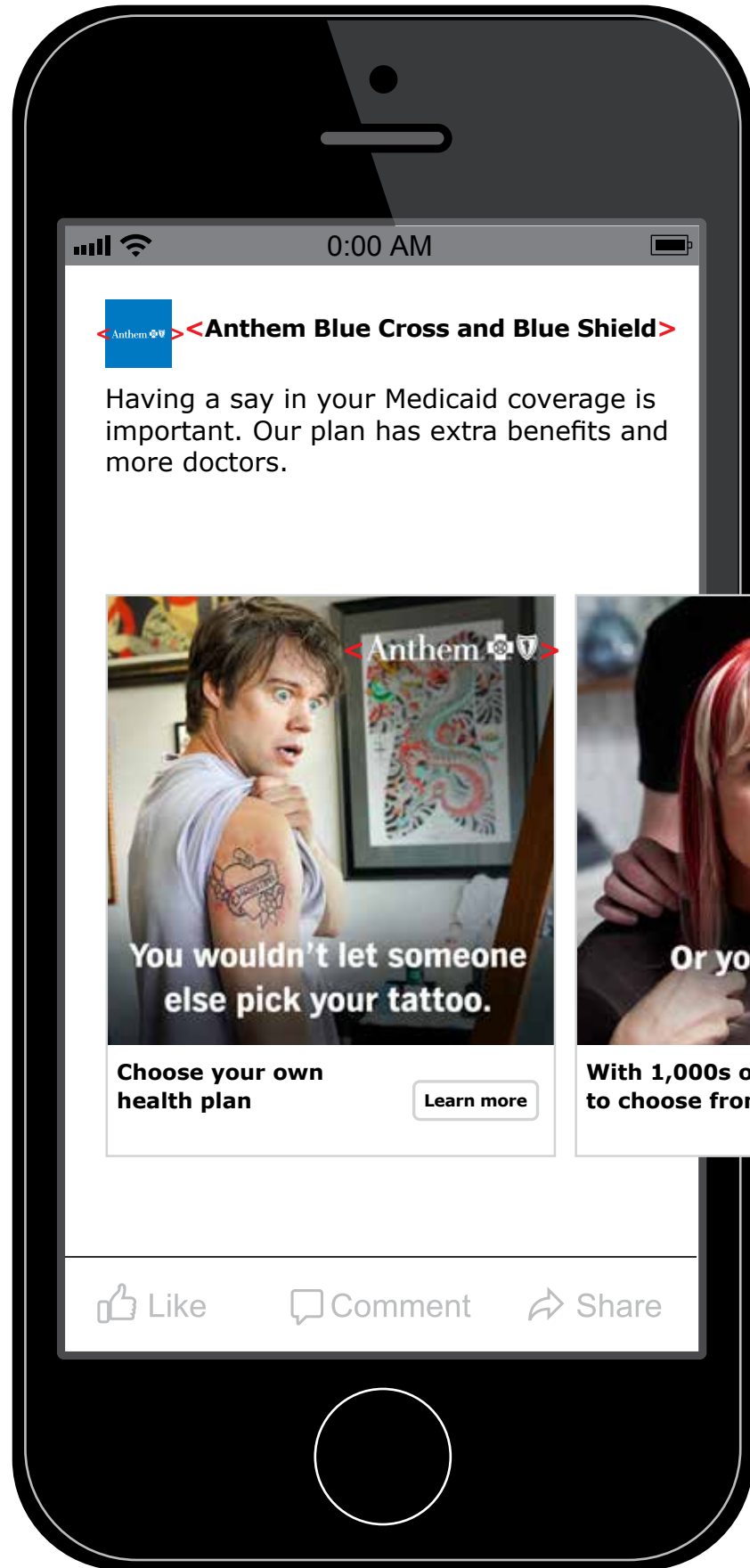
Choose the Medicaid plan that's right for you.]

PLAN LOGO(S):

[Anthem  

[URL:

<Microsite URL>]



 <Anthem Blue Cross and Blue Shield>

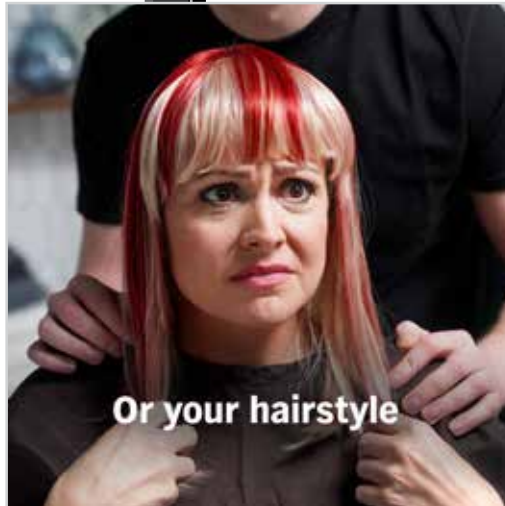
Having a say in your Medicaid coverage is important. Our plan has extra benefits and more doctors.



You wouldn't let someone else pick your tattoo.

Choose your own health plan

[Learn more](#)



Or your hairstyle

With 1,000s of doctors to choose from

[Learn more](#)



Why let someone else pick your health plan?

Extra benefits

[Learn more](#)



<Anthem>

Choose the right Medicaid plan for you.

Rewards for healthy activities

[Learn more](#)

 Like  Comment  Share



Having a say in your Medicaid coverage is important. Our plan has extra benefits and more doctors.



Choose the right Medicaid plan for you

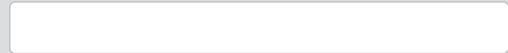
Don't leave it to someone else

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<Anthem Blue Cross and Blue Shield>

Having a say in your Medicaid coverage is important. Our plan has extra benefits and more doctors.



Choose the right Medicaid plan for you

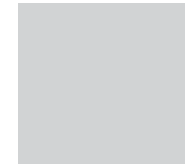
Don't leave it to someone else

[Learn More](#)

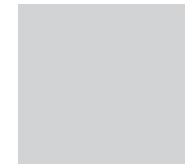
Like

Comment

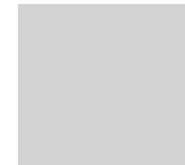
Share



Sponsored

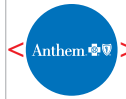


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<<Anthem Blue Cross and Blue Shield>>

Having a say in your Medicaid coverage is important. Our plan has extra benefits and more doctors.



Choose the right Medicaid plan for you

Don't leave it to someone else

[Learn More](#)

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Comment

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(Woman smiling at someone, blurred reflection in background)



(She swivels around in a chair, revealing an unexpected hair style)



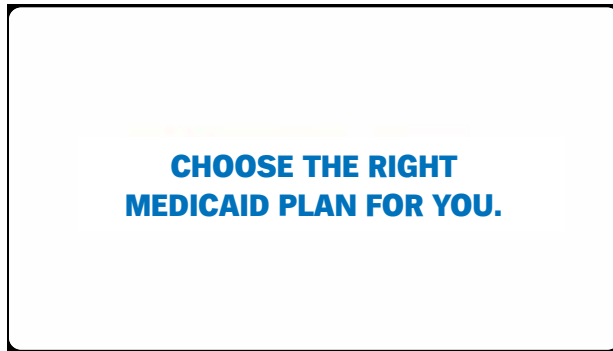
(Shocked face while salonist is setting her hair)

Text Overlay: You wouldn't let someone else pick your hairstyle



(Woman touches her hair in disbelief)

Text Overlay: Why let someone else pick your health plan?



(Transition to white background)

Text Overlay: Choose the right Medicaid plan for you.



(Transition)

Text Overlay: [Anthem Blue Cross Blue Shield logo]
Legal: <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.>
<Microsite URL>



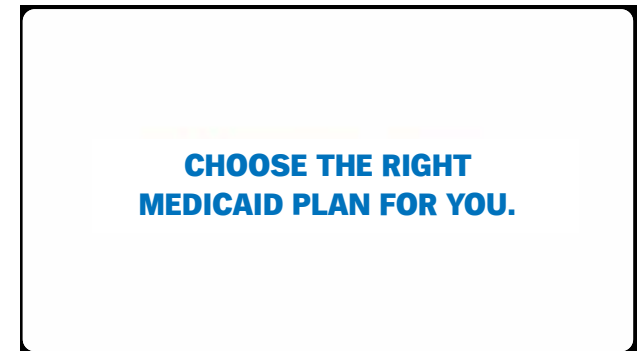
(Woman looking with a shocked face while salonist is setting her hair)

Text Overlay: You wouldn't let someone else pick your hairstyle



(Woman touches her hair in disbelief)

Text Overlay: Why let someone else pick your health plan?



(Transition to white background)

Text Overlay: Choose the right Medicaid plan for you.



(Transition)

Text Overlay: [Anthem Blue Cross Blue Shield logo]

Legal: <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.>

<Microsite URL>



(Man looking in a mirror at his new tattoo on his shoulder)



(Cut to the man's face, as he looks at it inquisitively.)



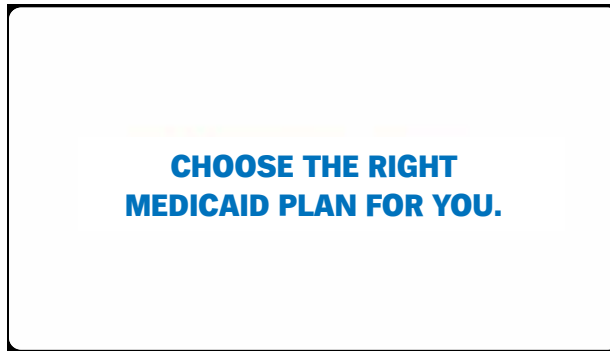
(Man isn't quite sure what to say)

Text Overlay: You wouldn't let someone else pick your tattoo



(Transition to white background)

Text Overlay: Why let someone else pick your health plan?



(Transition to white background)

Text Overlay: Choose the right Medicaid plan for you.



(Transition)

Text Overlay: [Anthem Blue Cross Blue Shield logo]
Legal: <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.>
<Microsite URL>



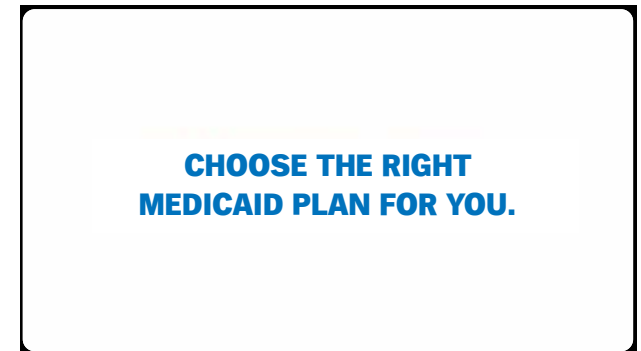
(Man isn't quite sure what to say when he sees his new tattoo with the name "Christine" on his shoulder)

Text Overlay: You wouldn't let someone else pick your tattoo



(Transition to white background)

Text Overlay: Why let someone else pick your health plan?



(Transition to white background)

Text Overlay: Choose the right Medicaid plan for you.



(Transition)

Text Overlay: [Anthem Blue Cross Blue Shield logo]

Legal: <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.>

<Microsite URL>

300x600



**You wouldn't
let someone
else pick your
hairstyle.**



LEGAL

Frame 1



**Why let
someone else
pick your
health plan?**




LEGAL

Frame 2

**Choose
the right
Medicaid
plan for you.**

[Learn more](#)

<Anthem  >

LEGAL

Frame 3

**Choose
the right
Medicaid
plan for you.**

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Legal

780 x 90

**Choose the right
Medicaid plan for you.**

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< **Anthem**   >

LEGAL

Frame 1

**Choose the right
Medicaid plan for you.**

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Legal

300x250

**You wouldn't let
someone else pick
your tattoo.**

<Anthem  >

LEGAL

Frame 1

**Why let
someone else pick
your health plan?**

<Anthem  >

LEGAL

Frame 2

**Choose the right
Medicaid plan
for you.**

[Learn more](#)

<Anthem  >

LEGAL

Frame 3

**Choose the right
Medicaid plan
for you.**

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Legal

PROJECT: 5473423 1041497NVCENABS Benefits Fact Sheet MCAC SH MCS 05 22

CLIENT: Stephanie Gabriel

WRITER: Melissa Kamenjarin

AUDIENCE: consumers/prospects

PURPOSE: The attached updated fact sheet will replace previous comparison chart used in the past.

GRADE: 7.6 FK



anthem.com/nvmedicaid

**<Anthem Nevada> fact sheet for free extra services,
plus up to <\$770> in <Healthy Rewards> for member incentives**

Free Costco Gold Card membership — one per family

<\$100> for day care for children ages <5–11> or children enrolled in <kindergarten through 5th grade>. The facility must be accredited and able to process the <\$100> coded card.

Free Boys & Girls Club memberships for children ages <5–14>

<\$100> extra vision benefit for glasses

Free sports physicals every <12> months from a plan primary care provider for children ages <6–18>

Free online Active&Fit program for members age <17 and older>. The program provides eligible members with a resource library of over 1,000 health-oriented courses, classes, articles, videos, and tip sheets based on up-to-date clinical information.

WW[®] (formerly called Weight Watchers[®]) for members age <17 and older>. Members can receive one WW voucher good for the initiation fee and <13 weeks> of classes.

<\$100> **gym membership**. Eligible members <age 18 and older> with a primary or secondary clinical diagnosis of obesity or diabetes/prediabetes will receive up to a <\$100> allowance to help cover costs for a gym membership. The gym must be able to accept the coded card.

<\$100> for **nonmedication pain management** for members who have a clinical diagnosis related to chronic pain. Members can purchase up to <\$100> of therapeutic devices to help them manage their pain.

<1041497NVCENABS 05/22>

Free cellphone with free monthly minutes, data, and text messages. Members can choose <Lifeline or ACP (Affordable Connectivity Program)>.

- <Lifeline benefits: Free smartphone, 4.5 GB of data, unlimited text messages, 200 bonus minutes at time of enrollment, and 100 bonus minutes during birth month. Calls to <Member Services> are not deducted from minutes.>
- <ACP benefits: Free smartphone, unlimited talk, unlimited text, 25 GB of data, 5 GB of hotspot data, international calls to Canada and Mexico, and additional data for members in <Complex Case Management>>.

Virtual tutorial services through ULearn — Elevation Strategic Solutions for members ages <8–17>. Members can get help with language arts, math, science, social studies, and foreign language to help increase their confidence, achievement, and academic readiness. The maximum allowance is <24 hours per member per year>.

GED/HiSET (High School Equivalency Test) assistance. <Anthem> will cover the costs of the High School Equivalency Test.

Industry certification assistance. <Anthem> will cover the cost of employment certifications for eligible members who are interested in obtaining them. Eligible members are those <18 and older> who are recent high school graduates (or GED/HiSET recipients) or recent college graduates. Those reentering the program can be any age.

\$50 college application fee support. Members age <17 and older> will receive <\$50> to use for application fees for college applications.

Life transition kit — <Anthem> will provide a kit to support members transitioning out of an institutional setting. The kits include:

- First aid supplies, such as bandages and ointment.
- Toothpaste, a travel toothbrush, mouthwash, and dental floss.
- A <\$15> Subway gift card.
- An emergency blanket.

Fresh fruits and vegetables. Farm-fresh produce is delivered directly to members' doors. Members can select from a wide array of boxes, including a fruit and veggie mix, all fruit, all veggie, diabetic boxes, or an ethnic cuisine box. Members will receive one produce box per month for three months. Eligible members are those with a primary or secondary clinical diagnosis of obesity or diabetes/prediabetes.

Grooming kit or gift card for foster care youth. All young adults under <age 26> in foster care are eligible. Options depend on availability.

<**24/7 NurseLine**> to talk to a registered nurse about medical questions and concerns anytime, day or night

<**LiveHealth® Online**>. Visit a doctor through online video chat anytime, day or night, to find help when you need an appointment fast, or to receive quick care for minor illnesses like colds, allergies, the flu, or infections.

<**Calm App**> for youth behavioral health. To help youth improve their behavioral and emotional health, <Anthem> will provide a year's subscription to the <Calm App>. Members can access age-appropriate meditations and sleep aids to help calm the mind and body to reduce stress and anxiety. This resource gives our youth and adolescent members tools to practice leading happier lives. Offered in Spanish, German, French, Portuguese, Japanese, and Korean. Eligible members <age 18 and younger> may receive a yearly subscription for the <Calm App>.

Emotional Well-Being. Members age <13 and older> receive access to our Emotional Well-Being resource, which is a web and mobile online community designed to help members cope with behavioral health issues, such as depression, anxiety, stress, chronic pain, insomnia, and managing drugs or alcohol.

Find Help, an online resource to help you find all available local community-based programs, benefits, and services. Available at <mss.anthem.com/nevada-medicaid/support/community-support.html>.

Holistic smoking cessation program. Our program includes coaching, written and online education, and nicotine replacement therapy (NRT) delivered to your home.

Free dental hygiene kits to keep your teeth healthy

Transitional care assistance for extra help moving from a hospital stay to your home

For pregnant moms and babies

Free electronic breast pump for pregnant members six months prior to delivery and new moms up to six months after delivery who plan to breastfeed. This benefits also covers <babies up to 6 months old>.

Free home-delivered meals for pregnant moms. Qualifying members can receive up to <two meals per day for 14 days, up to 28 meals per member total>. Meals are customized, and we offer low-sodium and low-fat options, as well as diabetic-friendly, gluten free, vegetarian, renal-friendly, and pureed meals. These are home-delivered, medically tailored meals for pregnant members who are on bed rest, postpartum members, or those who were recently discharged. We are not able to deliver meals to members who are not housed at this time.

Baby Essentials Bundle Package available for pregnant moms, new moms, and/or babies up to <12 months old>. Choose <two> of the following:

- Breastfeeding pillow
- Baby car seat
- Infant/preemie car seat
- Portable crib
- Highchair
- Breastfeeding support kit
- Safe sleep kit
- Diapers
- Microwave sterilizer
- Microwave steam bags
- Video baby monitor
- Baby-proofing items (plug protectors, doorknob covers, and cabinet and drawer latches)

Maternal health transportation benefit for new moms or babies and children up to <5 years old>. Members get a one-month bus pass, or for those without bus access, their choice of a <\$50 Uber card or a \$50 gas card>.

Books for Babies program. Eligible members receive a <\$35> Barnes & Noble gift card to purchase books.

Free home-delivered meals through the gestational diabetes meal program. Pregnant moms who have gestational diabetes receive <two medically tailored meals per day for 10 weeks>. The meals will be home delivered. We are not able to deliver meals to a member experiencing homelessness at this time.

Jail transition benefits

Internet essentials package. Members will receive up to a <\$300> allowance to help cover the cost of internet services to give them access to the internet for educational pursuits or employment opportunities. Funds can be used to purchase modems, routers, and any additional equipment that is essential to obtain or strengthen an internet connection, as well as to help cover monthly service charges. Members must have been previously incarcerated within the past <12 months> and can receive the benefit one time only.

Shelter bed reservations program. Daily shelter beds are available, along with short-term, long-term and respite housing, for those who qualify.

Identification support — if you lose your green card, ID, or birth certificate, our behavioral health case managers will help you receive a copy of the original document(s), and we will cover the cost of the replacements.

Free laptop program for members transitioning out of incarceration and pursuing education/employment. Members must have been previously incarcerated within the past <12 months> and can receive the benefit one time only.

Member incentives to get care — up to <\$770> in rewards

- <\$100 for the childhood wellness visit for males and females, ages 15 months to 19 years. One visit every 12 months.>
- <\$25 for the first prenatal care visit for females, ages 13 to 55. One per pregnancy.>
- <\$50 for the postpartum care visit for females, ages 13 to 55. One per pregnancy.>
- <\$80 for well-child visits in the first 30 months of life for males and females, ages 0 to 15 months. \$10 each, six times in 15 months.>
- <\$100 for the first dose of the COVID-19 vaccine>
- <\$25 for a flu shot>
- <\$25 for childhood immunizations for combo-10 for male and females, ages 0 through 2nd birthday. One per member.>
- <\$50 for a breast cancer screening for females ages 50 to 74. One every 24 months.>
- <\$50 for a cervical cancer screening for females, ages 21 to 64. One every 36 months.>
- <\$25 for a diabetic retinal eye exam for males and females, ages 18 to 75. One every 12 months.>
- <\$25 for a diabetic A1c screening for males and females, ages 18 to 75. One every 12 months.>
- <\$40 for asthma management medication refills for males and females, age 6 and older. \$10 each quarter.>
- <\$40 for high blood pressure medication refills for males and females, ages 18 to 75. \$10 each quarter.>
- <\$10 for completing a health needs screener for new members>

- <\$5 for completing a quiz called What do you know about vaccines?>
- <\$35 for human papillomavirus (HPV) vaccination>
- <\$25 for diabetes monitoring for people living with both diabetes and schizophrenia>
- <\$25 for a seven-day follow-up after discharge from an emergency visit for behavioral health>
- <\$25 for a 30-day follow-up after a behavioral health discharge>
- <\$5 for completing a quiz called What do you know about diabetes?>
- <\$5 for completing a diabetes nutrition quiz>

<Anthem> makes Medicaid easier for you and your family

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



Quick and easy access to care:

- Large selection of top doctors, including OB/GYNs to choose from
- Video chat with a doctor anytime using LiveHealth® Online
- Benefits at your fingertips with our mobile app



Extra benefits for pregnant women and new parents:

- <Healthy Rewards maternity program – earn up to \$75 for going to doctor visits>
- <Baby Essentials Bundle – new moms pick two:
 - Car seat
 - Portable crib
 - Diapers
 - Video baby monitor
 - Highchair and more>
- <Two weeks of free home-delivered meals>
- <10-week free meal delivery program for pregnant women with gestational diabetes>
- <Maternity transportation – one-month bus pass or \$50 Uber card or gas card>
- <\$35 gift card to buy children's books>
- <Free electronic breast pump>
- <Free Costco Gold membership>



Extra benefits for kids:

- <Free Boys & Girls Club membership>
- <Free sports and school physicals>
- <Free virtual tutoring services for eligible children>
- <\$100 coded card for accredited daycare for ages 5-11>



For more on what <Anthem Medicaid> can offer your family, visit chooseanthem.com/nv.



Making Medicaid
easier for you.

Choose Anthem.



chooseanthem.com/nv

Toll free:

844-396-2329 (TTY 711)

Northern Nevada:

775-684-7200

Southern Nevada:

702-486-1646

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). 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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Medicaid made easier

with Anthem Blue Cross and
Blue Shield Healthcare Solutions



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Free extras for being an Anthem member

Extras to live well:

- <Enhanced adult vision – up to \$100 for eyeglasses>
- <24/7 virtual care with LiveHealth Online>
- <Benefits at your fingertips with our mobile app>
- <Free Costco Gold membership>
- <Up to \$100 for gym membership for eligible members>
- <Free cellphone with unlimited talk and text and free international phone calls>
- <Fresh fruit and veggie delivery for eligible members>
- <Flu prevention kit>
- <WW® (formerly called Weight Watchers) voucher for eligible members>
- <Podiatry benefits for members with diabetes>
- <\$100 in pain management therapy devices for members with chronic conditions>
- <Online fitness program with classes, articles, resources>



Extras for new and expecting parents:

- <Custom meal prep and delivery for pregnant women or eligible new moms>
- <Transportation for parents with kids under age 5 – choose a one-month bus pass, \$50 Uber card, or \$50 gas card>
- <Electric breast pump>
- <Baby essentials bundle. New moms pick two:
 - Car seat
 - Portable crib
 - Diapers
 - Highchair
 - Video baby monitor>
- <10-week free meal delivery program for pregnant women with gestational diabetes>
- <And more>!



Extras for kids:

- <Free tutoring services for eligible children>
- <Boys & Girls Club membership>
- <Gift card for barbershop or salon services and grooming kit for youth in foster care>
- <Calm app subscription>
- <\$100 coded card for accredited daycare for ages 5-11>
- <LearntoLive app for mental health support>



Extras for taking the next step:

- <Industry certification and GED assistance>
- <\$25 to put toward college application fees for ages 17 and up>
- <Free laptop and up to \$300 to cover the cost of internet for members transitioning from incarceration and pursuing work or education>
- <Life transition kit for eligible members with first aid supplies, dental care supplies, Subway gift card, and emergency blanket>



Plus, all of the Medicaid benefits you expect:

- <Well-child and well-adult checkups>
- <Immunizations>
- <Prescriptions>
- <Vision>
- <A large network of top healthcare providers, hospitals, and pharmacies>
- <Your own doctor – that you choose>



PROJECT: 5447135 1041377NVCENABS Open Enrollment SP Q&A TV Script WO 05 22

CLIENT: David Escame

WRITER: Melissa Kamenjarin

AUDIENCE: consumers/prospects

PURPOSE: This is part of the state's open enrollment outreach strategy. It's a 90-second Spanish-language television Q&A script to educate the public about the 90-day switch rule. The deliverable is a Spanish TV script; English is for review only.

GRADE: 6.0 FK

Host: Welcome <back>, <Anthem representative name>. We hear you have a message that is important to our viewers – especially <families/pregnant moms and new moms>. Can you tell us about the 90-day assignment rule for people receiving <Medicaid> benefits?

<Anthem representative name>: Thank you. Many people who get signed up for <Medicaid> benefits don't choose a plan. They get assigned – but the good news is you have 90 days to change plans and choose the best plan for you and your <family/baby>.

At <Anthem Blue Cross and Blue Shield Healthcare Solutions>, we have helpful extra benefits including <describe state-approved extra value-added services>.

These free extra benefit packages are only available to <Anthem> members. They can have a positive effect on the lives of you and your <family/baby>.

Host: These free benefits sound amazing for <families/pregnant moms and new moms>. How do our viewers who are new to <Medicaid> choose <Anthem>?

<Anthem representative name>: <Explain state instructions.>

Host: Thank you, <Anthem representative name>, for educating our viewers about the 90-day rule.