

SILVERSUMMIT HEALTHPLAN

2022-2023 Nevada SSHP Medicaid State Submission



Introduction & Assumptions

This is the SilverSummit Healthplan submission of new or changed items to the state's Medicaid Office for review. These materials will be used in conjunction with other previously approved materials.

On the following pages, you'll see sample creative mockups within each category followed by additional copy options. All copy shown will be used interchangeably across marketing tactics, including but not limited to:

- Radio
- TV
- Video
- Print
- OOH and transit
- Social media
- Digital display
- Event materials and partnerships
- Provider office materials
- Flyers and brochures
- Website content
- Direct mail

Content that may be adjusted is included in <brackets like this>. This information includes benefit details, event information, contact info, etc. Grammar, punctuation, and capitalization may be updated at any time to accommodate variable data. This may include adding transition words, changing tenses, or adjusting the subject to be plural or singular, for example.

Any and all copy within can be used standalone or combined with other copy seen elsewhere in the document as needed.

To engage our members in a culturally competent manner, Spanish creative may not be a direct translation or use exact words or phrases as shown here.

Disclaimers like "Some restrictions may apply" or "Applies to qualified individuals" as well as copyright information will be added to communications where applicable.

SilverSummit is exploring using geofencing, a location data service, to assist Medicaid members in accessing SDoH resources (i.e. food banks, transportation hubs, CBO support). Provider accessibility may also be a use for this technology.



01 General Materials

FLYER - EXAMPLE

Copy in mock-up is for layout reference only. Please review copy on the following slides.

<MEDICAID THAT GETS YOU EXTRA BENEFITS.>

<Here's how to get coverage from SilverSummit.>

STEP 1:
<Confirm your eligibility with DWSS on the Access Nevada website at <<https://accessnevada.dwss.nv.gov>>.>

STEP 2:
<Enroll by creating an account with DWSS and completing the online application. **Make sure to choose SSHP as your plan.** Go online to <<https://accessnevada.dwss.nv.gov>>. You can also call <XXX-XXX-XXXX> or register by mail.>

STEP 3:
<Check your mail for a notice of determination letter to see if your application was approved.>



<SilverSummit gets new parents the baby essentials they need at no cost.>

- <Get <free> <diapers>, <a breast pump>, <a car seat>, and more.>
- <Earn <insert value here> when you <go to prenatal and postnatal visits.>



<We're here to help in your community.>

- <Local staff that can help with <food>, <housing>, <transportation>, and more.>
- <<Financial> assistance for <IDs>, <GEDs>, <birth certificates>, and <job training>.>



<Get the care you need without jumping through hoops.>

- <Large network of trusted providers.>
- <Vision benefits like <eye exams> and <<same-day> mental health appointments.>



<Get care that offers more with SilverSummit. Learn more at **ChooseSilverSummit.com** or contact us at <1-844-366-2880> to get better Medicaid now.>

<f> <i> <t>





<Scan Me>

If you need this in another language, oral interpretation, auxiliary aids and services, or an alternate format, call us. Medicaid SilverSummit Healthplan 1-844-366-2880. SilverSummit Healthplan is a Nevada Medicaid and Nevada Check Up, each plan. SilverSummit Healthplan complies with all applicable Federal Civil Rights Laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. If you, or someone you're helping, have questions about SilverSummit Healthplan, you have the right to get help and information in your language at no cost. To talk to an interpreter, call 1-844-366-2880 (TTY/TDD) 1-844-364-6086. © 2022 SilverSummit Healthplan. All rights reserved.

<TE DAMOS UN MEJOR PLAN MEDICAID>

<Mereces cuidado de salud de confianza para ti y tu familia.>

PASO 1:
<Confirma tu elegibilidad con DWSS en el sitio web de Nevada Access en <<https://accessnevada.dwss.nv.gov>>.>

PASO 2:
<Inscríbete en SilverSummit creando una cuenta con DWSS y completando una aplicación en-línea. Asegúrate de escoger a SSHP cómo tu plan. Visita <<https://accessnevada.dwss.nv.gov>>. También puedes llamar al <XXX-XXX-XXXX> o registrarte por correo.>

PASO 3:
<Revisa tu correo para ver si recibiste una notificación de determinación que te informará si tu solicitud fué aprobada.>



<Papás nuevos reciben artículos esenciales que necesitan, sin costo.>

- <Recibe <gratis> <pañales>, <un sacaleches>, <un asiento para auto>, y más.>
- <Gana <insert value here> cuando <vas a tus visitas prenatales y postnatales.>



<Estamos aquí para ayudar en tu comunidad.>

- <Personal local que puede ayudarte a conseguir <comida>, <vivienda>, <transporte>, y más.>
- <<Apoyo <financiero> para <identificaciones>, <actas de nacimiento>, <GEDs>, y <entrenamiento laboral.>



<Recibe el cuidado que necesitas sin tener que hacer tanto trámite.>

- <Amplia red de proveedores de confianza.>
- <Beneficios de la vista como <exámenes oculares y < citas de salud mental <el mismo día>.>



<Comienza Aquí>> Con SilverSummit, obtén cuidado que te ofrece más. Aprende más en **EscogeSilverSummit.com** o contactanos en <1-844-366-2880> para obtener mejor Medicaid ahora.>

<f> <i> <t>





<Comienza Aquí>

If you need this in another language, oral interpretation, auxiliary aids and services, or an alternate format, call us. Medicaid SilverSummit Healthplan 1-844-366-2880. SilverSummit Healthplan is a Nevada Medicaid and Nevada Check Up, each plan. SilverSummit Healthplan complies with all applicable Federal Civil Rights Laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. If you, or someone you're helping, have questions about SilverSummit Healthplan, you have the right to get help and information in your language at no cost. To talk to an interpreter, call 1-844-366-2880 (TTY/TDD) 1-844-364-6086. © 2022 SilverSummit Healthplan. All rights reserved.

*May swap out benefit language with alternative benefit language

POSTER - EXAMPLE

Copy in mock-up is for layout reference only. Please review copy on the following slides.

silversummit healthplan

<A PLAN THAT WORKS FOR YOU.>

<SilverSummit gets you benefits you need.>

- <<Financial> assistance for <IDs>,<GEDs>,<birth certificates>, and <job training.>>
- <<Emergency services>,<family planning>,<and women's preventative health>>
- <Large network of providers in your area.>

<ChooseSilverSummit.com>

f i t

<Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent commodo pulvinar dignissim. Duis vestibulum dolor id blandit auctor. Duis tempor risus eu ligula consectetur, sit amet elementum risus varius.>

silversummit healthplan

<UN PLAN QUE TRABAJA PARA TI.>

<SilverSummit te da los beneficios que necesitas.>

- <<Apoyo <financiero> para <identificaciones>,<actas de nacimiento>,<GEDs>,<y <entrenamiento laboral.>>
- <<Servicios de Emergencias>,<planeación familiar>,<y <cuidado preventivo para mujeres.>>
- <Una amplia red de proveedores en tu área.>

<EscogeSilverSummit.com>

f i t

<Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent commodo pulvinar dignissim. Duis vestibulum dolor id blandit auctor. Duis tempor risus eu ligula consectetur, sit amet elementum risus varius.>

*May swap out benefit language with alternative benefit language

VAB TRIFOLD BROCHURE

Copy in mock-up is for layout reference only. Please review copy on the following slides.

We get you a plan that works for <you>, with benefits you <and your family> deserve.



First Reveal



Start here



Get care that offers more with SilverSummit.
Learn more at

ChooseSilverSummit.com

or contact us at <1-844-366-2880> to get better Medicaid now.



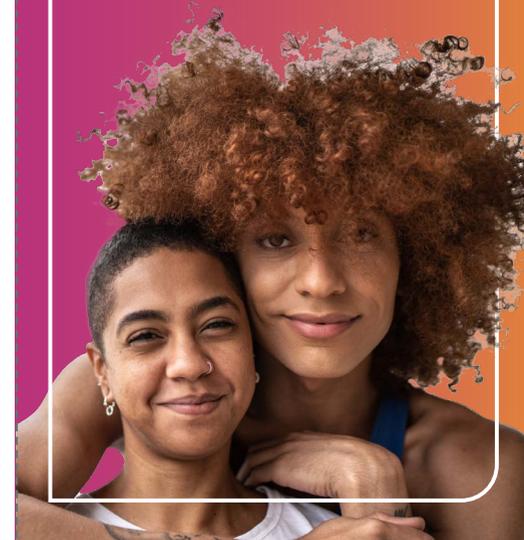
A Nevada Medicaid and Nevada Check Up Plan | ©2022 SilverSummit Healthplan. All rights reserved.

Back Cover



<MEDICAID WITH EXTRA BENEFITS.>

<Get the healthcare you deserve, when you need it.>



Front Cover

**May swap out benefit language with alternative benefit language*

VAB TRIFOLD BROCHURE

Copy in mock-up is for layout reference only. Please review copy on the following slides.

<Here's how to get coverage from SilverSummit:>

STEP 1:

<Confirm your eligibility with DWSS on the Access Nevada website at
<<https://accessnevada.dwss.nv.gov>>>



<SCAN ME>

STEP 2:

<Enroll by creating an account with DWSS and completing the online application. Make sure to choose SSHP as your plan. Go online to
<<https://accessnevada.dwss.nv.gov>>
You can also call <XXX-XXX-XXXX> or register by mail.>

STEP 3:

<Check your mail for a notice of determination letter to see if your application was approved.>

First Reveal



<New parents get the baby essentials they need at no cost.>

- <Get <free> <diapers>, <a breast pump>, <a car seat>, and more.>
- <Earn <\$100> when you <go to prenatal and postnatal visits>.>
- <Get access to a <personalized pregnancy care manager>.>
- <Pregnancy, postpartum, and newborn care.>



Back Cover



<We're here to help in your community.>

- <Local staff that can help with <food>, <housing>, <transportation>, and more.>
- <<Financial> assistance for <IDs>, <GEDs>, <birth certificates>, and <job training>.>
- <We get you <memberships> to the <Girl Scouts>, <Boys & Girls Clubs>, and a free <YMCA family membership>.>
- <Get help with <addiction support for drugs, alcohol, and cigarettes>.>



<Get the care you need without jumping through hoops.>

- <Large network of trusted providers.>
- <See in-network specialists without a referral.>
- <Your choice of doctor.>
- <Easy access to <specialty care>.>

Front Cover

*May swap out benefit language with alternative benefit language

HOW TO ENROLL

<GET A BETTER MEDICAID PLAN.>

<WE GET YOU MORE.>

<You deserve healthcare you and your family can count on.>

<Now's your chance to get covered by SilverSummit.
Here's how you can secure your coverage:>

STEP 1

<Confirm your eligibility with DWSS on the Access Nevada website at
<accessnevada.dwss.nv.gov/public.>>

<Get Started>

STEP 2

<Enroll with SilverSummit by creating an account with DWSS and completing the online application. Make sure to choose SSHP as your plan. Go online to <accessnevada.dwss.nv.gov/public.> You can also call <phone number> or register by mail.>

STEP 3

<Check your mail for a notice of determination letter to see if your application was approved.>

<GET MEDICAID YOU CAN COUNT ON.>

<CHOOSE MEDICAID THAT GETS YOU MORE.>

- <A large network of doctors, pediatricians, OB-GYNs, and specialists.>
- <Local staff helps with food access, transportation, housing, IDs, and more.>
- <Parents get baby essentials at no cost.>
- <Get vision, dental, and mental health coverage.>
- <Free <Girl Scouts>, <Boys & Girls Clubs>, and <YMCA family> memberships.>

<Learn More>

<Get the care and support you deserve.>

<Get Started>

Get care you can trust with SilverSummit. Visit us at <ChooseSilverSummit.com> or contact us at <1-844-366-2880> to learn more.

<Confirm eligibility>, <Enroll with SSHP>, <Enroll online>, <Enroll By Mail>, <Enroll in person>, <Check your mail>

VALUE-ADDED BENEFITS

<SILVERSUMMIT HAS THE RIGHT PLAN FOR YOU.>

<MEDICAID THAT GETS YOU EXTRA BENEFITS.>

<MEDICAID WITH EXTRA BENEFITS.>

<A MEDICAID PLAN WITH EXTRA BENEFITS.>

<ALL THE CARE YOU NEED IN ONE PLACE.>

<A MEDICAID PLAN THAT WORKS FOR YOU.>

<Get the healthcare you deserve, when you need it.>

<We get members the care they need.>

<SilverSummit works to provide you with extra benefits.>

<We get you a plan that works for <you>, with benefits you <and your family> deserve.>

<Here's how to get coverage from SilverSummit:>

STEP 1: <Confirm your eligibility with DWSS on the Access Nevada website at <https://accessnevada.dwss.nv.gov.>>

<Scan Me>

STEP 2: <Enroll by creating an account with DWSS and completing the online application. Make sure to choose SSHP as your plan. Go online to <https://accessnevada.dwss.nv.gov.> You can also call <XXX-XXX-XXXX> or register by mail.>

STEP 3: <Check your mail for a notice of determination letter to see if your application was approved.>

<New parents get the baby essentials they need at no cost.>

- <Get <free> <diapers>, <a breast pump>, <a car seat>, and more.>
- <Earn <insert value here> when you <go to prenatal and postnatal visits>.>
- <Start Smart for Your Baby® program gets you <baby essentials>.>
- <<insert value here> in rewards for new and expecting parents.>
- <Get access to a <personalized pregnancy care manager>.>
- <Access doula services at home.>
- <Pregnancy, postpartum, and newborn care.>

<Learn More>

<We're here to help in your community.>

- <Local staff that can help with <food>, <housing>, <transportation>, and more.>
- <<Financial> assistance for <IDs>, <GEDs>, <birth certificates>, and <job training>.>
- <Telehealth without an appointment.>
- <Help with <addiction support for drugs, alcohol, and cigarettes>.>
- <A 24/7 nurse advice line.>
- <We get you <memberships> to the <Girl Scouts>, <Boys & Girls Clubs>, and a free <YMCA family membership>.>

<Learn More>

<Get the care you need without jumping through hoops.>

- <Large network of trusted providers.>
- <See in-network specialists without a referral.>
- <Your choice of doctor.>
- <Easy access to <specialty care>.>
- <Get unlimited doctor's visits on us.>
- <Pediatricians you can trust.>
- <<Two> dental visits every year.>
- <Vision benefits like <eye exams>.>
- <<Same-day> mental health appointments.>

<Learn More>

<Start Here>

<Get care that offers more with SilverSummit. Learn more at <ChooseSilverSummit.com> or contact us at <1-844-366-2880> to get better Medicaid now.>

VALUE-ADDED BENEFITS

<A PLAN THAT WORKS FOR YOU.>

<A MEDICAID PLAN THAT WORKS FOR YOU.>

<WE GET YOU EXTRA BENEFITS.>

<GET MEDICAID THAT COVERS MORE.>

<SilverSummit gets you benefits you need.>

<We put you first.>

<We're here to get you whole-health care.>

<Give <your baby> a head start.>

- <<Free> <diapers>, <breast pump>, <car seat>, and more>
- <Up to <insert value here> for prenatal and postnatal doctors visits>
- <New moms spa package>
- <Personal case manager>
- <At-home doula care>
- <Pregnancy, postpartum, and newborn care>

<Learn More>

<We're in your community.>

- <Local staff that can help with <food>, <housing>, <transportation>, and more>
- <<Financial> assistance for <IDs>, <GEDs>, <birth certificates>, and <job training>>
- <Telehealth without an appointment>
- <Addiction support>
- <Nurse's advice any time, day or night>
- <A <Girl Scouts>, <Boys & Girls Clubs>, and <YMCA family> membership>
- <Employment support and training>

<Learn More>

<We get you the care you need.>

- <Large network of providers in your area>
- <<Emergency services>, <family planning>, and <women's preventative health>>
- <Easy access to <specialty care, no referrals needed>>
- <Unlimited visits to your doctor>
- <<Pediatricians> you trust and <unlimited visits> <for your kids>>

<Learn More>



02 Event Materials

EVENT MATERIALS

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Co-Branded example

*May swap out benefit language with alternative benefit language

EVENT MATERIALS

Copy in mock-up is for layout reference only. Please review copy on the following slides.



silversummit healthplan | FPO PARTNER LOGO

**WE GET <YOU>
<VACCINATED>.**

<Event Name> <Event Date and Time>



<Scan to Learn More>

f @ t

<Together, we can improve the health of the community, one person at a time.>

<ChooseSilverSummit.com>

<Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent commodo pulvinar dignissim. Duis vestibulum dolor id blandit auctor. Duis tempor risus eu ligula consectetur, sit amet elementum.>



silversummit healthplan | FPO PARTNER LOGO

**<TE DAMOS
VACUNAS>.**

<Event Name> <Event Date and Time>



<Aprende Más>

f @ t

<Juntos, podemos mejorar la salud de nuestra comunidad, una persona a la vez.>

<EscogeSilverSummit.com>

<Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent commodo pulvinar dignissim. Duis vestibulum dolor id blandit auctor. Duis tempor risus eu ligula consectetur, sit amet elementum.>

*May swap out benefit language with alternative benefit language

EVENTS

<EVENT NAME>

<PROUD SUPPORTER OF <EVENT NAME>.>

<WE GET <YOU> CONNECTED.>

<WE GET <YOU> COVERED.>

<WE GET <YOU> ACCESS.>

<WE GET <YOU> SUPPORT.>

<WE GET <YOU> MORE.>

<WE GET <YOU> MORE FUN!> (for family-focused events)

<WE GET <YOU> <VACCINATED/FLU SHOTS>.>

<WE GET <YOU> BABY SHOWERS!>

<WE GET <YOU> <DINNER./MEALS./TACOS./FREE FOOD. etc.>>

<WE GET <YOU> A FRESH START.>

<WE GET <YOU> <GENDER AFFIRMING CARE/SUPPORT FOR YOUR JOURNEY.>

TOGETHER, WE GET <YOU> MORE.

<A MEDICAID PLAN THAT GETS YOU BETTER.>

<Insert partner logo here>

<Event name>

<Event date and time>

<SilverSummit Healthplan is committed to serving Nevadans <where you live, work, and play>. That's why we're proud to <sponsor/partner with> <organization name>.>

<Together, we can improve the health of the community, one person at a time.>

<Any basic event info including location, address, or items you need to bring.>

<Proud sponsor of <event name>.>

<Proud partner <with/of> <organization name>.>

<WE GET YOU COVERED.>

<WE GET YOU SUPPORT.>

<GET A BETTER MEDICAID PLAN.>

<MEDICAID THAT GETS YOU BETTER.>

<At SilverSummit, we're on your side with extra benefits.>

<SilverSummit has the right plan for you.>

<Choose better Medicaid coverage.>

<We're here to help you get signed up.>

<SilverSummit Healthplan is pleased to support <organization name>.>

<Partner Name> has been working in your community for <insert number of years>. <You can trust us to help you and keep your information private.>

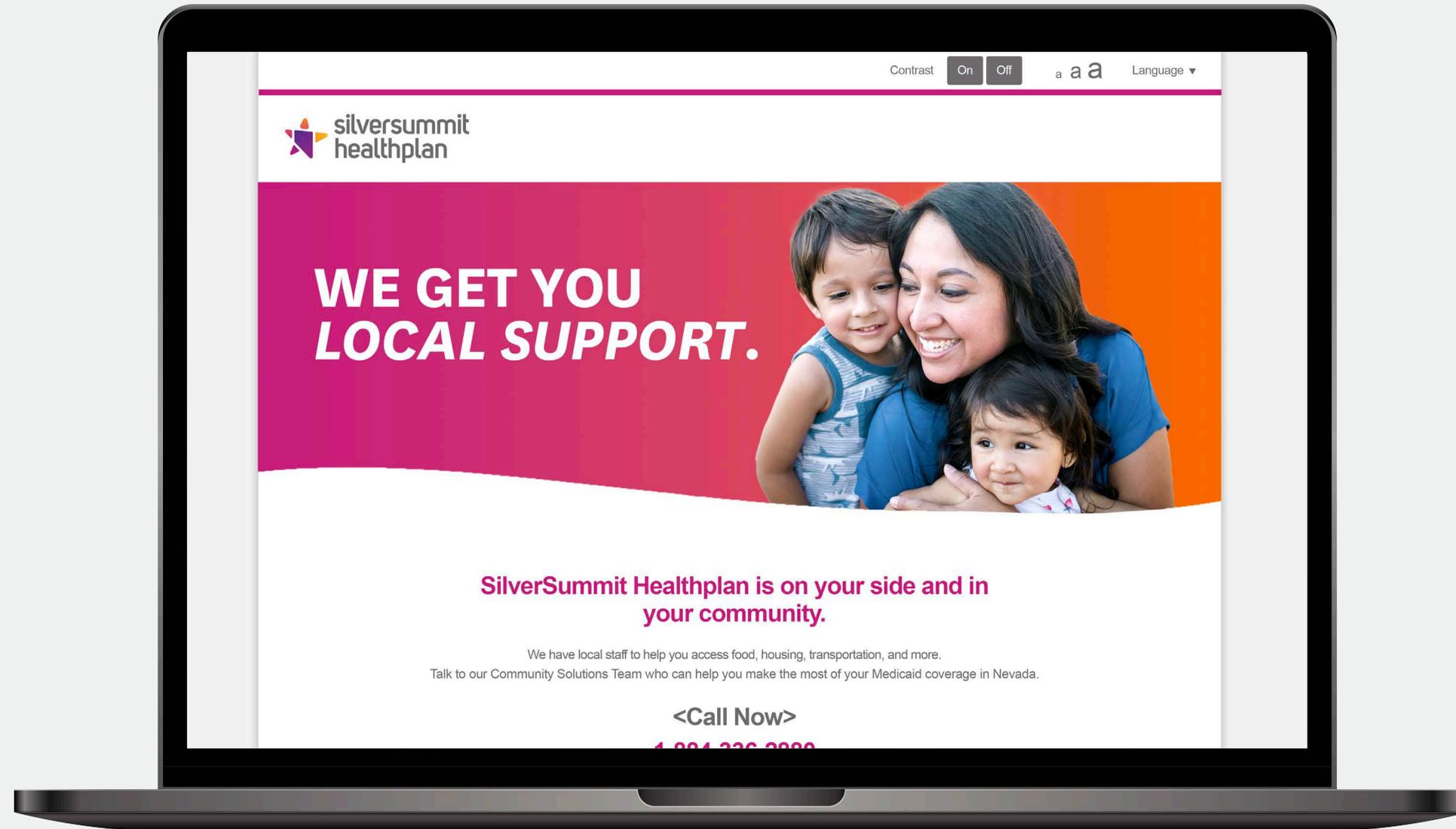


03 Landing Pages

DESKTOP LANDING PAGE

Local Support

Copy in mock-up is for layout reference only. Please review copy on the following slides.

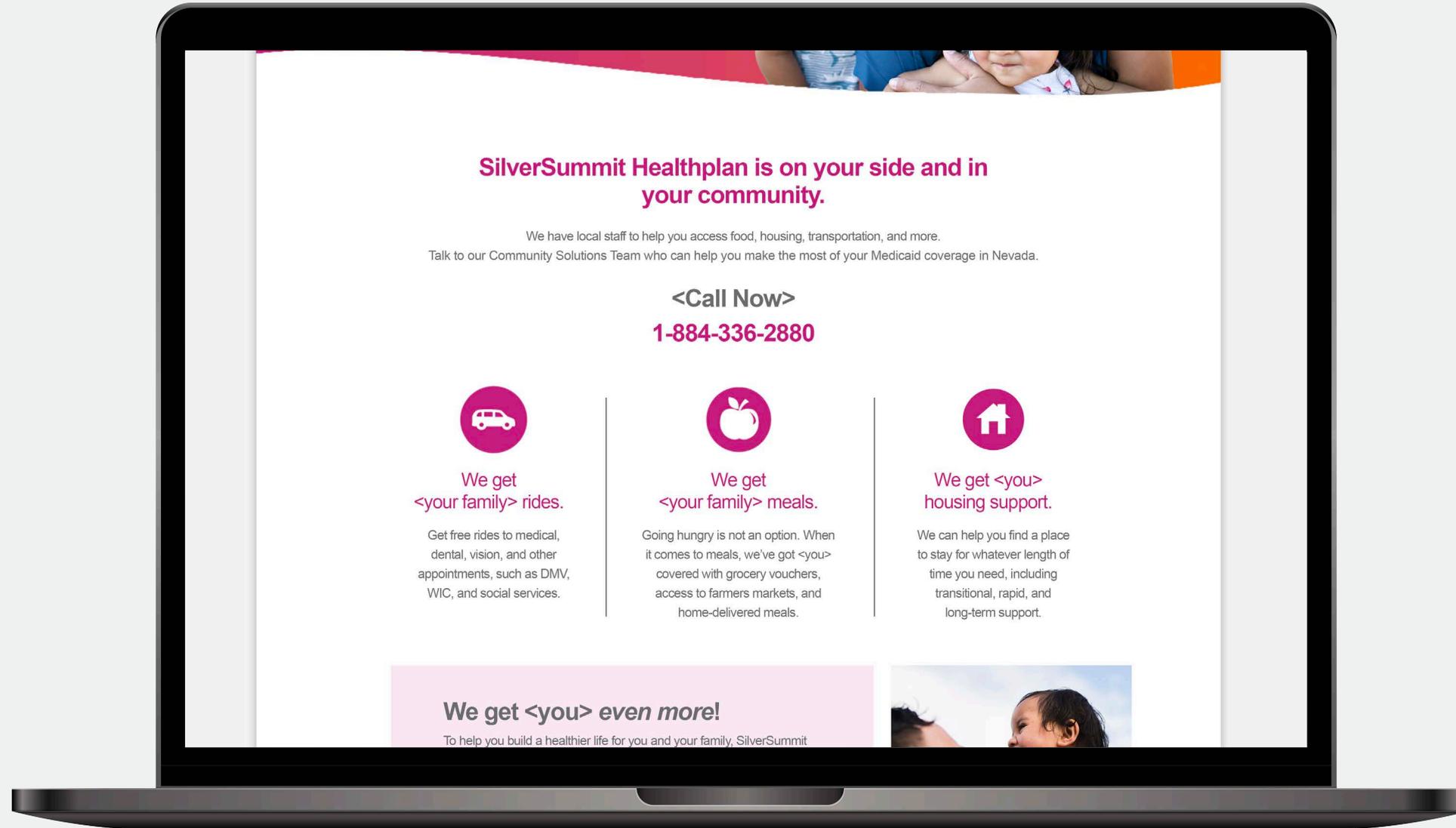


**May swap out benefit language with alternative benefit language*

DESKTOP LANDING PAGE

Local Support

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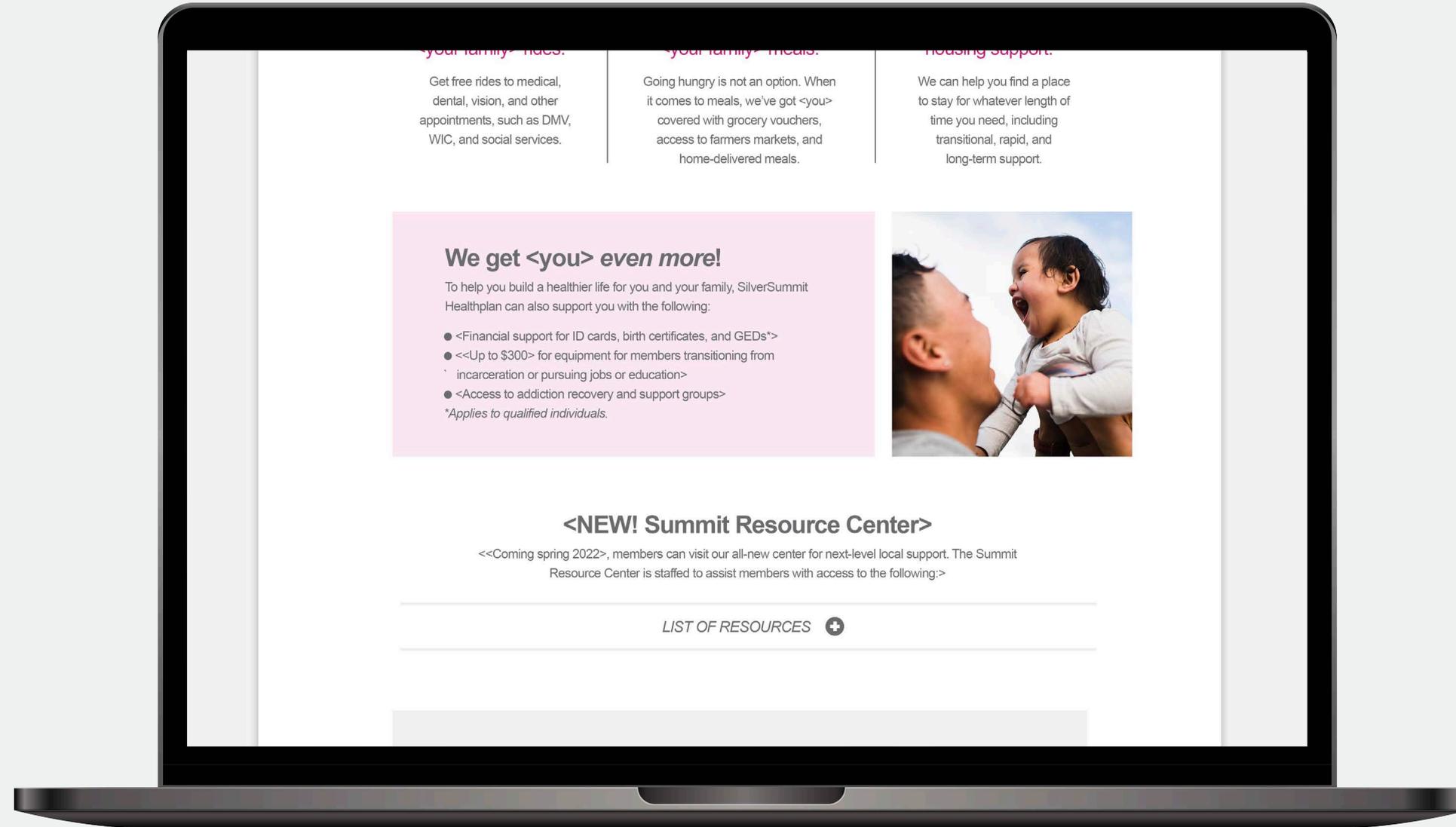


*May swap out benefit language with alternative benefit language

DESKTOP LANDING PAGE

Local Support

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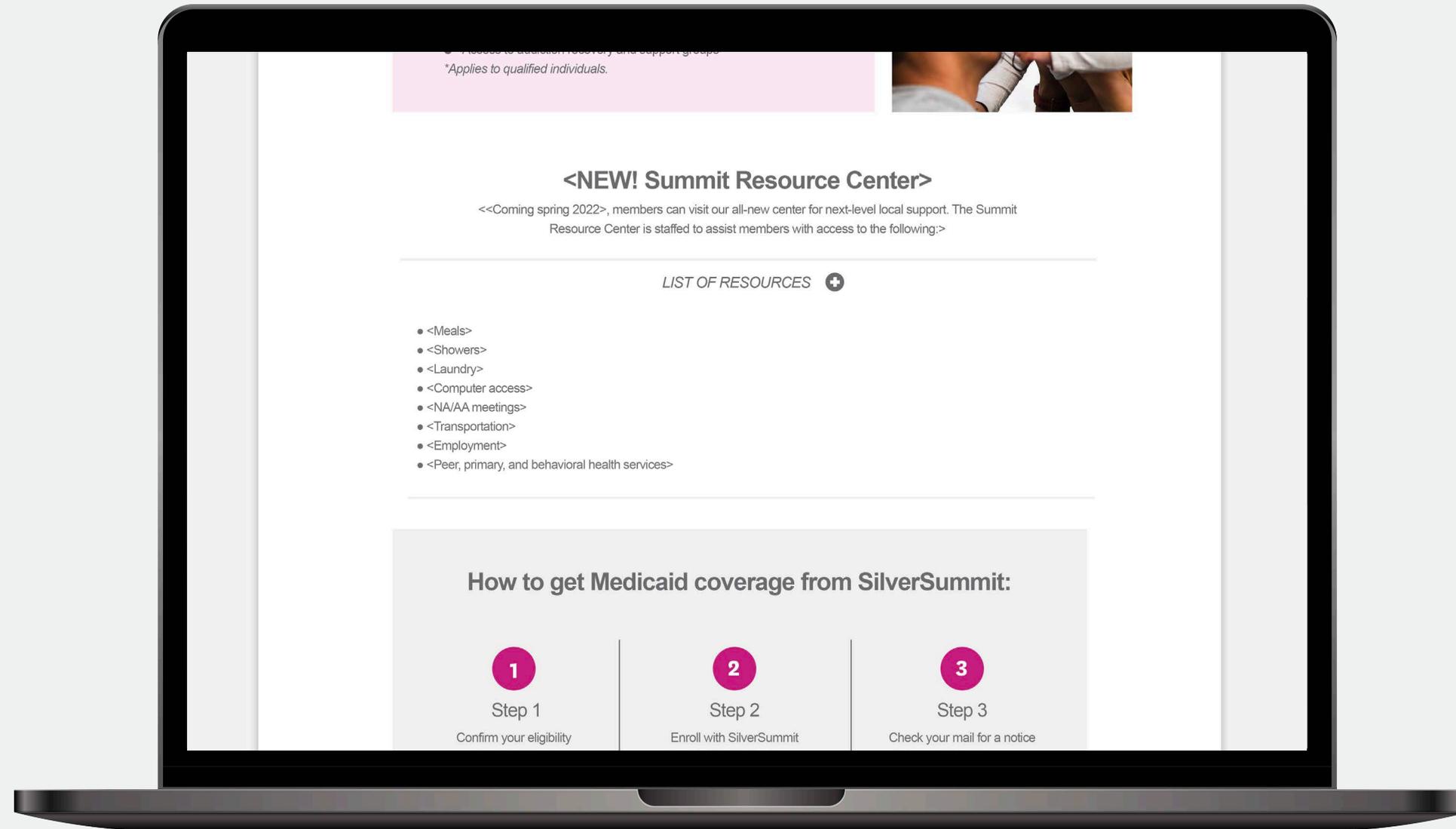


**May swap out benefit language with alternative benefit language*

DESKTOP LANDING PAGE

Local Support

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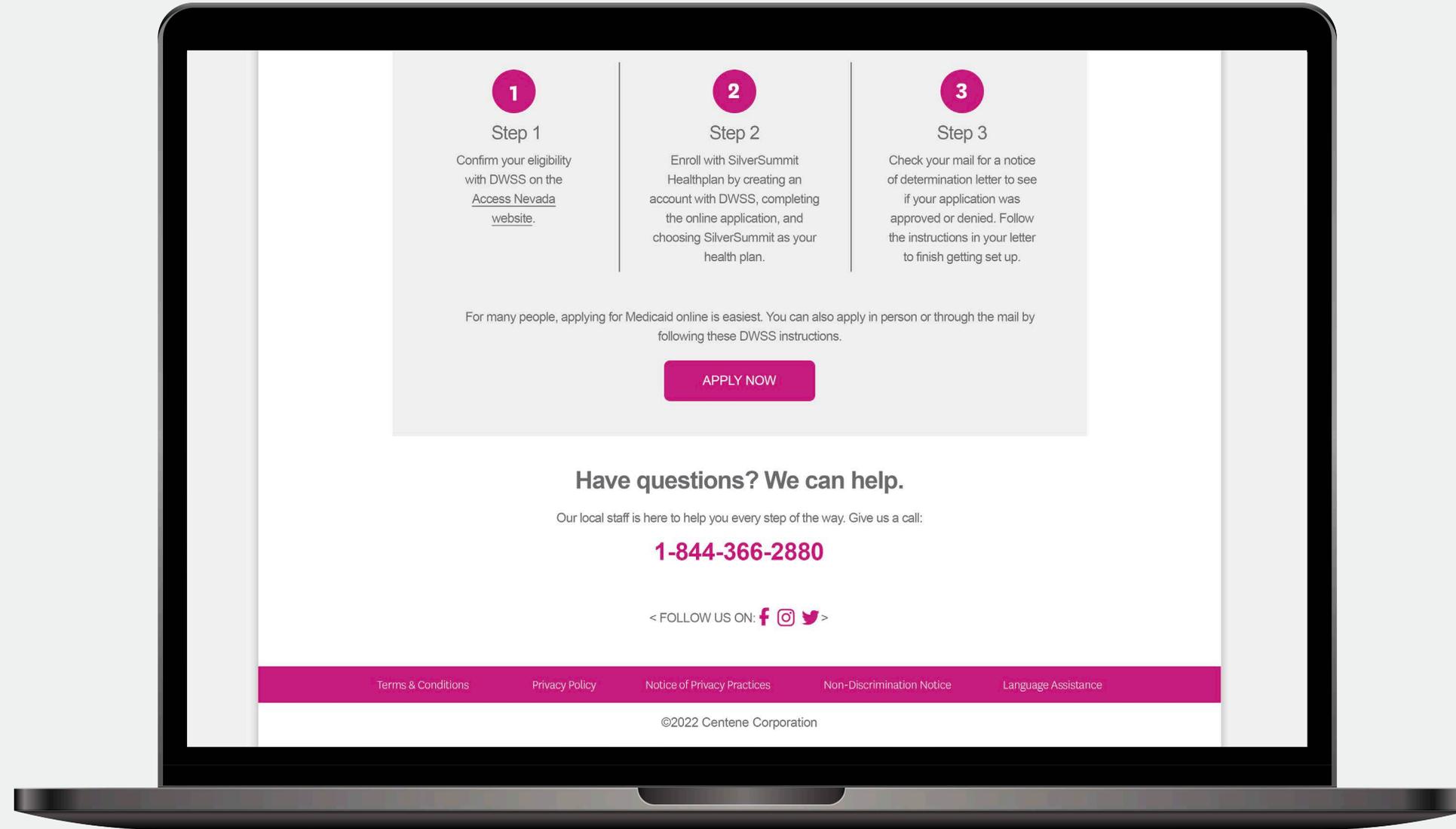


**May swap out benefit language with alternative benefit language*

DESKTOP LANDING PAGE

Local Support

Copy in mock-up is for layout reference only. Please review copy on the following slides.



*May swap out benefit language with alternative benefit language

PREGNANCY SUPPORT

<WE GET NEW <MOMS/PARENTS> MORE.>

<Pregnant members and expecting parents get more support and rewards with SilverSummit Healthplan.>

<Our local staff can help you make the most of your Medicaid coverage.>

- <CALL NOW>

<Want to know what sets SilverSummit Healthplan apart?>

- <EXPLORE OUR BENEFITS>

<Do you need help with things like food, housing, or transportation?>

- <GET LOCAL SUPPORT>

<Curious about the perks of our pediatric network?>

- <LEARN ABOUT OUR NETWORK>

<We get you extra benefits.>

- <Direct access to a large network of OB-GYNs.>
- <Personal case managers to help with <prenatal screenings>, <postpartum follow-ups>, <breastfeeding>, <baby showers>, and more.>
- <Access to licensed, in-home doula and birthing coach services for pregnancy, postpartum, and newborn care.>
- <Rideshare transportation to appointments.>

<We get you <valuable> rewards.>

- <<Up to <insert value here> in dollar rewards> for prenatal and postnatal visits.>
- <New mom spa package including a manicure, pedicure, or 30-minute massage*.>
- <A <free> <car seat>, <portable crib>, or <baby shower in a box that includes newborn essentials kit.>>
- <<Free> electric breast pump.>
- <Annual baby showers including free baby necessities, immunizations, educational classes, parenting resources, and more.>

<How to get Medicaid coverage from SilverSummit <healthplan>:>

STEP 1:

<Confirm your eligibility with DWSS on the Access Nevada website.>

STEP 2:

<Enroll with SilverSummit Healthplan by creating an account with DWSS, completing the online application, and choosing SilverSummit as your health plan.>

STEP 3:

<Check your mail for a notice of determination letter to see if your application was approved or denied. Follow the instructions in your letter to finish getting set up.>

<For many people, applying for Medicaid online is easiest. You can also apply in person or through the mail by following these DWSS instructions.>

- <GET STARTED>

<Not sure if you qualify for Medicaid?>

- <The State of Nevada has provided a handy tool to see if you qualify for Medicaid benefits.>

<DO I QUALIFY?>

<Have questions? We can help.>

- <Our local staff is here to help you every step of the way. Give us a call at 1-844-366-2880 (TTY/TDD: 1-844-804-6086).>

PROVIDER NETWORK

<WE GET YOU <ACCESS TO> THE DOCTORS YOU WANT.>

<SilverSummit Healthplan gets you access to a large network of doctors and specialists in Nevada. So you can get the care you need, close to home.>

<Our local staff can help you make the most of your Medicaid coverage.>

- <CALL NOW>

<Find your favorite providers in our network.>

<Love your current doctor? Looking for a new one? We make it easy to find in-network providers in Nevada.>

<Do you need help with things like food, housing, or transportation?>

- <GET LOCAL SUPPORT>

<Are you a new mom or mom-to-be? We've got you covered.>

- <SEE PREGNANCY BENEFITS>

<We get you extra benefits.>

- <Access to our large provider, speciality, OB-GYN, and behavioral health network>
- <Unlimited visits to your primary care provider and pediatricians>
- <No referrals to see specialists>
- <Maternity care, midwife, and doula services>
- <Care managers to help you make the most of your benefits>
- <Annual preventive eye exam, eyeglasses, and medical necessity contact lenses>

<We get you care when and where you need it.>

- <In-home urgent care with ready responders>
- <24/7 nurse advice line>
- <Telehealth services>
- <Free pharmacy home delivery>
- <Free rideshare transportation to and from appointments>

<How to get Medicaid coverage from SilverSummit <Healthplan>:>

STEP 1:

<Confirm your eligibility with DWSS on the Access Nevada website.>

STEP 2:

<Enroll with SilverSummit Healthplan by creating an account with DWSS, completing the online application, and choosing SilverSummit as your health plan.>

STEP 3:

<Check your mail for a notice of determination letter to see if your application was approved or denied. Follow the instructions in your letter to finish getting set up.>

<For many people, applying for Medicaid online is easiest. You can also apply in person or through the mail by following these DWSS instructions.>

<GET STARTED>

<Have questions? We can help.>

- <Our local staff is here to help you every step of the way. Give us a call at 1-844-366-2880 (TTY/TDD: 1-844-804-6086).>

LOCAL SUPPORT - PART 1

<WE GET YOU LOCAL SUPPORT.>

<SilverSummit Healthplan is on your side and in your community. We have local staff to help you access food, housing, transportation, and more.>

<Talk to our Community Solutions Team to help you make the most of your Medicaid coverage in Nevada.>

- <CALL NOW>
- <EMAIL US>

<Are you a new mom or mom-to-be? We've got you covered.>

- <SEE PREGNANCY BENEFITS>

<Curious about the perks of our large network of doctors? >

- <LEARN ABOUT OUR NETWORK>

<Want to know what sets SilverSummit apart?>

- <EXPLORE OUR BENEFITS>

<We get <your family> rides.>

- <Get free rides to medical, dental, vision, and other appointments, such as DMV, WIC, and social services.>

<We get <your family> meals.>

- <Going hungry is not an option. When it comes to meals, we've got <you> covered with grocery vouchers, access to farmers markets, and home-delivered meals. >

<We get you support <after incarceration>.

- <SilverSummit is here to help and support <you> as <you> enter back into the community after being incarcerated.>

<<We get <you>> access to housing.>

- <We can help you find a place to stay for whatever length of time you need, including transitional, rapid, and long-term support.>

<<We get <you>> even more!>

<To help you build a healthier life for you and your family, SilverSummit can also support you with the following:>

- <Financial support for ID cards, birth certificates, and GEDs>
- <<Up to <insert value here>> for equipment for members transitioning from incarceration or pursuing jobs or education>
- <Access to addiction recovery and support groups>

<NEW! Summit Resource Center>

<<Coming spring 2022>, members can visit our all-new center for next-level local support. The Summit Resource Center is staffed to assist members with access to the following:>

- <Meals>
- <Showers>
- <Laundry>
- <Computer access>
- <NA/AA meetings>
- <Transportation>
- <Employment>
- <Peer, primary, and behavioral health services>

<How to get Medicaid coverage from SilverSummit <Healthplan>:>

STEP 1:

<Confirm your eligibility with DWSS on the Access Nevada website.>

STEP 2:

<Enroll with SilverSummit Healthplan by creating an account with DWSS, completing the online application, and choosing SilverSummit as your health plan.>

STEP 3:

<Check your mail for a notice of determination letter to see if your application was approved or denied. Follow the instructions in your letter to finish getting set up.>

<For many people, applying for Medicaid online is easiest. You can also apply in person or through the mail by following these DWSS instructions.>

<GET STARTED>

LOCAL SUPPORT - PART 2

<We respect your needs.>

<At SilverSummit, we understand that everyone is different and that our diversity of race, ethnicity, gender, language, and more should be embraced, not ignored. That's why SilverSummit's local staff is prepared to give you care based on your individual needs. Our staff members are trained on cultural competency, and we provide tools to providers to help them do the same.>

<Upcoming events near you.>

<In the area? Join SilverSummit at a <community event> near you.>

- <placeholder calendar or event listings>

<Have questions? We can help.>

<Our local staff is here to help you every step of the way. Give us a call at 1-844-366-2880 (TTY/TDD: 1-844-804-6086).>

SWITCH PERIOD

<NOW'S YOUR CHANCE TO CHOOSE SILVERSUMMIT <HEALTHPLAN>!>

<SilverSummit Healthplan is on your side and in your community. With our helpful local staff and impressive list of benefits and rewards, we get <you/your family> fully taken care of.>

- <CALL NOW>

<Choosing SilverSummit as your Medicaid plan is as easy as 1-2-3.>

STEP 1:

<Download the Medicaid change form.>

STEP 2:

<Fill in the box next to SilverSummit Healthplan, along with other required information.>

STEP 3:

<Return your form by email or mail, following instructions on the form.>

<We get you more.>

<We're proud to offer our members a growing list of added benefits and services. See what sets us apart.>

<We're here to support you.>

<We understand that each of our members has different <priorities and> needs. With our local staff and flexible services, SilverSummit can support <you and your family> with what you need.>

- <Pregnancy and new baby support.>
- <Large provider network and whole-health support.>
- <Local staff and community support.>

<Not sure if you're eligible for Medicaid in Nevada?>

<Take this helpful quiz.>

- <START QUIZ>

<Not eligible for Medicaid in Nevada?>

<We can still get you covered with a Marketplace plan from Ambetter from SilverSummit Healthplan.>

- <SEE PLAN OPTIONS>

<Have questions? We can help.>

<Our local staff is here to help you every step of the way. Give us a call at 1-844-366-2880 (TTY/TDD: 1-844-804-6086).>

<Upcoming events near you.>

<In the area? Join SilverSummit at a <community event> near you.>

- <placeholder calendar or event listings>

GENERAL MEDICAID

<WE GET YOU COVERED.>

<SilverSummit Healthplan is on your side and in your community. With our helpful local staff and impressive list of benefits and rewards, we get <you/your family> fully taken care of.>

- <CALL NOW>

<How to get Medicaid coverage from SilverSummit:>

STEP 1:

<Confirm your eligibility with DWSS on the Access Nevada website.>

STEP 2:

<Enroll with SilverSummit Healthplan by creating an account with DWSS, completing the online application, and choosing SilverSummit as your health plan.>

STEP 3:

<Check your mail for a notice of determination letter to see if your application was approved or denied. Follow the instructions in your letter to finish getting set up.>

<For many people, applying for Medicaid online is easiest. You can also apply in person or through the mail by following these DWSS instructions.>

- <GET STARTED>

<We get you more.>

<We're proud to offer our members a growing list of added benefits and services. See what sets us apart.>

<We're here to support you.>

<We understand that each of our members has different priorities and needs. With our local staff and flexible services, SilverSummit can support <you and your family> with what you need.>

- <Pregnancy and new baby support.>
- <Large provider network and whole-health support.>
- <Local staff and community support.>

<Not sure if you're eligible for Medicaid in Nevada?>

<Take this helpful quiz.>

- <START QUIZ>

<Not eligible for Medicaid in Nevada?>

<We can still get you covered with a Marketplace plan from Ambetter from SilverSummit Healthplan.>

- <SEE PLAN OPTIONS>

<Have questions? We can help.>

<Our local staff is here to help you every step of the way. Give us a call at 1-844-366-2880 (TTY/TDD: 1-844-804-6086).>



04 Paid Media

SWITCH PERIOD - DIRECT MAIL

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2500 NORTH BUFFALO DRIVE
SUITE 250
LAS VEGAS, NV 89128

Presorted
First-Class Mail
FPO
id
USA
PrintingForLess.com
TEMP-RETURN SERVICE REQUESTED

**CHOOSE MEDICAID
THAT COVERS MORE.**

**ESCOGE MEDICAID
QUE TE DA MÁS.**



**THE SWITCH PERIOD
IS FROM <OCT. 1-31.>**
Now's your chance to choose SilverSummit and get the care you deserve.

**EL PERIODO DE CAMBIO
ES DE <OCT.1-31.>**
Ahora es tu oportunidad de escoger a SilverSummit y recibir el cuidado que necesitas.

<CUSTOMER NAME>
<ADDRESS> **FPO**
<CITY>, <STATE> <ZIP CODE>



**THE PERIOD TO SWITCH STARTS ON
<OCT. 1.>**

Get the coverage and benefits you and your family deserve with SilverSummit.

- <A large network of doctors, pediatricians, and OB-GYNs>
- <Vision, dental, and same-day mental health care>
- <Free baby essentials and rewards for pregnant members*>
- <Local staff to help you access food, housing, and more>

*Applies to qualified individuals

<CHOOSESILVERSUMMIT.COM>
<1-844-366-2880 (TTY: 1-844-804-6086)>

SilverSummit Healthplan is a Nevada Medicaid and Nevada Check Up health plan.

If you need this in another language, oral interpretation, auxiliary aids and services, or an alternate format, call us at Medicaid SilverSummit Healthplan 1-844-366-2880.
SilverSummit Healthplan is a Nevada Medicaid and Nevada Check Up health plan. SilverSummit Healthplan complies with all applicable Federal anti-discrimination laws and does not discriminate on the basis of race, color, sex, age, religion, national origin, or disability.

If you, or someone you're helping, have questions about SilverSummit Healthplan, you have the right to get help and information in your language at no cost. To talk to an interpreter, call 1-844-366-2880 (TTY/TDD 1-844-804-6086). © 2022 SilverSummit Healthplan. All rights reserved.

**EL PERIODO DE CAMBIO COMIENZA
EL <OCT. 1.>**

Obtén la cobertura y beneficios que necesitan tu y tu familia con SilverSummit:

- <Una amplia red de médicos, pediatras, ginecólogos, y obstetras>
- <Cobertura de la vista, dental, y citas de salud mental el mismo día>
- <Gratis, artículos esenciales para bebés y recompensas para embarazadas*>
- <Personal local para ayudarte a tener acceso a alimentos, vivienda y más>

*Aplica a individuos que califiquen

<ESCOGESILVERSUMMIT.COM>
<1-844-366-2880 (TTY: 1-844-804-6086)>

SilverSummit Healthplan es un plan de salud de Nevada Medicaid y Nevada Check Up.

Necesitas asistencia en otro idioma, interpretación oral, auxiliares y servicios auditivos, o un formato alternativo, llámanos Medicaid SilverSummit Healthplan 1-844-366-2880.
SilverSummit es un plan de salud de Nevada Medicaid y Nevada Check Up. SilverSummit Healthplan cumple con todas las leyes de derechos civiles federales y estatales y no discrimina en base a raza, color, nación de origen, sexo, edad, religión, origen nacional o discapacidad.

Si tu, o alguien a quien estás ayudando tiene preguntas sobre SilverSummit Healthplan, tienes el derecho de recibir ayuda e información en tu lenguaje sin costo para ti. Para hablar con un traductor, llama al 1-844-366-2880 (TTY/TDD 1-844-804-6086). ©2022 SilverSummit Healthplan. Todos los derechos reservados.

*May swap out benefit language with alternative benefit language

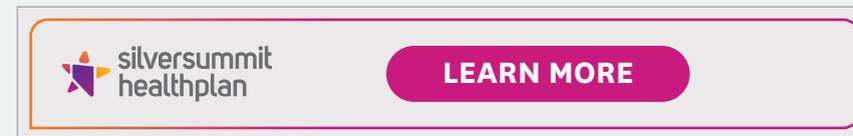
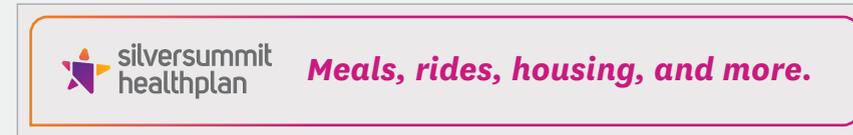
DISPLAY (AWARENESS AND RECOGNITION)

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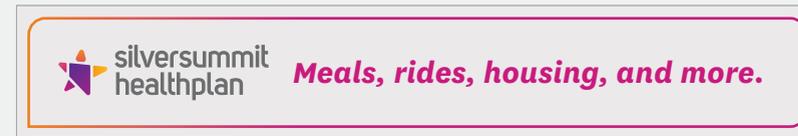
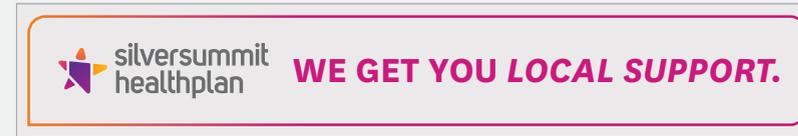
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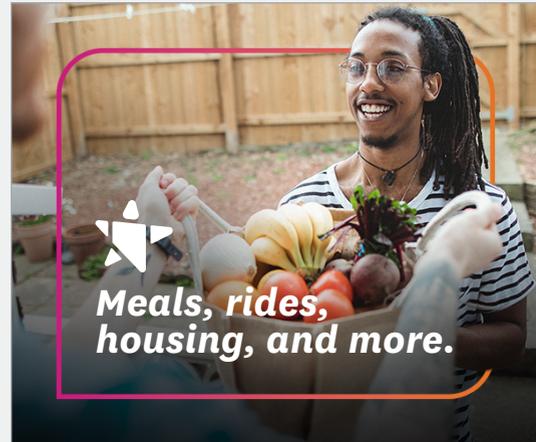


*May swap out benefit language with alternative benefit language

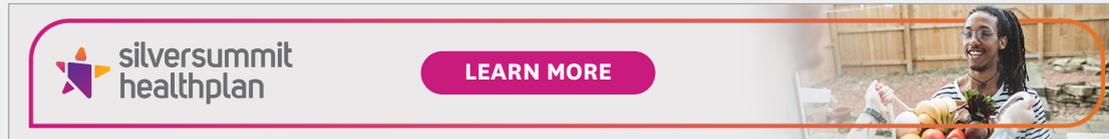
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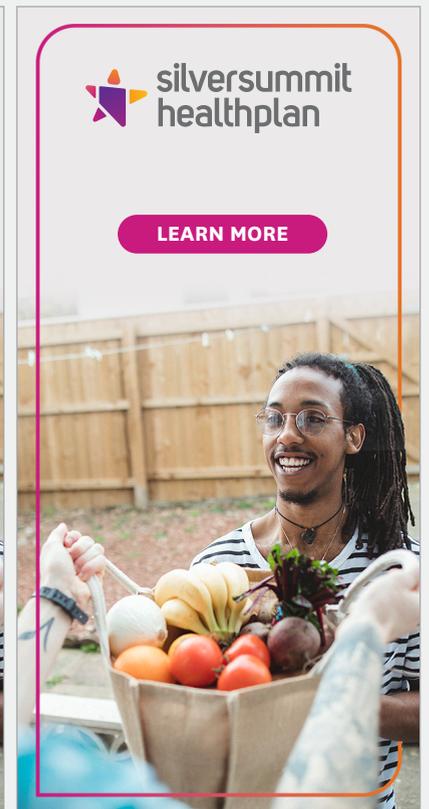
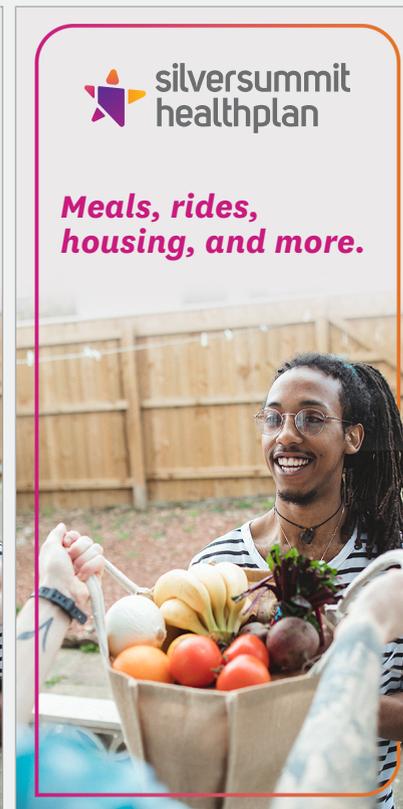
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728x90



300x600



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DISPLAY (AWARENESS AND RECOGNITION) SPN

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300x250



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SOCIAL - STATIC (AWARENESS AND RECOGNITION)

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 **SilverSummit Healthplan**
Sponsored · 🌐

Get help for stress, anxiety, depression, and more with free Medicaid coverage from SilverSummit.



**WE GET YOU
MENTAL HEALTH
SUPPORT.**

<silversummithealthplan.com>
Medicaid coverage for the whole you.
SilverSummit Healthplan [Learn More](#)

👍 Like 💬 Comment ➦ Share

 **SilverSummit Healthplan**
Sponsored · 🌐

Recibe ayuda para estrés, ansiedad, depresión y más con cobertura Medicaid de SilverSummit.



**TE DAMOS
APOYO DE
SALUD MENTAL.**

<silversummithealthplan.com>
Medicaid para tu salud completa.
SilverSummit Healthplan [Más Información](#)

👍 Like 💬 Comment ➦ Share

*May swap out benefit language with alternative benefit language

SOCIAL - CAROUSEL (AWARENESS AND RECOGNITION)

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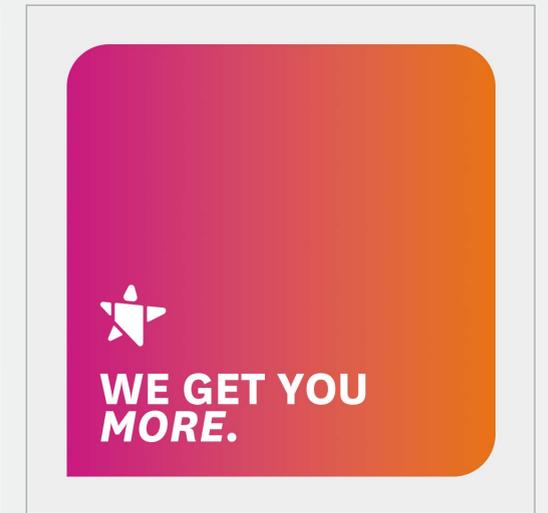
Choose Medicaid that covers your whole health. Get vision, dental, and mental health coverage from SilverSummit.



PRESCRIPTION GLASSES.

<silversummithealthplan.com>
SilverSummit gets you covered. [Learn More](#)
SilverSummit Healthplan

 Like  Comment  Share



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SOCIAL - CAROUSEL (AWARENESS AND RECOGNITION) SPN

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 **SilverSummit Healthplan**
Sponsored · 

Escoge Medicaid que cubre tu salud completa. Recibe cobertura dental, de la vista y salud mental de SilverSummit.



GAFAS CON RECETA.

<silversummithealthplan.com>
SilverSummit te da más.
SilverSummit Healthplan [Más Información](#)

 Like  Comment  Share



EXÁMENES OCULARES DE RUTINA.



CITAS DE SALUD MENTAL EL MISMO DÍA.



DOS VISITAS AL DENTISTA AL AÑO.



TE DAMOS MÁS.

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OOH - (AWARENESS AND RECOGNITION)

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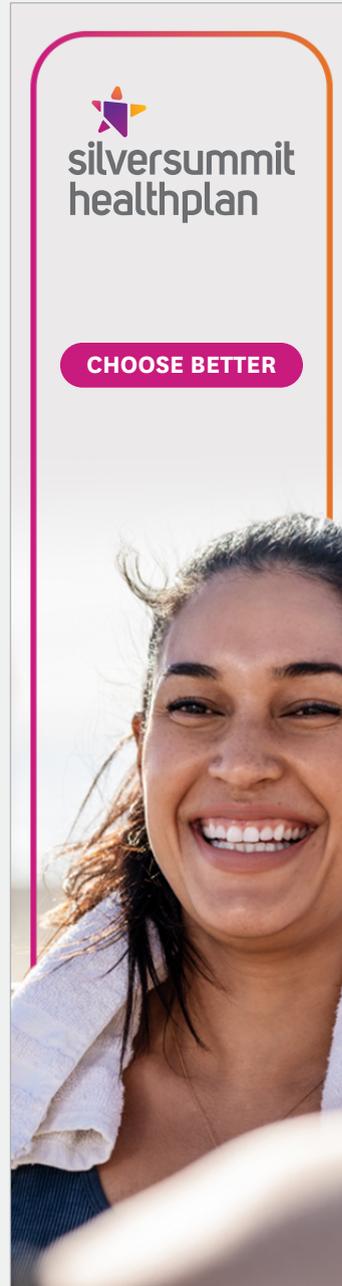
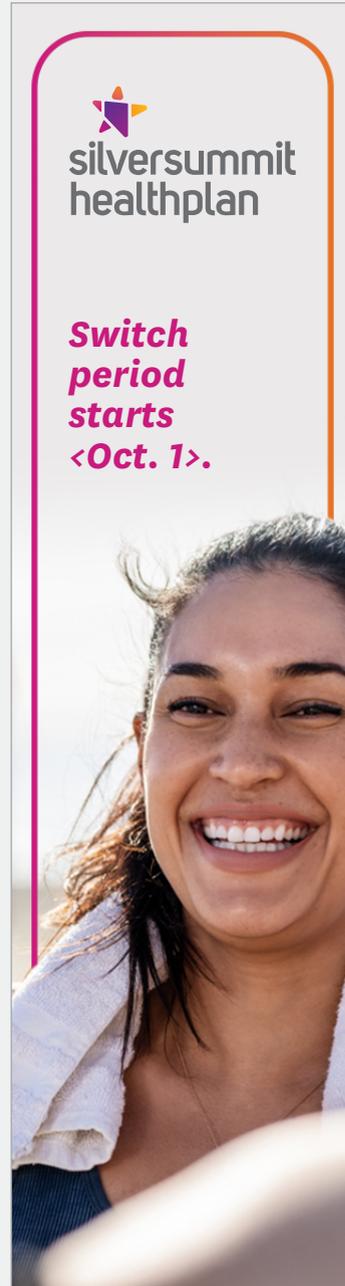


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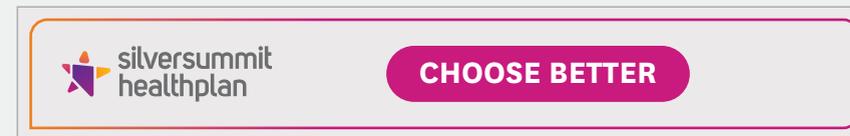
DISPLAY (EDUCATION)

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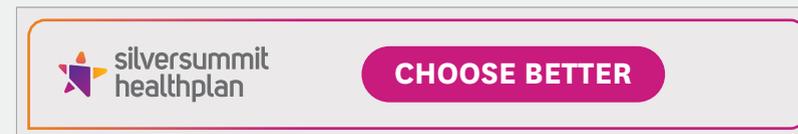
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DISPLAY (EDUCATION)

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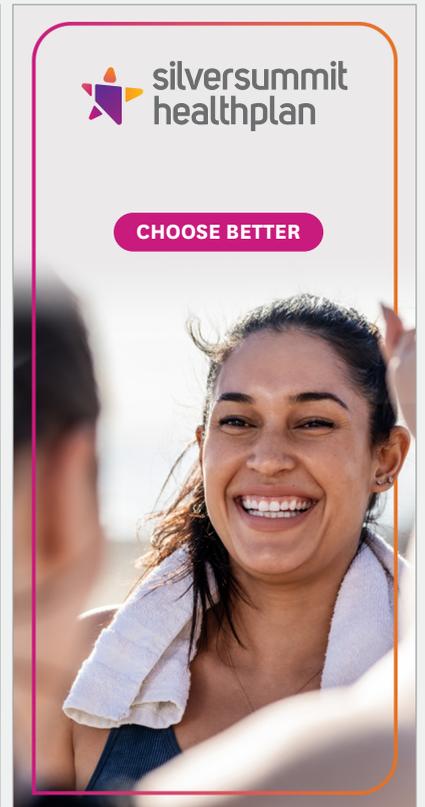
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300x600



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DISPLAY (EDUCATION) SPN

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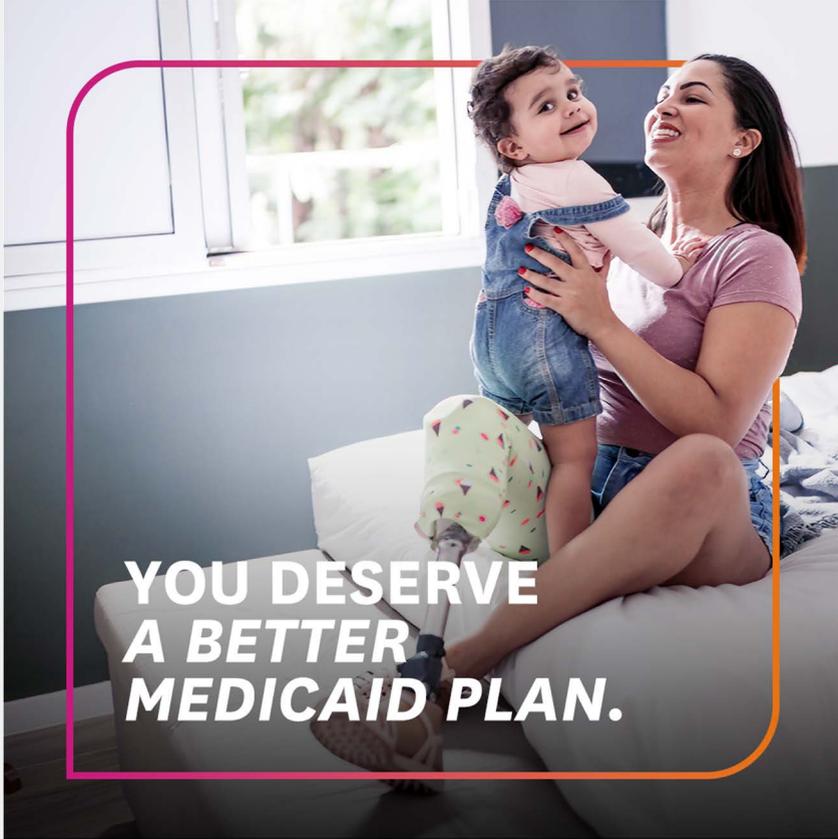
**May swap out benefit language with alternative benefit language*

SOCIAL - STATIC (EDUCATION)

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Sponsored · 🌐

The time to switch starts on <Oct. 1>. Get the coverage and benefits you and your family deserve with SilverSummit.



**YOU DESERVE
A BETTER
MEDICAID PLAN.**

<silversummithealthplan.com>
Choose Medicaid you can count on.
SilverSummit Healthplan

[Learn More](#)

👍 Like 💬 Comment ➦ Share

 **SilverSummit Healthplan**
Sponsored · 🌐

Periodo de Inscripciones abiertas comienzan <Oct. 1>. Obtén más cobertura y beneficios para ti y tu familia con SilverSummit.



**OBTÉN MEDICAID
QUE TE DA MÁS.**

<silversummithealthplan.com>
Escoge Medicaid de confianza.
SilverSummit Healthplan

[Más Información](#)

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SOCIAL - CAROUSEL (EDUCATION)

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 **SilverSummit Healthplan**
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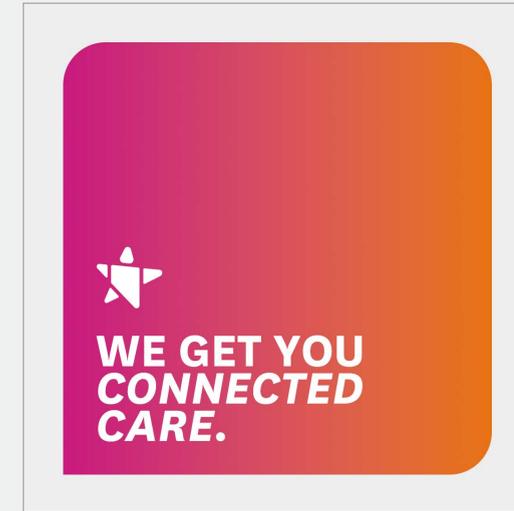
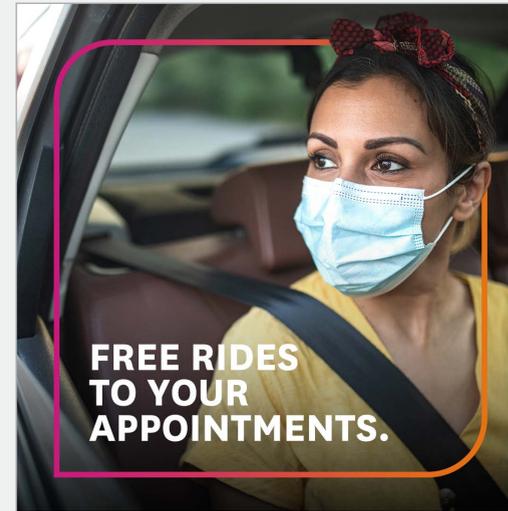
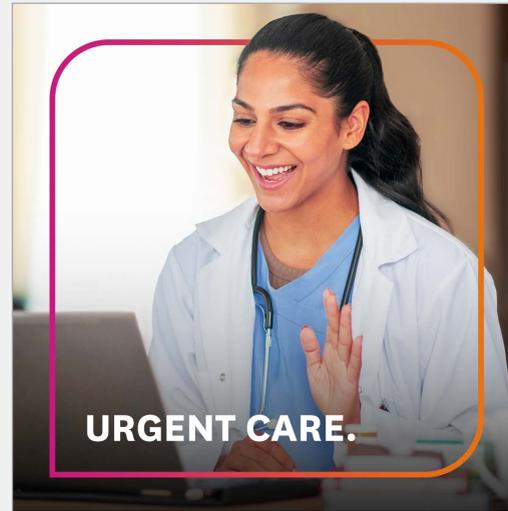
The time to switch starts on <Oct. 1>. Get the coverage and benefits you and your family deserve with SilverSummit.



ACCESS TO FOOD AND HOUSING.

<silversummithealthplan.com>
Choose a better Medicaid plan. [Learn More](#)
SilverSummit Healthplan

👍 Like 💬 Comment ➦ Share



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SOCIAL - CAROUSEL (EDUCATION) SPN

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SilverSummit Healthplan
Sponsored · 🌐

Inscripciones Abiertas comienza <Oct. 1>. Escoge Medicaid que está de tu lado con personal local, recursos comunitarios y más.

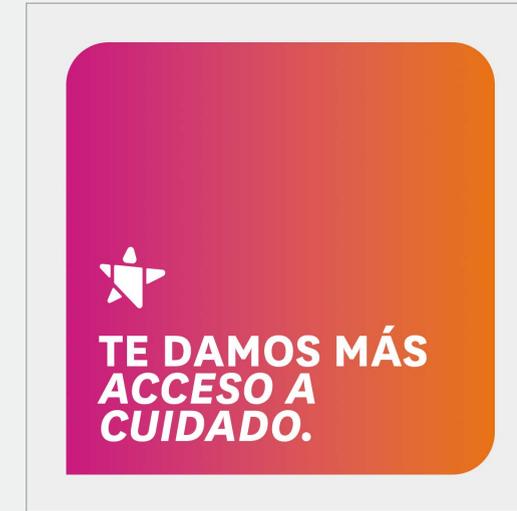
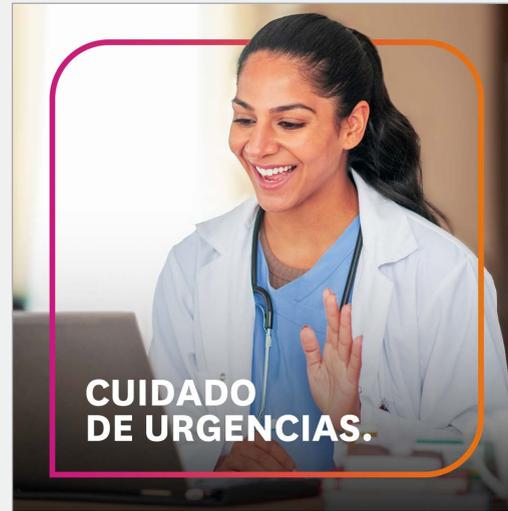


ACCESO A COMIDA Y VIVIENDA.

<silversummithealthplan.com>
SilverSummit te da más.
SilverSummit Healthplan

Más Información

Like Comment Share



*May swap out benefit language with alternative benefit language

PAID MEDIA: AWARENESS AND RECOGNITION

<WE GET YOU A <LARGE NETWORK OF DOCTORS.>>

<Find the right one for you.>

<DOCTORS YOU KNOW.>

<Care you trust.>

<GET MEDICAID THAT COVERS MORE.>

<Vision, dental, and mental health.>

<WE GET YOU MORE.>

<Vision, dental, and mental health.>

<MEDICAID FOR THE WHOLE YOU.>

<Same-day mental health care.>

<WE GET YOU LOCAL SUPPORT.>

<Meals, rides, housing, and more.>

<GET MEALS, RIDES AND HOUSING.>

<We get you covered.>

<WE GET YOU CARE DURING PREGNANCY.>

<Get the support you need.>

<GET PREGNANCY SUPPORT.>

<We get you covered.>

<WE GET YOU <A FREE ELECTRIC BREAST PUMP.*>>

<Choose Medicaid that covers more.>

<DOLLAR REWARDS FOR NEW MOMS.>

<Get up to <insert value here>.>

**Applies to qualified individuals.*

<WE GET YOU A LARGE NETWORK OF DOCTORS.>

- <The doctors you want. Covered.>
- <With our large network of doctors, pediatricians, OB-GYNS, and specialists, you can get the care you need close to home.>

<WE GET YOU MORE.>

- <Prescription glasses.>
- <Routine eye exams.>
- <Same-day mental health appointments.>
- <Two dental visits per year.>

<SilverSummit gets you covered.>

<Choose Medicaid that covers your whole health. Get vision, dental, and mental health coverage from SilverSummit.>

<WE GET YOU MENTAL HEALTH SUPPORT.>

- <Medicaid for the whole you.>
- <Get help for stress, anxiety, depression, and more with free Medicaid coverage from SilverSummit.>

<WE GET YOU SUPPORT DURING PREGNANCY.>

- <Choose Medicaid you can count on.>
- <With our Medicaid coverage, new and expecting parents get extra support and benefits during and after pregnancy.>

<WE GET YOU AND YOUR BABY MORE.>

- <Free electric breast pump.*>
- <A car seat or a <portable crib*>.>
- <Douglas and lactation consultants.>
- <Up to <insert value here> in dollar rewards.>
- <Choose Medicaid that covers more.>

<With Medicaid from SilverSummit, new and expecting parents get more benefits, support, and up to <insert value here> in dollar rewards.>

<WE GET YOU THERE AND BACK.>

- <Choose Medicaid that picks you up.>
- <Get free rides to your doctor's offices, the DMV, WIC, and more when you choose SilverSummit as your Medicaid provider.>

<WE GET YOU LOCAL SUPPORT.>

- <Food assistance.>
- <Access to housing.*>
- <Financial assistance for IDs.*>
- <Job training.*>

<Choose Medicaid that covers more.>

<Our local staff can help you get access to food, housing, transportation, and more.>

PAID MEDIA: AWARENESS AND RECOGNITION

<WE GET YOU A LARGE NETWORK OF <DOCTORS/
PEDIATRICIANS>.>

<WE GET YOU A LARGE NETWORK OF <OB-GYNs>.>

<CHOOSE MEDICAID FOR THE WHOLE YOU.>

<WE GET YOU VISION CARE.>

<WE GET YOU DENTAL CARE.>

<WE GET YOU SAME-DAY MENTAL HEALTH SUPPORT.>

<WE GET YOU SUPPORT DURING YOUR PREGNANCY. >

<CHOOSE MEDICAID THAT COVERS MORE.>

<When you choose SilverSummit as your Medicaid provider, you get whole-health coverage you can count on.>

- <A large network of doctors, pediatricians, and OB-GYNs near you.>
- <Vision, dental, and same-day mental health care.>
- <Free baby essentials and rewards for pregnant members.>
- <Local staff to help you access food, housing, and more.>

<PREGNANT MEMBERS GET MORE SUPPORT, BENEFITS, AND REWARDS.>

<When you choose SilverSummit as your Medicaid provider, you get whole-health coverage you and your family can count on.>

- <Free electric breast pump, car seat, and baby items.>
- <Douglas, birthing coaches, and OB-GYNs.>
- <Up to <insert value here> in dollar rewards.>

<SilverSummit gets Medicaid members more.>

- <Get access to a large network of doctors.>
- <Large network of doctors and pediatricians.>
- <And benefits that support all your healthcare needs.>
- <Vision, dental, and mental health.>
- <Get covered today.>
- <ChooseSilverSummit.com.>
- <The period to switch is <Oct. 1–Oct. 31.>
- <The switch period ends on <Oct. 31.>>
- <A Nevada Medicaid and Nevada Check Up plan.>

<At SilverSummit Healthplan, we get you.>

- <With our quality Medicaid coverage, we get you a large network of trusted doctors.>
- <Large network of doctors near you.>
- <So you can feel better.>
- <We get you connected to pregnancy support.>
- <Douglas, doctors, and OB-GYNs.>
- <So your kids stay healthy.>
- <We get you access to housing, food, and transportation.>
- <Local staff and community resources.>
- <So you don't have to worry.>
- <We get you care for the whole you.>
- <Vision, dental, and same-day mental health care.>
- <So you're fully taken care of.>
- <Choose Medicaid that covers more.>
- <Go to <ChooseSilverSummit.com> today.>
- <ChooseSilverSummit.com.>
- <<The period to switch is <Oct. 1–Oct. 31.>>
- <<The switch period> ends on <Oct. 31.>>
- <ChooseSilverSummit.com.>
- <A Nevada Medicaid and Nevada Check Up plan.>

<Attention Medicaid members!>

- <When you choose SilverSummit as your Medicaid provider, you get baby essentials at no cost, same-day appointments, and local support you and your family can count on.>
- <Choose Medicaid that covers more. Visit <ChooseSilverSummit.com>.>
- <SilverSummit Healthplan is a Nevada Medicaid and Nevada Check Up health plan.>

<Attention Medicaid members!>

<With SilverSummit, you can get access to a large network of doctors near you, plus vision, dental, and mental health coverage. And if you need a ride, we're on your side with transportation to your appointments. Choose Medicaid that covers more. Visit <ChooseSilverSummit.com>.>

<SilverSummit Healthplan is a Nevada Medicaid and Nevada Check Up health plan.>

<WE GET YOU LOCAL SUPPORT.>

<Our local staff can help get you access to food, housing, transportation, and more.>

- <ChooseSilverSummit.com>
- <1-844-366-2880 (TTY: 1-844-804-6086)>
- <A Nevada Medicaid and Nevada Check Up Plan>

PAID MEDIA: EDUCATION

<CHOOSE MEDICAID THAT COVERS MORE.>

<Vision, dental, and mental health.>

<CHOOSE MEDICAID YOU CAN COUNT ON.>

<SilverSummit gets you covered.>

<MEDICAID YOU CAN COUNT ON.>

<Choose SilverSummit.>

<YOU CAN CHOOSE A BETTER HEALTH PLAN.>

<The period to switch starts <Oct. 1>.>

<CHOOSE BETTER MEDICAID.>

<The period to switch starts <Oct. 1>.>

<THE TIME TO SWITCH STARTS <Oct. 1>.>

<Choose Medicaid you can count on.>

<YOU DESERVE A BETTER MEDICAID PLAN.>

- <Choose Medicaid you can count on.>
- <The time to switch starts on <Oct. 1>. Get the coverage and benefits you and your family deserve with SilverSummit.>

<WE GET YOU CONNECTED TO CARE.>

- <Access to food and housing.>
- <Urgent care.>
- <Free rides to your appointments.>
- <Switch period starts <Oct. 1> <Logo>>
- <Choose a better Medicaid plan.>
- <The switch period starts <Oct. 1>. Choose Medicaid that's on your side with local staff, community resources, and more.>

<CHOOSE MEDICAID THAT GETS YOU MORE.>

- <Vision care.>
- <Dental care.>
- <Mental health coverage.>
- <The switch period starts <Oct. 1> <Logo>>
- <Choose a better Medicaid plan.>

<The time to switch starts on <Oct. 1>. Choose Medicaid you can count on with whole-health benefits from SilverSummit.>

<CHOOSE MEDICAID.>

- <Up to <insert value here> in dollar rewards.>
- <Free smartphone with talk, text, and data.>
- <Free Costco card.>
- <The period to switch starts <Oct. 1> <Logo>>
- <Switch to a better Medicaid plan.>

<The time to switch starts on <Oct. 1>. Choose Medicaid that gives you more benefits, support, and rewards.>

PAID MEDIA: ACTION

<CHOOSE BETTER MEDICAID COVERAGE.>

<Enroll today.>

<GET BETTER MEDICAID COVERAGE.>

<Enroll today.>

<WANT A BETTER MEDICAID PLAN?>

<Now's your chance.>

<CHOOSE MEDICAID THAT GETS YOU MORE.>

<Enroll now.>

<MEDICAID ENROLLMENT QUESTIONS?>

<We're here to help.>

<CHOOSE MEDICAID THAT COVERS MORE.>

- <The time to switch is from <Oct. 1–Oct. 31>. Now's your chance to choose SilverSummit and get the care you deserve.>
- <ChooseSilverSummit.com>
- <1-844-366-2880 (TTY: 1-844-804-6086)>
- <SilverSummit Healthplan is a Nevada Medicaid and Nevada Check Up health plan.>

<WANT A BETTER MEDICAID PLAN?>

- <The period to switch runs from <Oct. 1–Oct. 31>. Now's your chance to get covered by SilverSummit.>
- <ChooseSilverSummit.com>
- <1-844-366-2880 (TTY: 1-844-804-6086)>
- <SilverSummit Healthplan is a Nevada Medicaid and Nevada Check Up health plan.>

<HOW TO CHOOSE A BETTER MEDICAID PLAN>

- <1. Download the Medicaid change form.>
- <2. Fill in the box next to SilverSummit.>
- <3. Mail the form back by <switch period end date>.>
- <4. Enjoy Medicaid that covers more.>
- <Get covered by SilverSummit.>

<The time to switch is here, and now's your chance to get covered by SilverSummit. Follow our enrollment guide to secure your coverage.>

<WE GET YOU FREE MEDICAID.>

- <Free Medicaid plans.>

<You and your family may qualify for free Medicaid with whole-health benefits. SilverSummit can help you get covered.>

<MEDICAID QUESTIONS? WE'RE HERE TO HELP.>

- <Help with the Medicaid switch period.>

<If you're in need of free health insurance or have questions about the switch period, SilverSummit is here to help.>

<SWITCH PERIOD QUESTIONS?>

- Call <1-844-366-2880>. <TTY: 1-844-804-6086>
- <Call now for the Medicaid switch period.>
- <Call now. We'll Help You Enroll.>

<Medicaid can be confusing. SilverSummit makes it easy to understand your options and get free coverage.>

<Medicaid can be confusing. Call us today and we'll help you enroll.>

<EVERYTHING YOU NEED TO KNOW ABOUT THE SWITCH PERIOD>

- <It's your chance to change Medicaid plans.>
- <It only happens once a year.>
- <Oct. 1–Oct. 31.>
- <SilverSummit has the right plan for you.>
- <Call now for switch period help.>
- <Call now. We'll Help You Enroll.>

<The switch period is your chance to choose a better Medicaid plan. If you have questions, we're here to help.>

QUICK HITS - PART 1

Did you know - <more than <800,000> Nevadans are currently enrolled in Medicaid?>

- <800,000+> Nevadans are on Medicaid.

At SilverSummit, we get you extra benefits for you and your family:

- <Prescription glasses.> <Same-day mental health appointments.> <Two dental visits per year> and <a large network of doctors so you can get the care you need close to home.>

At SilverSummit, we get you.

Get Medicaid you can count on today.

SilverSummit Healthplan

<ChooseSilverSummit.com>

Did you know - <roughly <50,000> people <per year> go to a shelter after being released from prison?>

- <Each year,> <50,000> people become homeless after getting out of prison.>

That's why at SilverSummit, we work to empower our community -

- <Meals.> <Housing.> <Financial support.> And to get you the local support you need, when you need it.
- At SilverSummit, we get you.
- Get Medicaid you can count on today.
- SilverSummit Healthplan
- <ChooseSilverSummit.com>

Did you know - <61% of all children in Nevada are covered by Medicaid?>

- <In Nevada, 61% of children are on Medicaid.>

That's why at SilverSummit we get you extra benefits for you and your family -

- <Large network of doctors and pediatricians.> <Unlimited doctor visits.> <Baby essentials> so you can get the care you need to keep your family healthy.>
- At SilverSummit, we get you.
- Get Medicaid you can count on today.
- SilverSummit Healthplan
- <ChooseSilverSummit.com>

Did you know - <58% of nursing home residents in Nevada get care from Medicaid?>

- <58% of nursing home residents in Nevada are covered by Medicaid.>

That's why at SilverSummit, we work to empower our community -

- <Telehealth,> <free rides to appointments,> <unlimited visits> to get you the support you need to keep healthy.
- At SilverSummit, we get you.
- Get Medicaid you can count on today.
- SilverSummit Healthplan
- <ChooseSilverSummit.com>

Did you know - <1 out of 7 people in Clark County, Nevada are food insecure?>

- <1 in 7 people in Clark County are food insecure>

With SilverSummit, we work to empower our communities -

- <Access to farmer's markets,> <grocery vouchers,> and <home-delivered meals> to get you the local support you need, when you need it.
- At SilverSummit, we get you.
- Get Medicaid you can count on today.
- SilverSummit Healthplan
- <ChooseSilverSummit.com>

Did you know - <1 out of 3 people with disabilities are covered by Medicaid?>

- <1 in 3 people with disabilities have Medicaid.>

At SilverSummit, we get you the extra benefits you and your family deserve -

- <Free rides to appointments,> <no referrals needed,> and <telehealth visits> we provide you with <a large network of doctors so you can get the care you need.>
- At SilverSummit, we get you.
- Get Medicaid you can count on today.
- SilverSummit Healthplan
- <ChooseSilverSummit.com>

QUICK HITS - PART 2

Did you know - <moms and kids make up 48% of people covered by Medicaid in Nevada>?

- <Moms and kids are 48% of people on Medicaid in Nevada.>

With SilverSummit, we get moms extra benefits -

- <Free diapers,> <a breast pump,> <a car seat> <and more baby essentials parents need, at no extra cost.>
- At SilverSummit, we get you.
- Get Medicaid you can count on today.
- SilverSummit Healthplan
- <ChooseSilverSummit.com>

IS IT TRUE: Only a handful of people are covered by Medicaid?

IS IT TRUE: Only a few people use Medicaid?

- False!
- <Over 800,000+ use Medicaid in Nevada.>
- False! That's a Medicaid myth. There are over 800,000 people in Nevada who depend on Medicaid for their healthcare.
- <Large network of doctors.>
- <Same-day mental health appointments.>
- <Two dental visits per year.>
- At SilverSummit, we get you extra benefits for you and your family so you can get the care you need.
- Get Medicaid you can count on today.
- SilverSummit Healthplan
- <ChooseSilverSummit.com>

IS IT TRUE: That children aren't covered by Medicaid?

- False!
- <61 percent of all children in Nevada are covered by Medicaid.>
- False! That's a Medicaid myth. In Nevada, 61% of all children are covered by Medicaid.
- <Large network of doctors and pediatricians.>
- <Unlimited doctor visits.>
- <Baby essentials.>
- At SilverSummit, we get you extra benefits for you and your family so you can get the care you need.
- Get Medicaid you can count on today.
- SilverSummit Healthplan
- <ChooseSilverSummit.com>

Over 800,000+ depend on Medicaid...

and SilverSummit has you covered!

- Get Medicaid you can count on. Join SilverSummit today.

61% of all children in Nevada depend on Medicaid...

and SilverSummit has you covered!

- Get Medicaid you can count on. Join SilverSummit today.

IS IT TRUE: Only a few people are on Medicaid?

- False!
- <Over 800,000+ use Medicaid in Nevada.>
- Get Medicaid you can count on. Join SilverSummit today.

PROVIDER SUPPORT

Proposed Framework

“Sizzle reel” + story

Get b-roll footage following a family through a <provider facility> as they explore all quality care and benefits available to them all under one roof.

List of potential Q&A questions to help guide our storytelling.

Please note: we have additional copy to support this topic throughout the state submission deck:

- Quick hits / statistics
- Partnership language
- Messaging matrix
- CTA + sign-offs

Brand Language

<Myth>: Medicaid members don’t get quality care.

<Myth>: Medicaid members don’t have access to quality care.

<Myth>: Medicaid members don’t have access to quality <doctors>.

<Fact:> <With SilverSummit Healthplan and <provider name>>, <you> can get access to quality whole-health care all under one roof.

<Fact:> <SilverSummit> Medicaid members get access to <dedicated,> <compassionate> providers <through provider name>.

<Get the care you deserve><from dedicated, passionate providers><in your community>.

<Get access to> <primary care>, <mental health care>, <dental care>, <social workers,> and <a pharmacy> all in one place.

<SilverSummit and <provider name>> get <Medicaid members> <more>.

<SilverSummit and <provider name>> get <you> better.

Get the quality care you and your family deserve with SilverSummit.

Brand Language

All the care <you> need in one place.

<Get care> from <doctors in your community> <who speak your language.>

Get access to <doctors who get you and your background.>

SilverSummit gets you access to <compassionate,> <quality,> <trusted,> <dedicated> doctors <in your community>.

Medicaid members deserve the best care.

- <High-quality> <whole-health> care.
- <Top-notch> facilities.
- <Dedicated> physicians.

<SilverSummit> is a supportive partner of <provider name>.

<Proud> partner of <provider name>.

SilverSummit works hand in hand with <provider name> <to get our Medicaid members the quality care they deserve>.

No other Medicaid plan is as committed to partnering with <provider name> as we are.

<We get <you>> <provider name benefit or service>.

Q&A

<Tell us about the kind of care available to Medicaid members at <provider name>. What makes it special, surprising, or different?>

- <Interviewee answer>

<Tell us about your experience with SilverSummit and <provider name>. How does it make a difference in members’ lives?>

- <Interviewee answer>

<What is one thing you wish people knew about <provider name>?>

- <Interviewee answer>

<Who does <provider name> serve?>

- <Interviewee answer>

<How does SilverSummit’s partnership with <provider name>> make a difference?>

- <Interviewee answer>

<Is there anything else you’d like to say about SilverSummit and <provider name>?>>

- <Interviewee answer>

MENTAL HEALTH SUPPORT

Proposed Framework

Interview SSHP staff at Mental Health Centers to shine a light on the level of compassion and care available to members through our partnership.

List of potential Q&A questions to help guide our storytelling.

Please note: we have additional copy to support this topic throughout the state submission deck:

- Quick hits / statistics
- Partnerships
- OE
- Messaging matrix
- CTA + sign-offs

Brand Language

<SilverSummit Healthplan and <mental health center name>> get <Medicaid members> <more>.

<SilverSummit and <mental health center name>> get <you> better.

<We get <you>> highly personalized mental health support.

Get <immediate> mental health support <on the spot> <with SilverSummit and mental health center name>.

<We get <you>> <a safe place to stay> and <immediate access to care>.

<We get <you>> talk therapy.

<Even if you relapse>, <SilverSummit> is with you every step of the way.

Get mental health support on your schedule.

<SilverSummit> and <mental health center name> get you connected to <mental health> care.

Come as you are.

<You> can get <immediate> mental health care with <SilverSummit and mental health center name>.

<We get <you>> instant, same-day mental health care.

<We get <you>> support for <addiction> <recovery>.

Q&A

<Tell us about the kind of care available to Medicaid members at <mental health center name>. What makes it special, surprising, or different?>

- <Interviewee answer>

<Tell us about your experience with SilverSummit and <mental health center name>. How does it make a difference in members' lives?>

- <Interviewee answer>

<What is one thing you wish people knew about <mental health center name>?>

- <Interviewee answer>

<Who does <provider name> serve?>

- <Interviewee answer>

<How does SilverSummit's partnership with <provider name>> make a difference?>

- <Interviewee answer>

<Is there anything else you'd like to say about SilverSummit and <provider name>?>

- <Interviewee answer>

<We get <you>> <mental health center benefits or services>. <Who does <mental health center name> serve?>

- <Interviewee answer>

<How does SilverSummit's partnership with <mental health center name> make a difference?>

- <Interviewee answer>

Q&A

<Is there anything else you'd like to say about SilverSummit and <mental health center name> name?>

- <Interviewee answer>

<What kind of <mental health> services are available?>

- <Interviewee answer>

<Tell us some stories that demonstrate the importance of mental health care for Medicaid members.>

- <Interviewee answer>

<Tell us some stories about the lasting relationships the staff members develop with the people they serve.>

- <Interviewee answer>

COMMUNITY REENTRY

Proposed Framework

Story told through interview with SSHP staff at justice-involved centers (JICs). Interview content will explain what they do and the importance of this care for members.

Because these centers offer so many different kinds of reentry support, we will lean on the interview to help guide our storytelling.

List of potential Q&A questions to help guide our storytelling.

Please note: we have additional copy to support this topic throughout the state submission deck:

- Quick hits / statistics
- Partnerships
- OE
- Messaging matrix
- CTA + sign-offs

Brand Language

<SilverSummit Healthplan and <partner name>> help <formerly incarcerated people> get back on their feet.

The first step is always the hardest. <SilverSummit and <partner name> are here to help.

<SilverSummit and <JIC>> get <you> better.

<We get <you>> <workforce development>, <family reunification>, <reunited with your family> <family reconnection> <educational services>, <mentoring>, <job training>, <job referrals>, <housing support>, <food assistance>, and <free transportation <to your appointments>.

Get support the moment <you> are released from <incarceration>.

<We> connect formerly incarcerated people with community resources for <benefit>.

<We get <you>> <JIC benefit or service.>

Q&A

<What is your name? What is your involvement with <SSHP <and/or JIC>>?>

- <Interviewee answer>

<Explain all the different kinds of support <JIC> provides. What makes it special, surprising, or different?>

- <Interviewee answer>

<Who does <JI center> serve?>

- <Interviewee answer>

<Are there any stories to help illustrate these points, and if so, can you share them?>

- <Interviewee answer>

<How does <JIC> help facilitate a smooth reentry experience from start to finish?>

- <Interviewee answer>

<Tell us about your experience with SilverSummit and <JIC/the center>. How does it make a difference in members' lives?>

- <Interviewee answer>

<What is one thing you wish people knew about <JI center>?>

- <Interviewee answer>

<How does Medicaid play a role in <the JIC's> work? Why is it important?>

- <Interviewee answer>

Q&A

<How does SilverSummit's partnership with <JIC> make a difference?> <How does it compare to other MCOs?>

- <Interviewee answer>

<Are there stereotypes around <JIC>? Tell us about them.

- <Interviewee answer>

<Are there any statistics or facts that prove the impact of <JIC>? For example, how many employers have hired people who have completed the program?>

- <Interviewee answer>

<What is the most important thing to get across about <JIC>?>

- <Interviewee answer>

<What role does SSHP play in helping people reenter their community or access these services?>

- <Interviewee answer>

<Is there anything else you'd like to say about SilverSummit and <JIC> <name>?>

- <Interviewee answer>

END-TO-END PREGNANCY SUPPORT

Proposed Framework

Get b-roll footage following a pregnant woman as she explores all the quality care and benefits available to her and her baby through SilverSummit.

Could make multiple videos, each around a specific pregnancy benefit or service, and can lead to our pregnancy landing page for more info.

List of potential Q&A questions to help guide our storytelling.

Please note: we have extensive copy surrounding our pregnancy benefits in the state submission deck:

- Quick hits / statistics
- OE
- Partnerships
- Messaging matrix
- CTA + sign-offs

Brand Language

<SilverSummit> gets <pregnant people> more.

<SilverSummit> gets <new moms> more support.

<We> make sure <expecting parents> have the support they need every step of the way.

<We get <you <and your baby>> access to more benefits and more support.

<SilverSummit> will walk <you> through your options step by step to help you get the support <you and your baby> need for a healthy pregnancy.

Did you know <you> can get <benefit> <with SilverSummit>?

Every pregnancy is different. Get the customized care and benefits you need with <SilverSummit.>

SilverSummit gets <you and your baby> covered.

<SilverSummit> gets <pregnant people> more.

<SilverSummit> gets <new moms> more support.

Q&A

<What is your name? What is your involvement with <SilverSummit Healthplan>?

- <Interviewee answer>

<Tell us about the kind of pregnancy care and benefits that are available through <SilverSummit.>

- <Interviewee answer>

<How does <benefit> make a difference for <pregnant members?>

- <Interviewee answer>

<Why is <benefit> important for expecting parents' and new babies' health? What does <benefit> mean to them?>

- <Interviewee answer>

<Can you quantify the dollar value of the pregnancy benefits and new baby essentials members get <for free or at no cost> through SilverSummit?

- <Interviewee answer>

<Tell us the importance of end-to-end pregnancy support.>

- <Interviewee answer>

Q&A

<Are there any misconceptions around pregnancy and newborn care for Medicaid members? If so, please explain.

- <Interviewee answer>

<Tell us about your experience with SilverSummit and pregnancy care. How does it make a difference in members' lives?>

- <Interviewee answer>

<Are there any stories, statistics, or facts that prove the impact of SilverSummit's pregnancy care and benefits? Please tell us about them.>

- <Interviewee answer>

<Is there anything else you'd like to say about SilverSummit's pregnancy care and benefits?>

- <Interviewee answer>

HOW TO ENROLL IN MEDICAID

Proposed Framework

We will use the step-by-step enrollment language from our landing page and open enrollment assets (already in the state submission deck) to create an easy enrollment guide video to be used on social and our landing pages.

SUPER: HOW TO SCORE HEALTH COVERAGE
<SSHP LOGO>

VO: Looking for a free <or low-cost> health plan?

SUPER: 1 - 2 - 3

VO: With SilverSummit Healthplan, getting quality coverage is as easy as <steps> 1-2-3.

SUPER: 1. APPLY FOR MEDICAID

VO: First, you must apply for Medicaid. There are a few different ways you can apply:

SUPER: ONLINE, BY MAIL, IN PERSON

VO: Or you can call <SilverSummit,> and <we'll help you enroll.>

SUPER: We'll help you enroll.

SUPER: 2. CHOOSE A TRUSTED HEALTH PLAN

VO: Regardless of how you choose to apply, make sure to choose SilverSummit as your health plan on your application.

SUPER: 3. WAIT

VO: You'll get a letter in the mail that will tell you if your application is approved.

VO: Get covered with Medicaid you can count on from one of Nevada's most trusted health plans.

END CARD:

<SSHP logo> <ChooseSilverSummit.com>

<1-844-366-2880 (TTY/TDD: 1-844-804-6086)>

<Get started>

PAID MEDIA: SEARCH

HEADLINE 1 (30 CHARACTER LIMIT)	COUNT	HEADLINE 2 (30 CHARACTER LIMIT)	COUNT	HEADLINE 3 (30 CHARACTER LIMIT)	COUNT	DESCRIPTION (90 CHARACTER LIMIT)	COUNT	DESCRIPTION 2 (90 CHARACTER LIMIT)	COUNT	AD GROUP
SilverSummit Healthplan for NV	30	Don't Wait, Apply Now	21	Healthcare Insurance	20	Choose Your Own Family Doctor From Our Healthy Provider Network. Learn More And Enroll!	87	Our Members Receive Excellent Benefits & Services From Silversummit Providers.	78	Brand
Healthplan Medical Plans	24	SilverSummit Healthplan for NV	30	Call Today To Learn More	24	Choose Your Own Family Doctor From Our Healthy Provider Network. Learn More And Enroll!	87	Our Members Receive Excellent Benefits & Services From Silversummit Providers.	78	Brand
Health Care	11	SilverSummit Healthplan for NV	30	Call Today To Learn More	24	Take Care Of You And Your Family's Medical Needs With Silversummit Healthplan.	78	Members Have Access To A Variety Of Resources And Wellness Topics. Enroll Today!	80	Brand
Health Coverage	15	SilverSummit Healthplan for NV	30	Call Today To Learn More	24	Silversummit Gives You Access To The Medical Care You Need With Providers You Trust.	84	Silversummit Is Here To Support Your Health Needs And Make That Part Of Your Day Easier.	88	Brand
Health Care	11	SilverSummit Healthplan for NV	30	Call Today To Learn More	24	Take Care Of You And Your Family's Medical Needs With Silversummit Healthplan.	78	Members Have Access To A Variety Of Resources And Wellness Topics. Enroll Today!	80	Medicaid
Health Coverage	15	SilverSummit Healthplan for NV	30	Call Today To Learn More	24	Silversummit Gives You Access To The Medical Care You Need With Providers You Trust.	84	Silversummit Is Here To Support Your Health Needs And Make That Part Of Your Day Easier.	88	Medicaid
Healthplan Medical Plans	24	SilverSummit Healthplan for NV	30	Call Today To Learn More	24	Choose Your Own Family Doctor From Our Healthy Provider Network. Learn More And Enroll!	87	Our Members Receive Excellent Benefits & Services From Silversummit Providers.	78	Medicaid
SilverSummit Healthplan for NV	30	Don't Wait, Apply Now	21	Healthcare Insurance	20	Choose Your Own Family Doctor From Our Healthy Provider Network. Learn More And Enroll!	87	Our Members Receive Excellent Benefits & Services From Silversummit Providers.	78	Medicaid
Health Care	11	SilverSummit Healthplan for NV	30	Call Today To Learn More	24	Take Care Of You And Your Family's Medical Needs With Silversummit Healthplan.	78	Members Have Access To A Variety Of Resources And Wellness Topics. Enroll Today!	80	Enrollment
Health Coverage	15	SilverSummit Healthplan for NV	30	Call Today To Learn More	24	Silversummit Gives You Access To The Medical Care You Need With Providers You Trust.	84	Silversummit Is Here To Support Your Health Needs And Make That Part Of Your Day Easier.	88	Enrollment
Healthplan Medical Plans	24	SilverSummit Healthplan for NV	30	Call Today To Learn More	24	Choose Your Own Family Doctor From Our Healthy Provider Network. Learn More And Enroll!	87	Our Members Receive Excellent Benefits & Services From Silversummit Providers.	78	Enrollment
SilverSummit Healthplan for NV	30	Don't Wait, Apply Now	21	Healthcare Insurance	20	Choose Your Own Family Doctor From Our Healthy Provider Network. Learn More And Enroll!	87	Our Members Receive Excellent Benefits & Services From Silversummit Providers.	78	Enrollment
Health Care	11	SilverSummit Healthplan for NV	30	Call Today To Learn More	24	Take Care Of You And Your Family's Medical Needs With Silversummit Healthplan.	78	Members Have Access To A Variety Of Resources And Wellness Topics. Enroll Today!	80	Eligibility
Health Coverage	15	SilverSummit Healthplan for NV	30	Call Today To Learn More	24	Silversummit Gives You Access To The Medical Care You Need With Providers You Trust.	84	Silversummit Is Here To Support Your Health Needs And Make That Part Of Your Day Easier.	88	Eligibility
Healthplan Medical Plans	24	SilverSummit Healthplan for NV	30	Call Today To Learn More	24	Choose Your Own Family Doctor From Our Healthy Provider Network. Learn More And Enroll!	87	Our Members Receive Excellent Benefits & Services From Silversummit Providers.	78	Eligibility
SilverSummit Healthplan for NV	30	Don't Wait, Apply Now	21	Healthcare Insurance	20	Choose Your Own Family Doctor From Our Healthy Provider Network. Learn More And Enroll!	87	Our Members Receive Excellent Benefits & Services From Silversummit Providers.	78	Eligibility
Health Care	11	SilverSummit Healthplan for NV	30	Call Today To Learn More	24	Take Care Of You And Your Family's Medical Needs With Silversummit Healthplan.	78	Members Have Access To A Variety Of Resources And Wellness Topics. Enroll Today!	80	Renew
Health Coverage	15	SilverSummit Healthplan for NV	30	Call Today To Learn More	24	Silversummit Gives You Access To The Medical Care You Need With Providers You Trust.	84	Silversummit Is Here To Support Your Health Needs And Make That Part Of Your Day Easier.	88	Renew
Healthplan Medical Plans	24	SilverSummit Healthplan for NV	30	Call Today To Learn More	24	Choose Your Own Family Doctor From Our Healthy Provider Network. Learn More And Enroll!	87	Our Members Receive Excellent Benefits & Services From Silversummit Providers.	78	Renew
SilverSummit Healthplan for NV	30	Don't Wait, Apply Now	21	Healthcare Insurance	20	Choose Your Own Family Doctor From Our Healthy Provider Network. Learn More And Enroll!	87	Our Members Receive Excellent Benefits & Services From Silversummit Providers.	78	Renew
Medical Coverage for Pregnancy	30	Access to the care you need	27	Find out if you qualify	23	Silversummit Gives You Access To The Medical Care You Need With Providers You Trust.	84	Silversummit Is Here To Support Your Health Needs And Make That Part Of Your Day Easier.	88	Pregnancy
Pregnancy Healthplan Coverage	29	Providers you know and trust	28	Find out if you qualify	23	Choose Your Own Family Doctor From Our Healthy Provider Network. Learn More And Enroll!	87	Our Members Receive Excellent Benefits & Services From Silversummit Providers.	78	Pregnancy
Pregnancy Medical Coverage	26	Providers you know and trust	28	SilverSummit Healthplan for NV	30	Learn More About Silversummit Healthplan. Your Health, Your Plan And Your Choice.	81	Let Us Assist You In Finding A Health Plan That Works For Your Needs. Enroll Today!	83	Pregnancy
Children Healthplan Coverage	28	Providers you know and trust	28	Healthcare Insurance	20	Silversummit Offers Medical, Vision And Dental Care With Providers You Trust.	77	We Understand How Important You And Your Family's Healthcare Needs Are. Enroll Today!	85	Kids/Children
Children's Health Insurance	27	SilverSummit Healthplan	23	Healthcare Insurance	20	Take Care Of You And Your Family's Medical Needs With Silversummit Healthplan.	78	Members Have Access To A Variety Of Resources And Wellness Topics. Enroll Today!	80	Kids/Children
Health Coverage for Children	28	SilverSummit Healthplan for NV	30	Healthcare Insurance	20	Learn More About Silversummit Healthplan. Your Health, Your Plan And Your Choice.	81	Let Us Assist You In Finding A Health Plan That Works For Your Needs. Enroll Today!	83	Kids/Children
Healthplan for Your Children	28	Know your health plan options	29	Find out if you qualify	23	Silversummit Gives You Access To The Medical Care You Need With Providers You Trust.	84	Silversummit Is Here To Support Your Health Needs And Make That Part Of Your Day Easier.	88	Kids/Children
Healthplan for Your Baby	24	Keep your family healthy	24	SilverSummit Healthplan for NV	30	Choose Silversummit Healthplan For Reliable Medical Coverage In Nevada.	71	Pick The Best Plan For Your Budget And Health Needs. Enroll Today At Silversummit.	82	Kids/Children

PAID MEDIA: SEARCH

HEADLINE 1 (30 CHARACTER LIMIT)	COUNT	HEADLINE 2 (30 CHARACTER LIMIT)	COUNT	HEADLINE 3 (30 CHARACTER LIMIT)	COUNT	DESCRIPTION (90 CHARACTER LIMIT)	COUNT	DESCRIPTION 2 (90 CHARACTER LIMIT)	COUNT	AD GROUP
Coverage that Fits Your Family	30	SilverSummit Healthplan for NV	30	Healthcare Insurance	20	SilverSummit Offers Medical, Vision And Dental Care With Providers You Trust.	77	We Understand How Important You And Your Family's Healthcare Needs Are. Enroll Today!	85	Family
Family Healthplan Coverage	26	Providers you know and trust	28	SilverSummit Healthplan for NV	30	Learn More About SilverSummit Healthplan. Your Health, Your Plan And Your Choice.	81	Let Us Assist You In Finding A Health Plan That Works For Your Needs. Enroll Today!	83	Family
Family Healthplan Coverage	26	Take care of your family	24	Find the Right Coverage	23	Take Care Of You And Your Family's Medical Needs With SilverSummit Healthplan.	78	Members Have Access To A Variety Of Resources And Wellness Topics. Enroll Today!	80	Family
Healthplan for Your Family	26	Access to the care you need	27	Find out if you qualify	23	SilverSummit Gives You Access To The Medical Care You Need With Providers You Trust.	84	SilverSummit Is Here To Support Your Health Needs And Make That Part Of Your Day Easier.	88	Family
Health Care	11	SilverSummit Healthplan for NV	30	Call Today To Learn More	24	Take Care Of You And Your Family's Medical Needs With SilverSummit Healthplan.	78	Members Have Access To A Variety Of Resources And Wellness Topics. Enroll Today!	80	Health Insurance
Health Coverage	15	SilverSummit Healthplan for NV	30	Call Today To Learn More	24	SilverSummit Gives You Access To The Medical Care You Need With Providers You Trust.	84	SilverSummit Is Here To Support Your Health Needs And Make That Part Of Your Day Easier.	88	Health Insurance
Healthplan Medical Plans	24	SilverSummit Healthplan for NV	30	Call Today To Learn More	24	Choose Your Own Family Doctor From Our Healthy Provider Network. Learn More And Enroll!	87	Our Members Receive Excellent Benefits & Services From SilverSummit Providers.	78	Health Insurance
SilverSummit Healthplan for NV	30	Don't Wait, Apply Now	21	Healthcare Insurance	20	Choose Your Own Family Doctor From Our Healthy Provider Network. Learn More And Enroll!	87	Our Members Receive Excellent Benefits & Services From SilverSummit Providers.	78	Health Insurance
Healthplan For Your Family	26	With SilverSummit Healthplan	28	Coverage That Covers More	25	SilverSummit Healthplan Will Help You Get Healthy And Stay Healthy.	67	Focus On Your Family's Health With SilverSummit Healthplan. Learn About Enrollment Today.	89	Enrollment
Taking Care Of My Family	24	Insurance That Fits Your Needs	30	SilverSummit Healthplan	23	Looking For Medicaid Health Insurance? Learn More About Our Medicaid Plan Today.	80	SilverSummit Is A Medicaid Provider That Gives You The Care And Benefits You Deserve.	85	Enrollment
SilverSummit Healthplan	23	Find Health Insurance	21	That Is Right For You	21	Learn More About Our Medicaid Plan Online. Coverage That's Right For You.	73	Becoming a SilverSummit Healthplan Medicaid Member Is Easy! Learn About Enrollment Today.	90	Enrollment
Medicaid Health Insurance	25	SilverSummit Healthplan	23	Protect Your Family's Health	28	Find More Info About Our Medicaid Plan. Quality Healthcare, Delivered Locally.	78	Stay Focused On Your Health Coverage With Programs & Services From SilverSummit Healthplan	90	Enrollment
Healthplan For Your Family	26	With SilverSummit Healthplan	28	Coverage That Covers More	25	SilverSummit Healthplan Will Help You Get Healthy And Stay Healthy.	67	Focus On Your Family's Health With SilverSummit Healthplan. Learn About Enrollment Today.	89	Medicaid
Taking Care Of My Family	24	Insurance That Fits Your Needs	30	SilverSummit Healthplan	23	Looking For Medicaid Health Insurance? Learn More About Our Medicaid Plan Today.	80	SilverSummit Is A Medicaid Provider That Gives You The Care And Benefits You Deserve.	85	Medicaid
SilverSummit Healthplan	23	Find Health Insurance	21	That Is Right For You	21	Learn More About Our Medicaid Plan Online. Coverage That's Right For You.	73	Becoming a SilverSummit Healthplan Medicaid Member Is Easy! Learn About Enrollment Today.	90	Medicaid
Medicaid Health Insurance	25	SilverSummit Healthplan	23	Protect Your Family's Health	28	Find More Info About Our Medicaid Plan. Quality Healthcare, Delivered Locally.	78	Stay Focused On Your Health Coverage With Programs & Services From SilverSummit Healthplan	90	Medicaid
Healthplan For Your Family	26	With SilverSummit Healthplan	28	Coverage That Covers More	25	SilverSummit Healthplan Will Help You Get Healthy And Stay Healthy.	67	Focus On Your Family's Health With SilverSummit Healthplan. Learn About Enrollment Today.	89	Health Insurance
Taking Care Of My Family	24	Insurance That Fits Your Needs	30	SilverSummit Healthplan	23	Looking For Medicaid Health Insurance? Learn More About Our Medicaid Plan Today.	80	SilverSummit Is A Medicaid Provider That Gives You The Care And Benefits You Deserve.	85	Health Insurance
SilverSummit Healthplan	23	Find Health Insurance	21	That Is Right For You	21	Learn More About Our Medicaid Plan Online. Coverage That's Right For You.	73	Becoming a SilverSummit Healthplan Medicaid Member Is Easy! Learn About Enrollment Today.	90	Health Insurance
Medicaid Health Insurance	25	SilverSummit Healthplan	23	Protect Your Family's Health	28	Find More Info About Our Medicaid Plan. Quality Healthcare, Delivered Locally.	78	Stay Focused On Your Health Coverage With Programs & Services From SilverSummit Healthplan	90	Health Insurance
Healthplan For Your Family	26	With SilverSummit Healthplan	28	Coverage That Covers More	25	SilverSummit Healthplan Will Help You Get Healthy And Stay Healthy.	67	Focus On Your Family's Health With SilverSummit Healthplan. Learn About Enrollment Today.	89	Eligibility
Taking Care Of My Family	24	Insurance That Fits Your Needs	30	SilverSummit Healthplan	23	Looking For Medicaid Health Insurance? Learn More About Our Medicaid Plan Today.	80	SilverSummit Is A Medicaid Provider That Gives You The Care And Benefits You Deserve.	85	Eligibility
SilverSummit Healthplan	23	Find Health Insurance	21	That Is Right For You	21	Learn More About Our Medicaid Plan Online. Coverage That's Right For You.	73	Becoming a SilverSummit Healthplan Medicaid Member Is Easy! Learn About Enrollment Today.	90	Eligibility
Medicaid Health Insurance	25	SilverSummit Healthplan	23	Protect Your Family's Health	28	Find More Info About Our Medicaid Plan. Quality Healthcare, Delivered Locally.	78	Stay Focused On Your Health Coverage With Programs & Services From SilverSummit Healthplan	90	Eligibility
Pregnancy HealthPlan Coverage	29	With SilverSummit Healthplan	28	Coverage That Covers More	25	SilverSummit Healthplan Will Help You Get Healthy And Stay Healthy.	67	Focus On Your Family's Health With SilverSummit Healthplan. Learn About Enrollment Today.	89	Pregnancy
Pregnancy Health Insurance	26	Insurance That Fits Your Needs	30	SilverSummit Healthplan	23	Looking For Medicaid Health Insurance? Learn More About Our Medicaid Plan Today.	80	SilverSummit Is A Medicaid Provider That Gives You The Care And Benefits You Deserve.	85	Pregnancy
Pregnancy Medical Coverage	26	Find Health Insurance	21	That Is Right For You	21	Learn More About Our Medicaid Plan Online. Coverage That's Right For You.	73	Becoming a SilverSummit Healthplan Medicaid Member Is Easy! Learn About Enrollment Today.	90	Pregnancy
Medical Coverage For Pregnancy	30	SilverSummit Healthplan	23	Protect Your Family's Health	28	Find More Info About Our Medicaid Plan. Quality Healthcare, Delivered Locally.	78	Stay Focused On Your Health Coverage With Programs & Services From SilverSummit Healthplan	90	Pregnancy

PAID MEDIA: SEARCH

HEADLINE 1 (30 CHARACTER LIMIT)	COUNT	HEADLINE 2 (30 CHARACTER LIMIT)	COUNT	HEADLINE 3 (30 CHARACTER LIMIT)	COUNT	DESCRIPTION (90 CHARACTER LIMIT)	COUNT	DESCRIPTION 2 (90 CHARACTER LIMIT)	COUNT	AD GROUP
Children's Health Insurance	27	With Silversummit Healthplan	28	Coverage That Covers More	25	Silversummit Healthplan Will Help You Get Healthy And Stay Healthy.	67	Focus On Your Family's Health With Silversummit Healthplan. Learn About Enrollment Today.	89	Kids/Children
Health Coverage For Children	28	Insurance That Fits Your Needs	30	Silversummit Healthplan	23	Looking For Medicaid Health Insurance? Learn More About Our Medicaid Plan Today.	80	Silversummit Is A Medicaid Provider That Gives You The Care And Benefits You Deserve.	85	Kids/Children
HealthPlan For Your Children	28	Find Health Insurance	21	That Is Right For You	21	Learn More About Our Medicaid Plan Online. Coverage That's Right For You.	73	Becoming a Silversummit Healthplan Medicaid Member Is Easy! Learn About Enrollment Today.	90	Kids/Children
Protect Children's Health	25	Silversummit Healthplan	23	Protect Your Family's Health	28	Find More Info About Our Medicaid Plan. Quality Healthcare, Delivered Locally.	78	Stay Focused On Your Health Coverage With Programs & Services From Silversummit Healthplan	90	Kids/Children
Family HealthPlan Coverage	26	With Silversummit Healthplan	28	Coverage That Covers More	25	Silversummit Healthplan Will Help You Get Healthy And Stay Healthy.	67	Focus On Your Family's Health With Silversummit Healthplan. Learn About Enrollment Today.	89	Family
Family Health Insurance	23	Insurance That Fits Your Needs	30	Silversummit Healthplan	23	Looking For Medicaid Health Insurance? Learn More About Our Medicaid Plan Today.	80	Silversummit Is A Medicaid Provider That Gives You The Care And Benefits You Deserve.	85	Family
HealthPlan For Your Family	26	Find Health Insurance	21	That Is Right For You	21	Learn More About Our Medicaid Plan Online. Coverage That's Right For You.	73	Becoming a Silversummit Healthplan Medicaid Member Is Easy! Learn About Enrollment Today.	90	Family
Protect Your Family's Health	28	Silversummit Healthplan	23	Protect Your Family's Health	28	Find More Info About Our Medicaid Plan. Quality Healthcare, Delivered Locally.	78	Stay Focused On Your Health Coverage With Programs & Services From Silversummit Healthplan	90	Family
Changing My Medicaid Plan	25	With Silversummit Healthplan	28	Coverage That Covers More	25	Silversummit Healthplan Will Help You Get Healthy And Stay Healthy.	67	Focus On Your Family's Health With Silversummit Healthplan. Learn About Enrollment Today.	89	Renew/Change/Switch
Silversummit Healthplan	23	Switching My Medicaid Plan	26	Insurance That Fits Your Needs	30	Looking For Medicaid Health Insurance? Learn More About Our Medicaid Plan Today.	80	Silversummit Is A Medicaid Provider That Gives You The Care And Benefits You Deserve.	85	Renew/Change/Switch
Silversummit Healthplan	23	Find Health Insurance	21	That Is Right For You	21	Switching Plans? Learn More About Our Medicaid Plan Online. Coverage That's Right For You.	90	Becoming a Silversummit Healthplan Medicaid Member Is Easy! Learn About Enrollment Today.	90	Renew/Change/Switch
Renew Your Medicaid Online	26	With Silversummit Healthplan	28	Get Care You Can Count On	25	Find More Info About How To Renew Your Medicaid Plan. Quality Healthcare, Great Benefits.	89	Stay Focused On Your Health Coverage With Programs & Services From Silversummit Healthplan	90	Renew/Change/Switch

PAID MEDIA: KEYWORDS

KEYWORD	AD GROUP
silversummit	Brand
silversummit medicaid	Brand
silver summit medicaid	Brand
silver summit	Brand
silversummit nv	Brand
silversummit nevada	Brand
silver summit nv	Brand
silver summit nevada	Brand
health silver summit	Brand
silver summit healthcare	Brand
silver summit enrollment	Brand
silver summit enroll	Brand
silversummit nevada health plan	Brand
silver summit health insurance	Brand
silver summit health plans	Brand
silversummit nv medicaid	Brand
silversummit nevada medicaid	Brand
eligibility for medicaid	Eligibility - Medicaid
medicaid eligibility	Eligibility - Medicaid
medicaid qualifications	Eligibility - Medicaid
qualify for medicaid	Eligibility - Medicaid
do i qualify for medicaid	Eligibility - Medicaid
how do i qualify for medicaid	Eligibility - Medicaid
qualifications for medicaid	Eligibility - Medicaid
who qualifies for medicaid	Eligibility - Medicaid
medicaid requirements	Eligibility - Medicaid
requirements for medicaid	Eligibility - Medicaid
medicaid qualify	Eligibility - Medicaid
do i requirements for medicaid	Eligibility - Medicaid
how do i requirements for medicaid	Eligibility - Medicaid
how do you requirements for medicaid	Eligibility - Medicaid
how to requirements for medicaid	Eligibility - Medicaid
health insurance nevada enroll	Enrollment
health insurance enrollment	Enrollment

PAID MEDIA: KEYWORDS

KEYWORD	AD GROUP
health insurance sign up	Enrollment
health insurance signup	Enrollment
health insurance register	Enrollment
health insurance apply	Enrollment
health insurance enroll	Enrollment
health insurance plans enrollment	Enrollment
apply for medicaid	Enrollment - Medicaid
apply for medicaid nv	Enrollment - Medicaid
enroll in medicaid	Enrollment - Medicaid
enroll in medicaid nv	Enrollment - Medicaid
how to apply for medicaid	Enrollment - Medicaid
apply for medicaid nevada	Enrollment - Medicaid
how to apply for medicaid in nevada	Enrollment - Medicaid
medicaid application	Enrollment - Medicaid
sign up for medicaid	Enrollment - Medicaid
nevada medicaid application	Enrollment - Medicaid
sign up medicaid	Enrollment - Medicaid
online medicaid application	Enrollment - Medicaid
medicaid application online	Enrollment - Medicaid
enroll in nevada medicaid	Enrollment - Medicaid
nevada medicaid enrollment	Enrollment - Medicaid
nv medicaid enrollment	Enrollment - Medicaid
apply for nevada medicaid	Enrollment - Medicaid
application for medicaid	Enrollment - Medicaid
medicaid application form	Enrollment - Medicaid
medicaid application nv	Enrollment - Medicaid
medicaid application status	Enrollment - Medicaid
medicaid nv application	Enrollment - Medicaid
enroll in a medicaid program	Enrollment - Medicaid
enroll in nv medicaid	Enrollment - Medicaid
enroll nv medicaid	Enrollment - Medicaid
enroll nevada medicaid	Enrollment - Medicaid

PAID MEDIA: KEYWORDS

KEYWORD	AD GROUP
enrollment dates for medicaid	Enrollment - Medicaid
medicaid enrolling	Enrollment - Medicaid
nv enroll medicaid	Enrollment - Medicaid
nevada enroll medicaid	Enrollment - Medicaid
how do i apply for medicaid	Enrollment - Medicaid
can i apply for medicaid	Enrollment - Medicaid
can you apply for medicaid	Enrollment - Medicaid
how to apply for a medicaid	Enrollment - Medicaid
how to apply medicaid	Enrollment - Medicaid
i need to apply for medicaid	Enrollment - Medicaid
i want to apply for medicaid	Enrollment - Medicaid
what do i need to apply for medicaid	Enrollment - Medicaid
where can i apply for medicaid	Enrollment - Medicaid
apply for medicaid in nv	Enrollment - Medicaid
apply medicaid	Enrollment - Medicaid
applying for medicaid	Enrollment - Medicaid
applying for nv medicaid	Enrollment - Medicaid
how do you apply for medicaid	Enrollment - Medicaid
how to apply for medicaid in nv	Enrollment - Medicaid
medicaid apply	Enrollment - Medicaid
where do i apply for medicaid	Enrollment - Medicaid
who can apply for medicaid	Enrollment - Medicaid
medicaid apply online	Enrollment - Medicaid
family medicaid	Family - Medicaid
family medicaid application	Family - Medicaid
family medicaid nevada	Family - Medicaid
medicaid family coverage	Family - Medicaid
medicaid for family	Family - Medicaid
nevada family medicaid	Family - Medicaid
apply for family medicaid	Family - Medicaid
medicaid for families	Family - Medicaid
cheap health insurance	Health Insurance
affordable health insurance	Health Insurance
affordable health plans	Health Insurance

PAID MEDIA: KEYWORDS

KEYWORD	AD GROUP
health insurance providers	Health Insurance
health insurance nv	Health Insurance
nevada state medical insurance	Health Insurance
unemployed medical insurance	Health Insurance
low cost healthcare	Health Insurance
nevada state health insurance	Health Insurance
health insurance	Health Insurance
health coverage	Health Insurance
cheap health plan	Health Insurance
health insurance nevada	Health Insurance
nevada state insurance	Health Insurance
unemployment health insurance	Health Insurance
nevada health insurance	Health Insurance
nevada health plans	Health Insurance
health insurance nv	Health Insurance
nevada medical insurance	Health Insurance
health insurance	Health Insurance
health coverage	Health Insurance
health insurance nevada	Health Insurance
nevada state insurance	Health Insurance
nevada health plans	Health Insurance
affordable health insurance	Health Insurance
affordable health plans	Health Insurance
health insurance providers	Health Insurance
low cost healthcare	Health Insurance
cheap health plan	Health Insurance
health care companies in nevada	Health Insurance
health care coverage in nevada	Health Insurance
health care for nv	Health Insurance
health care insurance in nevada	Health Insurance
health care plans in nevada	Health Insurance
health care providers in nevada	Health Insurance
health coverage nevada	Health Insurance
health insurance coverage in nevada	Health Insurance

PAID MEDIA: KEYWORDS

KEYWORD	AD GROUP
health insurance for nevada	Health Insurance
health insurance providers in nevada	Health Insurance
nevada health insurance	Health Insurance
unemployed medical insurance	Health Insurance
unemployment health insurance	Health Insurance
nevada state health insurance	Health Insurance
apply for baby medicaid	Kids - Medicaid
apply for medicaid for a baby	Kids - Medicaid
apply for medicaid for baby	Kids - Medicaid
how to apply for medicaid for a baby	Kids - Medicaid
how to apply for medicaid for my baby	Kids - Medicaid
how to apply for medicaid for new born	Kids - Medicaid
how to apply for medicaid for newborn	Kids - Medicaid
how to apply for medicaid for unborn	Kids - Medicaid
i need to apply for medicaid for my baby	Kids - Medicaid
medicaid baby apply	Kids - Medicaid
medicaid new born apply	Kids - Medicaid
medicaid newborn apply	Kids - Medicaid
apply for medicaid for a child	Kids - Medicaid
how to apply for medicaid for a child	Kids - Medicaid
how to apply for medicaid for a family	Kids - Medicaid
how to apply for medicaid for my child	Kids - Medicaid
how to apply for medicaid for your child	Kids - Medicaid
i need to apply for medicaid for child	Kids - Medicaid
i need to apply for medicaid for children	Kids - Medicaid
i need to apply for medicaid for my child	Kids - Medicaid
medicaid child apply	Kids - Medicaid
apply for medicaid for a kids	Kids - Medicaid
apply for medicaid for kids	Kids - Medicaid
how to apply for medicaid for a kid	Kids - Medicaid
how to apply for medicaid for my kid	Kids - Medicaid
i need to apply for medicaid for my kid	Kids - Medicaid
medicaid kid apply	Kids - Medicaid
babies medicaid nv	Kids - Medicaid

PAID MEDIA: KEYWORDS

KEYWORD	AD GROUP
babies medicaid nevada	Kids - Medicaid
baby medicaid application	Kids - Medicaid
baby medicaid nv	Kids - Medicaid
baby medicaid nevada	Kids - Medicaid
cheap medicaid insurance	Kids - Medicaid
healthy kids medicaid	Kids - Medicaid
medicaid babies	Kids - Medicaid
medicaid baby coverage	Kids - Medicaid
medicaid for babies women	Kids - Medicaid
medicaid for baby only	Kids - Medicaid
medicaid for kids	Kids - Medicaid
medicaid health insurance for baby	Kids - Medicaid
medicaid insurance programs	Kids - Medicaid
nv babies medicaid	Kids - Medicaid
nv baby medicaid	Kids - Medicaid
nevada babies medicaid	Kids - Medicaid
nevada baby medicaid	Kids - Medicaid
child medicaid	Kids - Medicaid
child medicaid application	Kids - Medicaid
child medicaid nevada	Kids - Medicaid
children medicaid nevada	Kids - Medicaid
children's chip medicaid	Kids - Medicaid
children's medicaid application	Kids - Medicaid
childrens medicaid	Kids - Medicaid
chip children's medicaid	Kids - Medicaid
how to get medicaid for my child	Kids - Medicaid
medicaid and children's health insurance program	Kids - Medicaid
medicaid child coverage	Kids - Medicaid
medicaid chip child	Kids - Medicaid
medicaid coverage for children	Kids - Medicaid
medicaid for my child	Kids - Medicaid
nevada child medicaid	Kids - Medicaid
nevada children medicaid	Kids - Medicaid

PAID MEDIA: KEYWORDS

KEYWORD	AD GROUP
kid medicaid nv	Kids - Medicaid
kid medicaid nevada	Kids - Medicaid
health insurance children program	Kids - Medicaid
health insurance children	Kids - Medicaid
health insurance kids	Kids - Medicaid
health insurance children coverage	Kids - Medicaid
health insurance kids coverage	Kids - Medicaid
health insurance for children	Kids - Medicaid
health insurance for babies	Kids - Medicaid
health insurance baby	Kids - Medicaid
health insurance for kids	Kids - Medicaid
health insurance kids plans	Kids - Medicaid
health insurance child	Kids - Medicaid
health insurance children program	Kids
health insurance children	Kids
health insurance kids	Kids
health insurance children coverage	Kids
health insurance kids coverage	Kids
health insurance for children	Kids
health insurance for babies	Kids
health insurance baby	Kids
health insurance for kids	Kids
health insurance kids plans	Kids
health insurance child	Kids
medicaid nevada	Medicaid
medicaid nv	Medicaid
medicaid	Medicaid
medicaid for nevada	Medicaid
medicaid insurance	Medicaid
best medicaid plan	Medicaid
medicaid medical insurance	Medicaid
medicaid insurance plans	Medicaid
medicaid health insurance	Medicaid
health care medicaid	Medicaid
medicaid healthcare	Medicaid

PAID MEDIA: KEYWORDS

KEYWORD	AD GROUP
health coverage medicaid	Medicaid
medicaid health insurance	Medicaid
health plan medicaid	Medicaid
medicaid medical coverage	Medicaid
medical coverage medicaid	Medicaid
medical insurance medicaid	Medicaid
medicaid medical plan	Medicaid
best medicaid plan	Medicaid
medicaid health insurance	Medicaid
medicaid insurance plans	Medicaid
medicaid insurance	Medicaid
medicaid nevada	Medicaid
medicaid for nevada	Medicaid
medicaid	Medicaid
medicaid medical insurance	Medicaid
medicaid nv	Medicaid
nevada medicaid	Medicaid
medicaid for nevada	Medicaid
medicaid in nevada	Medicaid
health care medicaid	Medicaid
medicaid healthcare	Medicaid
health coverage medicaid	Medicaid
health insurance medicaid	Medicaid
health plan medicaid	Medicaid
medicaid medical coverage	Medicaid
medical coverage medicaid	Medicaid
medical insurance medicaid	Medicaid
medicaid medical plan	Medicaid
medical plan medicaid	Medicaid
medicaid provider	Medicaid
medicaid provider list	Medicaid
medicaid provider nevada	Medicaid
nv medicaid provider	Medicaid
health plan nevada medicaid	Medicaid
medicaid coverage in nevada	Medicaid

PAID MEDIA: KEYWORDS

KEYWORD	AD GROUP
medicaid insurance nevada	Medicaid
medicaid nevada plans	Medicaid
medicaid nevada providers	Medicaid
mental health care	Mental Health
mental health care plan	Mental Health
mental health counseling	Mental Health
mental health insurance	Mental Health
mental health medicaid	Mental Health
mental health plan	Mental Health
low income prenatal care	Pregnancy
health insurance pregnancy plan	Pregnancy
health insurance coverage pregnancy	Pregnancy
health insurance pregnancy	Pregnancy
prenatal health insurance	Pregnancy
prenatal care for low income families	Pregnancy
apply for prenatal medicaid	Pregnancy - Medicaid
how to apply for pregnancy medicaid	Pregnancy - Medicaid
medicaid apply pregnant	Pregnancy - Medicaid
medicaid pregnancy apply	Pregnancy - Medicaid
best medicaid plan for pregnancy	Pregnancy - Medicaid
can i get medicaid if im pregnant	Pregnancy - Medicaid
does medicaid cover all pregnancy costs	Pregnancy - Medicaid
medicaid insurance for pregnancy	Pregnancy - Medicaid
medicaid pregnancy coverage	Pregnancy - Medicaid
medicaid pregnant	Pregnancy - Medicaid
medicaid prenatal	Pregnancy - Medicaid
medicaid prenatal care coverage	Pregnancy - Medicaid
nv pregnancy medicaid	Pregnancy - Medicaid
nv pregnant medicaid	Pregnancy - Medicaid
nevada pregnancy medicaid	Pregnancy - Medicaid
pregnancy medicaid application	Pregnancy - Medicaid
pregnancy medicaid nv	Pregnancy - Medicaid
pregnancy medicaid nevada	Pregnancy - Medicaid
pregnant medicaid	Pregnancy - Medicaid
pregnant medicaid nv	Pregnancy - Medicaid

PAID MEDIA: KEYWORDS

KEYWORD	AD GROUP
medicaid for pregnant women	Pregnancy - Medicaid
medicaid for pregnant	Pregnancy - Medicaid
medicaid pregnant	Pregnancy - Medicaid
pregnancy medicaid application	Pregnancy - Medicaid
pregnancy medicaid nevada	Pregnancy - Medicaid
medicaid for pregnant women	Pregnancy - Medicaid
medicaid insurance for pregnancy	Pregnancy - Medicaid
medicaid pregnancy coverage	Pregnancy - Medicaid
medicaid prenatal care coverage	Pregnancy - Medicaid
health insurance options	Renew/Change/Switch
health insurance replace	Renew/Change/Switch
health insurance renew	Renew/Change/Switch
health insurance change	Renew/Change/Switch
health insurance renewal	Renew/Change/Switch
health insurance switch	Renew/Change/Switch
switching medical insurance companies	Renew/Change/Switch
how to switch health plans	Renew/Change/Switch
change health insurance plans	Renew/Change/Switch
change medicaid plans	Renew/Change/Switch - Medicaid
medicaid change	Renew/Change/Switch - Medicaid
medicaid renew	Renew/Change/Switch - Medicaid
medicaid renewal	Renew/Change/Switch - Medicaid
medicaid switch	Renew/Change/Switch - Medicaid
how do i switch my medicaid plan	Renew/Change/Switch - Medicaid
how to switch medicaid plans	Renew/Change/Switch - Medicaid
when can you change medicaid plans	Renew/Change/Switch - Medicaid
can i change my medicaid plan at any time	Renew/Change/Switch - Medicaid
how to switch medicaid insurance	Renew/Change/Switch - Medicaid
switch medicaid providers	Renew/Change/Switch - Medicaid
medicaid switching plans	Renew/Change/Switch - Medicaid
stay on medicaid plan	Renew/Change/Switch - Medicaid
stay on medicaid	Renew/Change/Switch - Medicaid
changes to medicaid	Renew/Change/Switch - Medicaid
nevada medicaid changes	Renew/Change/Switch - Medicaid
nv medicaid changes	Renew/Change/Switch - Medicaid

PAID MEDIA: KEYWORDS

KEYWORD	AD GROUP
medicaid upcoming changes	Renew/Change/Switch - Medicaid
nevada medicaid upcoming changes	Renew/Change/Switch - Medicaid
do i have to reapply for medicaid	Renew/Change/Switch - Medicaid
medicaid re apply	Renew/Change/Switch - Medicaid
medicaid reapply	Renew/Change/Switch - Medicaid
reapply for medicaid	Renew/Change/Switch - Medicaid
how do i renew my medicaid	Renew/Change/Switch - Medicaid
how to renew medicaid	Renew/Change/Switch - Medicaid
medicaid renewal form	Renew/Change/Switch - Medicaid
medicaid renewal michigan	Renew/Change/Switch - Medicaid
renew medicaid	Renew/Change/Switch - Medicaid
renew my medicaid	Renew/Change/Switch - Medicaid
renewal for medicaid	Renew/Change/Switch - Medicaid
how to renew medicaid online	Renew/Change/Switch - Medicaid
renew medicaid online	Renew/Change/Switch - Medicaid
renew my medicaid online	Renew/Change/Switch - Medicaid
medicaid switch period	Renew/Change/Switch - Medicaid
switch medicaid plans	Renew/Change/Switch - Medicaid
how to renew medicaid number	Renew/Change/Switch - Medicaid
medicaid renewal number	Renew/Change/Switch - Medicaid
phone number for medicaid renewal	Renew/Change/Switch - Medicaid
renew medicaid number	Renew/Change/Switch - Medicaid
renew my medicaid number	Renew/Change/Switch - Medicaid
health insurance retention	Retention
health plan retention	Retention
health plan redistribution	Retention
redistribution of health plan	Retention
health plan redetermination	Retention
health plan reassignment	Retention
medicaid retention	Retention - Medicaid
medicaid redistribution	Retention - Medicaid
medicaid redetermination	Retention - Medicaid
medicaid redetermination form	Retention - Medicaid
medicaid reassignment	Retention - Medicaid
reassignment of medicaid	Retention - Medicaid
telehealth	Telehealth

PAID MEDIA: KEYWORDS

KEYWORD	AD GROUP
telehealth benefit	Telehealth
telehealth nevada	Telehealth
telehealth services	Telehealth
medicaid deadline	Deadline
deadline to apply for medicaid	Deadline
medicaid sign up deadline	Deadline
medicaid renewal deadline	Deadline
deadline to renew medicaid	Deadline
medicaid deadline 2022	Deadline



05 Messaging Matrix

PROVIDER NETWORK

QUICK HITS:

In your network. In your corner.
 The care <you> need. Close to home.
 <We get <you>> covered with a large network of <doctors> in your area.
 <We get <you>> a large network of <doctors>.
 <We get <you>> access to <highly rated doctors>.

LONGER FORM:

<We get <you>> connected.
 Find the right doctor for your care needs with our large network of providers in your area.

<We get <you>> care.
 With SilverSummit, <emergency services>, <family planning>, and <women’s preventative health> are always covered. Even if you’re out of network.

<We get <you>> highly rated <doctors and specialists>.
 <%> of SilverSummit Medicaid members rate their <doctor> a 9 or 10.

DOCTORS YOU KNOW AND TRUST

Doctors you know. Care you trust.
 We’re on your side with doctors you know and trust.
 The doctors <you> want. Covered.

<We get <you>> access.
 Choose from our large network of <trusted> <providers> in your area.

NO REFERRALS NEEDED FOR SPECIALISTS

No referral? No problem.
 <We get <you>> access.
 See in-network specialists without a referral.
 No referrals needed for specialty care.
 Go to a specialist without having to see your <PCP> first
 <We get <you>> a large network of specialty care.

Get the care <you> need without jumping through hoops.
 <We get <you>> easy access to specialty care, no referrals needed.

See a specialist without the hassle.
 SilverSummit makes it easy for <you> to get the care <you> need with no referral needed for in-network specialists.

No referral? No problem.
 With SilverSummit, <you> can see in-network specialists without a referral. That’s Medicaid on your side.

When <you> need speciality care, we get <you> access without a referral.
 Sometimes specialty care is the most important care. That’s why we get <you> access without needing a referral first.

QUICK HITS:

LONGER FORM:

CHOICE OF DOCTOR

When it comes to your doctor, the choice is yours.
 Find the right doctor for <you>.
 <We get <you>> more.
 <We get <you>> care in your area.

<We get <you>> choices.
 With our large network of trusted providers, we'll help <you> find the right fit for your care needs.

UNLIMITED PCP VISITS

<We get <you>> better with unlimited visits to your doctor.
 <We get <you>> unlimited doctor's visits.
 <We get <you>> more access to your doctor.

See your doctor as many times as you need.
 SilverSummit is on your side with unlimited visits to your primary care physician.

NO REFERRALS NEEDED FOR SPECIALISTS

Pediatricians you know. Care you trust.
 The pediatricians you want. Covered.
 We get your little ones covered.
 <We get <you>> a large network of pediatricians and unlimited visits <for your kids>.

The care your child needs. Close to home.
 SilverSummit has your family covered with a large network of pediatricians in your area.
<We get <you>> connected.
 Find the right pediatrician for your child's care needs with our large network of providers in your area.
<We get <you>> choices.
 With our large network of trusted providers, we'll help <you> find the right doctors for your family's care needs.

CUSTOMER SERVICE

<Choose> Medicaid that treats you with respect.
 We get you <better> <customer service>.
 <We get <you>> trusted customer service.

<We get <you>> quality customer service.
 <Percent> of SilverSummit members stated they are always or usually treated with courtesy and respect by our customer service.
<We get <you>> answers <to your Medicaid questions>.
 <Percent> of SilverSummit members say they always or usually get the information or help they need from our customer service.

	QUICK HITS:	LONGER FORM:
DENTAL	<p>Two dental visits every year for brighter smiles.</p> <p>We're on your side with dental, vision, and mental health coverage.</p> <p>We get your family's smiles covered.</p> <p>We get your family dental coverage.</p> <p>We get your family whole-health benefits, including dental.</p>	<p><We get <you>> more. Get whole-health coverage including vision, dental, and mental health.</p> <p>Care for the whole you. We're on your side with vision, dental, and mental health coverage.</p> <p>Oral health benefits for your overall health. With our Medicaid plans, your dental health is covered. Get two annual cleanings to help take care of your whole health.</p>
VISION	<p><We get <you>> vision care</p> <p>We're on your side with vision benefits.</p> <p><We get <you>> vision benefits.</p> <p><We get <you>> eye exams.</p>	<p><We get <you>> more. SilverSummit is on your side with more whole-health benefits, including vision care, prescription eyewear, and more.</p> <p>Care for the whole you. We're on your side with vision coverage that includes routine eye exams, prescription eyewear, and more.</p>
MENTAL HEALTH	<p>Get the mental health support <you> need, when <you> need it.</p> <p>We're on your side with same-day mental health appointments.</p> <p><We get <you>> better.</p> <p><We get <you>> mental health coverage.</p> <p>Get access to same-day mental health support.</p> <p><We get <you>> same-day mental health support.</p>	<p>Care for the whole you. Get access to same-day mental health appointments. And if <you> need a ride, we've got <you> covered.</p> <p><We get <you>> there. SilverSummit will give <you> a ride to your appointments, so <you> can get the care <you> need without having to worry about your transportation.</p>

	QUICK HITS:	LONGER FORM:
CHECKUPS	<p><When it comes to managing your health, we get you annual doctor’s visits you need.></p> <p><Make sure you go to your yearly checkup.></p> <p><Annual visits are important for your long-term health.></p> <p><Annual checkups are essential for staying healthy.></p>	<p><We get <you> annual checkups.></p> <p><With our large network of providers, we’re here to help you schedule the appointments you need to stay healthy.></p>
HEALTH CONCERNS	<p><<Disease/illness name> is serious, and we can help.></p> <p><SSHP is here to help you, no matter what you’re going through.></p> <p><No matter your concern, we get you support.></p>	<p><Get assistance with what you need.></p> <p><<Disease/illness name> is serious, and we can offer you the care you need to prevent it.></p> <p><<Disease/illness name> is serious, but we can help you stay on top of your health.></p> <p><We’re here to help you.></p> <p><You don’t have to fight <cancer, heart disease, obesity> alone. SilverSummit has resources to support you.></p>
GOOD HABITS	<p><It’s important to get your flu shot.></p> <p><Get your COVID-19 vaccine today.></p> <p><Make sure you go to the doctor once a year.></p> <p><Wearing sunscreen is essential for your overall health.></p> <p><Your dental health is important too.></p> <p><Building healthy habits is key for better health.></p>	<p><Take part in managing your health.></p> <p><It’s vital that you look after your overall health by forming healthy habits for yourself.></p> <p><Make sure to stay on top of your health.></p> <p><At SilverSummit, we support you by getting you access to the immunization shots you need.></p>
FAMILY HISTORY	<p><Make sure your doctor knows about all of your family’s health history.></p> <p><We’re here to help you manage your health, even if you’re at high risk for <disease/illness name.>></p>	<p><We get you care for your health concerns.></p> <p><If you have a history of <disease/illness> in your family, SilverSummit is here to help you.></p>

DOLLAR REWARDS FOR HEALTHY ACTIVITIES

QUICK HITS:

Get money back for healthy activities.
 Make healthy choices. Get rewarded.
 Get up to <insert dollar amount> in dollar rewards for healthy activities.
 <We get <you>> rewards for healthy activities.
 <We get <you>> savings.
 Get Medicaid that pays <you> back.

LONGER FORM:

Get rewarded just for completing healthy activities.
 With the My Health Pays® rewards program, it's that easy.
<We get <you>> rewards.
 Earn up to <insert dollar amount> in dollar rewards for healthy activities, like seeing your doctor, with the My Health Pays® rewards program.
Eat right. Move more. See your doctor.
 Get rewarded for these healthy activities and more with the My Health Pays® rewards program.

DOLLAR REWARDS FOR GOING TO THE DOCTOR

Go to the doctor. Get rewarded.
 <We get <you>> rewards for going to the doctor.
 Going to the doctor? We've got rewards for that.

Going to the doctor? We've got rewards for that.
 Get up to <insert dollar amount> in dollar rewards with the My Health Pays® rewards program.
Get rewarded just for going to the doctor.
 With the My Health Pays® rewards program, <you> get money back by keeping an eye on your health.

OTC SAVINGS + PHARMACY

\$\$ for common over-the-counter items.
 <We get <you>> money to spend on over-the-counter-items.
 Get up to <insert dollar amount> per year for common over-the-counter items.
 <We get <you>> the things <you> need to feel better.
 <We get <you>> <over-the-counter> savings.
 <We get <you>> <free> pharmacy delivery.
 <We get <you>> pharmacy home delivery.

<We get <you>> over-the-counter savings.
 <We get <you>> money to spend on the things <you> need most, like shampoo, deodorant, and over-the-counter medicine.
<We get <you>> drugstore savings.
 Get up to <insert dollar amount here> a year for common over-the-counter items like medical supplies. It's just another way we get <you> covered.

REWARDS

QUICK HITS:

Get <up to \$175 in dollar rewards> for prenatal and postnatal visits.

Get rewarded for your prenatal and postnatal visits.

<Up to <\$175 in dollar rewards>> for new and expecting parents

We get pregnant members more.

<We get <you>> care during pregnancy.

With SilverSummit, new parents get rewarded.

New moms get more with SilverSummit.

<We get <new moms>> a spa package.

LONGER FORM:

<We get <you>> and your baby the care <you> need.
Get money back for going to prenatal and postnatal doctor visits with Medicaid from SilverSummit.

Get care for your baby and your budget.
Earn <up to \$175 in dollar rewards> when <you> go to prenatal and postnatal visits with SilverSummit.

<We get <you>> a new mom spa package.
With Medicaid from SilverSummit, new moms get a <free> manicure, pedicure, or massage.

<We get <you>> a <free> baby welcome kit.
With our Medicaid plans, new moms can get a <free> <car seat>, <portable crib>, or <baby shower in a box>.

<We get <you>> a <free> baby shower.
With SilverSummit Medicaid, new and expecting moms get a <free> baby shower including <baby necessities>, <immunizations>, <educational classes>, and more.

BABY ESSENTIALS

Covered: <diapers, a car seat, a breast pump>, and more.

Get access to a <car seat, diapers, and more> for <free>.

<We get <you>> <diapers, a car seat, a breast pump>, and more.

<We get <you>> <free> <baby essentials>.

<We get <you>> the baby items <you> need.

We get new parents the things they need.

<We get <you>> a <free> <electric breast pump>.

Give your baby a head start.
Get <free> diapers, <a breast pump>, <a car seat>, and more with SilverSummit Medicaid.

We get new parents the things they need.
Get access to <free> <diapers>, <a breast pump>, <a car seat>, and more with SilverSummit Medicaid.

<Diapers. Car seat. Breast pump.> Covered.
SilverSummit gets new parents the baby essentials they need at no cost.

CARE MANAGEMENT

QUICK HITS:

Get access to a personalized pregnancy care manager.
 <We get <you>> personalized care during pregnancy.
 <We get <you>> care during pregnancy.
 Personalized care when you're pregnant.
 <We get <you>> support during pregnancy.
 <We get <you>> support for <you> and your baby.
 <We get <you>> a pregnancy care manager.

LONGER FORM:

Expecting moms expect the best care.
 That's why we provide them with a personalized care manager as a guide during pregnancy.

Let us be your guide during pregnancy.
 Get access to a personalized care manager for the nine months <you> need it most.

We get pregnant members more support.
 With SilverSummit, expecting parents get a personal case manager to help with <prenatal screenings>, <postpartum follow-ups>, <breastfeeding>, <baby showers>, and more.

DOULAS

Access doula services at home.
 <We get <you>> at-home doula care.
 Pregnancy, postpartum, and newborn care.
 <We get <you>> access to prenatal doula services at home.
 <We get <you>> pregnancy, postpartum, and newborn care.
 <We get <you>> a doula birthing coach.
 <We get <you>> <pregnancy>, <postpartum>, and <newborn> care.
 <Your> labor and delivery <services>. Covered.
 <Newborn> labor and delivery care. Covered.
 <We get <your baby's> labor and delivery care.
 <We get <you>> ultrasounds.

Get doula services delivered to your door.
 <We get <you>> care at home from a licensed doula to help during pregnancy.

Expecting moms, get the care <you> need right at home.
 Get access to licensed, in-home doula services for pregnancy, postpartum, and newborn care.

<We get <you>> end-to-end pregnancy <support>.
 Get the pregnancy, postpartum, and newborn care <you and your baby need> with <SilverSummit> <Medicaid>.

<SilverSummit> gets <expecting parents> more.
 Get end-to-end pregnancy care, including labor and delivery services, ultrasounds, and OB-GYN appointments with <SilverSummit> Medicaid.

ADDICTION SUPPORT

QUICK HITS:

<We get <you>> support for addictions.
 <We get <you>> support for drug, alcohol, and cigarette addiction.
 <We get <you>> help when <you> need it most.
 <We get <you>> better.

LONGER FORM:

<We get <you>> support.
 Many people struggle with addiction, but <you> don't have to go through it alone. We're on your side with addiction services to help you.
We've got <you> covered when <you> need it most.
 Get help with addiction to drugs, alcohol, and cigarettes.

24/7 NURSE HOTLINE

Get a nurse's advice any time, day or night.
 <We get <you>> 24/7 access to nurse advice.
 <We get <you>> nurse advice.
 <We get <you>> a 24/7 nurse advice line.

Get the advice <you> need, when <you> need it.
 <We get <you>> access to our 24/7 nurse advice hotline.
<We get <you>> access anytime.
 When <you> need to talk to someone, we can help. Get advice from a nurse 24 hours a day, seven days a week.

URGENT CARE

<We get <you>> urgent care.
 <We get <you>> the care <you> need, when <you> need it.
 <We get <you>> in-home urgent care.
 <We get <you>> no-cost Ready Responders.

<We get <you>> urgent care.
 Get the care <you> need when <you> need it with SilverSummit Medicaid.
<We get <you>> urgent care at home.
 SilverSummit delivers the care <you> need to your home, so <you> don't have to wait.
<We get <you>> quick access to care.
 <%> of SilverSummit Medicaid members stated they always or usually get access to routine and urgent care.

ANSWERS AT THE TOUCH OF A BUTTON

QUICK HITS:

<We get <you>> telehealth services.

<We get <you>> access to doctors and nurses without leaving the house.

<We get <you>> answers at the touch of a button.

LONGER FORM:

<We get <you>> virtual doctor’s visits.
Need to see a doctor but can’t get to one? <We get <you>> access to telehealth services, so <you> can talk to a doctor right at home.

<We get <you>> care that feels like home, at home.
<We get <you>> access to telehealth services, so <you> can get the care <you> need from home or wherever <you> may be.

The doctor will see <you> now from the comfort of your own home.
Get answers at the touch of a button with telehealth services.

NO APPOINTMENT NECESSARY

<We get <you>> telehealth without an appointment.

No appointment needed for telehealth visits.

<We get <you>> care without an appointment.

<We get <you>> a doctor when <you> need one.
With SilverSummit, <you> can talk to a doctor without having to make an appointment with our telehealth services.

See a doctor on your schedule.
Your time is valuable. That’s why we get <you> access to doctors without an appointment through our telehealth services.

CARE WHEN YOU NEED IT

<We get <you>> care, whenever and wherever <you> need it.

<We get <you>> access to time-sensitive care.

<We get <you>> better.

<We get <you>> answers.
See a doctor without an appointment through our telehealth services.

Telehealth is care when and where <you> need it.
Get the care <you> need, on <your> schedule, with our telehealth services.

BOYS & GIRLS CLUBS

QUICK HITS:

We're on your side with <Boys & Girls Clubs> access.
 <We get <kids>> a <free Boys & Girls Clubs membership>.
 <FREE Boys & Girls Clubs memberships.>
 <We get <your kid>> rewards for healthy activities.
 <We get <you>> after-school program access.
 <We get <you>> childcare.

LONGER FORM:

<We get <you>> more.
 Get a <free Boys & Girls Clubs membership> when <you> <take your kids to their annual physical>.

Making healthy choices has perks for the whole family.
 With our <Medicaid> plans, your kids can enjoy a <free Boys & Girls Clubs membership> just for <going to their annual physical>.

Take care of <your kid's> health and happiness.
 With our <Medicaid> plans, your kid can get a <free Boys & Girls Clubs membership> with their annual physical.

YMCA FAMILY MEMBERSHIP

We're on your side with <free> YMCA family memberships.
 <We get <kids>> a <free> YMCA family membership.
 <FREE> YMCA family memberships
 <We get <your kid>> rewards for healthy activities.

<We get <your family>> more.
 Get a <free YMCA family membership> when <you> <take your kids to their annual physical>.

Making healthy choices has perks for the whole family.
 With our <Medicaid> plans, your kids can enjoy a <free YMCA family membership> just for <going to their annual physical>.

Take care of <your family's> health and happiness.
 With our <Medicaid> plans, <your kid> can get a <free YMCA family membership> with their annual physical.

MISC.
Tutoring, school supplies, parenting, summer camp

We're on your side with <free> tutoring.
 <We get <kids>> <free> tutoring.
 <We get <your kids>> summer camps.
 <We get <you>> parenting classes.
 <We get <you>> school supplies <for your kids>.

<We get <your kids>> more.
 With SilverSummit Medicaid, <your kids> can get <free> tutoring, <free> YMCA access, and <free> Boys & Girls Clubs memberships.

WEIGHT WATCHERS®

QUICK HITS:

We get you the Weight Watchers® program.
 The Weight Watchers® program at no cost.
 Get a Weight Watchers® program membership.
 Ten weeks of the Weight Watchers® program.

LONGER FORM:

Get access to the Weight Watchers® program at no cost.
 Take control and stay healthy. The Weight Watchers® program is available for you through SilverSummit!

We get you the Weight Watchers® program.
 Do you need help getting back on track? SilverSummit members can receive up to 14 weeks of support from the Weight Watchers® program.

\$0 PCP VISITS

Get primary care visits at no cost to you.
 No-cost primary care visits.
 No-cost doctor’s visits.
 Get primary care for \$0.
 \$0 primary care visits.
 \$0 doctor’s visits.
 <We get <you>>primary care at no cost.
 <We get <you>> \$0 doctor’s visits.
 <We get <you>> more for less.

Your primary care visits just got a lot more affordable.
 See your doctor for \$0 when <you> sign up with us.

How does primary care for \$0 sound?
 That’s what we get <you> at SilverSummit.

\$0 COPAY

**Limits may apply*

<We get <you>> \$0 copays.*
 We get your copays covered.*
 Your copays, covered by us.*
 <We get <you>> savings.

Let us pay your copay.
 We’ve got <you> covered with \$0 copays* when <you> visit a doctor.

No copays. Ever.*
 <We get <you>> \$0 copays*, which means more affordable access to care. And more money in your pocket.

TRANSPORTATION

QUICK HITS:

Get a ride to the doctor.
 <We get <you>> <free> rides to your appointments.
 <We get <you>> where <you> need to be.
 Choose Medicaid that picks <you> up.
 Free rides to your medical appointments, the DMV, WIC, and social services.

LONGER FORM:

<We get <you>> there and back.
 SilverSummit will give <you> a ride to and from your appointments, so <you> can get the care <you> need without having to worry about your transportation.

Going to a doctor’s appointment? We’ll help <you> get there.
 SilverSummit is on your side with rides to and from your visit.

<We get <you>> going.
 Care should be convenient. We’ll pick <you> up and take <you> home when <you> need to see a doctor.

<We get <you>> free rides.
 With SilverSummit, <you> can get <free> transportation to your medical appointments, the DMV, WIC, and social services.

**LOCAL STAFF
 + HOUSING**

We’re on your side with local staff.
 <We get <you>> connected to local support.
 <We get <you>> local support.
 <We get <you>> meals, rides, and <access to> housing.
 <<Our local staff> gets <you>> a place to stay.
 <We get <you>> access to housing.
 <We get <you>> a place to stay.
 We’re on your side and in your community.
 We have partnerships in the community for everyday needs.
 <We get <you>> <reserved> <emergency> shelter beds.
 <We get <you>> housing support.
 <We get <you>> housing resources.

<We get <you>> better.
 Warm meals, rides to the doctor, and a place to stay. Get connected to the things <you> need every day through SilverSummit.

<We get <you>> everyday essentials.
 Our local staff can help <you> find meals, transportation, and a place to stay.

<We get <you>> support.
 We have local staff from communities where <you> live to help access food, transportation, housing, IDs, and more.

FOOD ASSISTANCE

QUICK HITS:

- We're on your side with food assistance programs.
- <We get <you>> warm meals.
- <We get <you>> food assistance.
- <We get <you>> rides to the grocery store.
- <We get <you>> access to healthy food.
- <We get <you>> cooking classes.
- <We get <you>> diabetes management <classes.>

LONGER FORM:

- Healthy meals, every day.**
<We get <you>>access to the food <you> need with grocery vouchers, access to farmers markets, and home delivery.
- <We get <you>> access to food.**
Going hungry is not an option. When it comes to meals, we've got <you> covered with grocery vouchers, access to farmers markets, and home-delivered meals.

OTHER

Transitioning after incarceration, ID support, resource centers

- <We get <you>> access to housing.
- <We get <you>> a place to stay.
- <We get <you>> financial support for IDs.
- <We get <you>> financial support for GEDs.
- Get financial support for IDs, GEDs, and birth certificates.
- <We get <you>>> job training.
- We'll help <you> get on your feet.
- <We get <you>> supportive substance use recovery with rewards.
- <We get <you>> up to <\$300> for your next steps.
- <We get <you>> support for your next steps.
- <We get <you>> access to wellness services, transportation, housing, workforce development, peer support, recovery support, and more.

- <We get <you>> a place to stay.**
SilverSummit can help <you> get access to housing, including transitional, rapid, and long-term support.
- <We get <you>> support.**
Get financial support for IDs, GEDs, birth certificates, and more with Medicaid from SilverSummit.
- <We get <you>> financial support.**
If you're pursuing a job, more education, or transitioning from incarceration, <you> can get up to \$300 for equipment to help <you> get started.
- <We get <you>> more.**
Get access to our Summit Resource Center with meals, showers, laundry, computers, NA/AA meetings, transportation, mental health support, and more.
- <We get <you>> financial support for your next step.**
If you're pursuing a job or education or are transitioning from incarceration, we'll give <you> up to <\$300> to use on equipment for your next steps.
- If <you> are experiencing <domestic violence>, we're here to help. Get access to <list benefits>.

**CARE
MANAGEMENT
+ DISEASE
COACHING**

QUICK HITS:

We're on your side with food assistance programs.
 <We get <you>> warm meals.
 <We get <you>> food assistance.
 <We get <you>> rides to the grocery store.
 <We get <you>> access to healthy food.
 <We get <you>> cooking classes.
 <We get <you>> diabetes management <classes.>

LONGER FORM:

Healthy meals, every day.
 <We get <you>>access to the food <you> need with grocery vouchers, access to farmers markets, and home delivery.

<We get <you>> access to food.
 Going hungry is not an option. When it comes to meals, we've got <you> covered with grocery vouchers, access to farmers markets, and home-delivered meals.

HEALTH EQUITY

Translation, access, preventative care, cultural competency

<Our community solutions team> gets <you> access <to care>.
 <We get <you>> connected <to care>.
 <We get <you>> preventative care.
 <We get <you>> culturally competent <care>.
 <We get <LGBTQ+ folks>> covered.
 Care for the whole you.
 No judgment — just access to care.
 Healthcare for all.
 We get <LGBTQ+ members> the care they need.

Get the <care> you deserve.
 SilverSummit staff and providers are trained to treat the whole you, so you can receive services that are respectful of your social and cultural needs.

<We> get LGBTQ+ members more.
 SilverSummit gets LGBTQ+ members support for sexual orientation, gender identity, and expression.

Compassionate care as unique as you are.
 Gender and identity journeys are different for everyone. Wherever you are on yours, we'll help you get the care you need.

We get you care in your language.
 SilverSummit members get <free> access to interpretation, including languages, signers, and TDD/TTY services.

MEDICAID

- <1 in 4 Nevadans is on Medicaid.>
- <25% of Nevadans are covered by Medicaid.>
- <59% of medicaid enrollees are working in Nevada.>

PREGNANCY

- <Moms and kids make up 48% of people covered by Medicaid in Nevada.>

CHILDREN + SENIORS

- <61% of all children in Nevada are covered by Medicaid.>
- <Over half of the children in Nevada are covered by Medicaid.>
- <58% of nursing home residents in Nevada are covered by Medicaid.>

LOCAL SUPPORT

- <Roughly 50,000 people go directly to a shelter after being released from prison every year.>
- <1 in 7 people in Clark County is food insecure.>

MEDICAID FOCUSED

Get Medicaid coverage from SilverSummit.
Get Medicaid that covers more from SilverSummit.
Get Medicaid <you> can count on from SilverSummit.

SOCIAL MEDIA

Follow us on social.
Keep up with SilverSummit on social.
Stay connected.

CHOICE

Choose a better Medicaid plan.
Choose a better health plan.
Choose SilverSummit.
Choose by <date>.
Choose SilverSummit by <date>.
Choose Medicaid that covers more.

LEARN MORE

Find out more.
Get the details.
Learn about our plans.
We're here to help.
Questions? We're here to help.

SWITCHING PLANS

Switch to us.
Switch to SilverSummit.
Switch to something better.
Now's your chance to sign up.
Here's your chance to go with SilverSummit.
Now's the time to sign up.

BENEFITS FOCUSED

Get the Medicaid benefits <you> deserve.
Choose Medicaid that gets <you> more.

- Faster service.
- Same <insert provider name>, plus more!
- Similar value-added benefits, plus more!
- Same hospitals.
- <Your> free extra benefits <insert value added benefit name>. Plus more!
- Currently with, or a patient at, <insert provider name here>?
- Many of the same doctors.
- Many of the same mental health providers.
- See a doctor today, no waiting.
- Your health matters.
- Health equity always.
- Reach your health potential.
- Don't take your health for granted.
- Eat well. Live longer.
- Say yes to good health.
- Let's talk healthy.
- Caring for the whole patient.
- Protect your health with a simple checkup.
- Your health is our top priority.
- Sooner is always better.
- Healthy bodies, healthy minds.
- Give us a chance to prove we care.
- An ounce of prevention is worth a pound of cure.
- We make it easy to get you healthy.
- Get healthy with telehealth.
- Put your health in good hands.
- Your primary care doctor, (insert provider name here) plus many more.
- Choose a doctor at one of our large provider groups (insert provider name here) plus more.
- Choose a provider at one of our large provider groups, (insert provider name here,) where the doctor is ready to see you now.
- Free for SilverSummit members.
- Washoe County SilverSummit members.
- Clark County SilverSummit members.
- Stay and enjoy.
- Your education matters.
- Free GED assistance.
- We pay for your GED.
- No referrals needed.
- Easy access for your convenience.
- No waiting, quality service.
- Need a ride? We got you.
- Stay with us.
- Stay connected.
- Help moving from hospital to home.
- Transitional care.
- Changing the way health care used to be.
- Old health care doesn't work.
- SilverSummit works for you.
- We work harder.
- You are in good hands with us.
- More incentives for your needs.
- Be happy. Be healthy.
- All the care you need in one place.
- Head to toe coverage.
- Always working for you.
- New ideas for your changing needs.
- How to enroll in <Medicaid>.
- <Open enrollment>.
- <Get a Medicaid plan that covers more.>
- Signed up for Medicaid <within the past three months>? You may still be able to Switch to SilverSummit.
- Don't go without <health insurance>.
- Don't let <your family> go without <health insurance>.
- You may qualify for free <health insurance>.
- Get help signing up for <programs like:> <Medicaid>, <health insurance>, <SNAP>, <WIC>, <energy assistance,> and <childcare assistance>.
- <You> deserve healthcare.
- <<You> may qualify for free <health insurance>.
- <<Partner Name> has been working in the community for <insert # of> years.>
- <For <insert # of> years, we've partnered with <Partner Name.>
- <Safe and trusted community partner.>

- <Clark County Detention Center.>
- <Find out now if you can get these services.>
- <You may qualify for these services. Find out here.>
- <Did you know you may qualify for these services? Learn more.>
- <SilverSummit is working with <Partner Name>, a safe and trusted community partner.>
- <<Partner Name> is a safe and trusted community partner.>
- <SilverSummit and <Partner Name> have been working together for <insert # of> years.>
- <For our Hispanic families, regardless of your immigration status, we can help you find the right Medicaid plan for you and your family.>
- <SilverSummit offers you access to care, regardless of your immigration status.>
- <We're Here to help. Call us and we'll provide application assistance.>
- <Apply in person at your local Division of Welfare and Supportive Services (DWSS) District Office.>

SILVERSUMMIT HEALTHPLAN - HEALTH CARE SERVICES INFORMATION

Location	Medical Benefits	Hospitals	Value-Added Benefits	Obstetrical Provider Access	Pharmacy	Urgent Care	Mental Health Services
North	<ul style="list-style-type: none"> ▪ Large Provider, Specialty, and Behavioral Health Network ▪ Unlimited visits to your primary care provider ▪ Unlimited pediatrician visits ▪ Maternity Care, Midwife & Doula Services ▪ Physical Therapy ▪ Hospital Care ▪ Pediatric and Teen Behavioral Health ▪ Ready responders - At Home Urgent Care ▪ Doctoroo ▪ Birth Control/Family Planning ▪ Well Visits for Children ▪ Chiropractic (under age 21) ▪ Durable Medical Equipment ▪ Annual preventative eye exam, eyeglasses and medical necessity contact lenses ▪ Hearing Tests ▪ Preventative Screenings ▪ Immunizations ▪ Nursing Home Services ▪ Private Duty Nursing ▪ Home Health Care ▪ Occupational Therapy Services ▪ Orthotics & Prosthetics ▪ Physical Therapy Services ▪ Native American Access to Care ▪ Second nebulizer for school <p><i>This is not a complete list of all benefits offered.</i></p>	<ul style="list-style-type: none"> ▪ All local hospitals ▪ Renown Regional Medical Center ▪ Renown South Meadows Medical Center ▪ Northern Nevada Medical Center ▪ Sierra Hospital (New Hospital coming 2022) ▪ St. Mary's Regional Medical Center ▪ Reno Behavioral Health Hospital ▪ West Hills <p><i>Local Care to help with coordination of care from hospital to outpatient services.</i></p>	<p>For Easy Healthy Living:</p> <ul style="list-style-type: none"> ▪ Get up to \$800.00+ in Visa gift card rewards by going to the doctor and joining programs* ▪ Save Time - No Referrals Required for Specialty Care (go to a specialist without having to see your PCP first!) ▪ Free Costco Card ▪ Free Rides to medical, dental, vision & other appointments such as WIC, Social Services, & DMV ▪ Free Pharmacy Home Delivery ▪ Up-to-\$120.00 of free over the counter items shipped directly to you ▪ Free Home Delivered Meals Program* ▪ Additional Dental Cleaning's & X-Rays ▪ Free Smart Phone & Free talk, text & data from SafeLink Wireless ▪ Free Xtra Saving Program for Dollar General, Family Dollar, CVS and Walgreens ▪ Free Weight Watchers Membership* ▪ Telehealth - safely get care from anywhere ▪ 24/7 Nurse Hotline ▪ Free Coaching Support Programs* ▪ Local staff to help access community resources <p>For new and expecting Moms and Dads</p> <ul style="list-style-type: none"> ▪ New Mom Spa rejuvenation package. Choose manicure, pedicure, or 30 minute massage.* ▪ Free Baby Welcome Kit choice of car seat, baby shower in a box that includes a newborn essential kit, or SafeSleep cribette kit* ▪ Free Electronic Breast Pump* ▪ Pregnant Moms get up to \$175.00 in Visa gift card rewards ▪ Annual Baby Showers including free baby necessities, immunizations, education classes, parenting resources and more* ▪ Doula/Birthing Coach <p>For Families</p> <ul style="list-style-type: none"> ▪ Free Boys and Girls Club membership* ▪ Free Tutoring* <p>For Taking Next Steps</p> <ul style="list-style-type: none"> ▪ Access to Housing * ▪ Up to \$300 for Equipment for members transitioning from incarceration or pursuing jobs or education* ▪ Financial assistance for ID cards, birth certificate and GED* ▪ Supportive Substance Use Recovery Program with Rewards ▪ Summit Resource Center- staffed to assist members, provide meals, showers, laundry, computer access, NA/AA meetings, transportation, employment, peer, primary and behavioral health services. <i>Coming in the Spring</i> ▪ Local staff to assist members <p style="text-align: right;"><i>*Applies to qualified individuals.</i></p>	<p>Direct access to a large network of OB/GYNs.</p> <p>Other Benefits:</p> <ul style="list-style-type: none"> ▪ New Mom Spa rejuvenation. Choose a manicure, pedicure, or 30-minute massage.* ▪ Free Baby Welcome Kit choice of car seat, baby shower in a box that includes a newborn essential kit, or SafeSleep cribette kit* ▪ Free Electronic Breast Pump* ▪ Pregnant Moms get up to \$175.00 in Visa gift card rewards ▪ Annual Baby Showers including free baby necessities, immunizations, education classes, parenting resources and more* ▪ Doula/Birthing Coach ▪ Personal case manager to help with pre-natal screenings and postpartum follow-up, breastfeeding support, baby showers and more! ▪ Doula Birthing Coach ▪ Pregnant members in their third trimester can keep getting care from their current OB even if the OB is not in our plan ▪ Ride Share Transportation to appointments 	<ul style="list-style-type: none"> ▪ Over-the-Counter Medications (Prescription required) ▪ Enhanced-Over-the Counter benefit (No prescription required) <ul style="list-style-type: none"> ▪ \$30 per household each quarter ▪ Medications (1x) (routine such as asthma/diabetes/high blood pressure) ▪ Smoking Cessation Medications (covered) ▪ Pharmacy Network includes: Major drugstore chains and many independent pharmacies <ul style="list-style-type: none"> ▪ CVS ▪ Walmart ▪ Sam's Club ▪ Raley's ▪ Safeway ▪ Sav-On ▪ Save Mart ▪ Smith's ▪ Target ▪ Walgreens <p>Free home delivery of specialty medications</p> <p>Free home delivery from select independent pharmacies</p>	<p>Saint Mary's Urgent Care (4 Locations)</p> <ul style="list-style-type: none"> ▪ Galena ▪ Northwest Reno ▪ Spanish Springs ▪ North Valleys <p>Renown Urgent Care</p> <ul style="list-style-type: none"> ▪ Fallon ▪ Fernley ▪ Ryland ▪ USA Parkway <p>Incline Village Urgent Care</p> <p>CVS Minute Clinics</p>	<p>Inpatient services (Mill Street Care Center) Opening 1/1/22</p> <ul style="list-style-type: none"> ▪ Inpatient alcohol/substance use treatment services ▪ Residential treatment center (ages 21 and under only) ▪ Local staff to help with coordination of care from hospital, jail or prison to outpatient services ▪ Walk-In Resource Center located on Mill Street provides comprehensive Behavioral Health services <p>Wrap Around Services</p> <ul style="list-style-type: none"> ▪ Access to same day psychiatric services ▪ Crisis Services - access to same day talk therapy services ▪ Guaranteed access to Suboxone services ▪ Injectable clinic ▪ Centralized scheduling and immediate access to crisis and triage services ▪ Transportation to and from appointments and housing placements ▪ Resources to obtain clothes, laundry money, food and medication ▪ Access to community-based housing ▪ Access to clinic services which include: <ul style="list-style-type: none"> ▪ Talk Therapy, Medication Management, Primary Medical Services, Suboxone Treatment, Chemical Dependency Assessments, Behavioral Health, and Chemical Dependency Intensive Outpatient day and evening groups and after care group services

SILVERSUMMIT HEALTHPLAN - HEALTH CARE SERVICES INFORMATION

Location	Medical Benefits	Hospitals	Value-Added Benefits	Obstetrical Provider Access	Pharmacy	Urgent Care	Mental Health Services
South	<ul style="list-style-type: none"> ▪ Large Provider, Specialty, and Behavioral Health Network ▪ Unlimited visits to your primary care provider ▪ Unlimited pediatrician visits ▪ Maternity Care, Midwife & Doula Services ▪ Physical Therapy ▪ Hospital Care ▪ Pediatric Behavioral Health ▪ Ready responders – At Home Urgent Care ▪ Birth Control/Family Planning ▪ Well Visits for Children ▪ Chiropractic (under age 21) ▪ Durable Medical Equipment ▪ Annual preventative eye exam, eyeglasses and medical necessity contact lenses ▪ Hearing Tests ▪ Preventative Screenings ▪ Immunizations ▪ Nursing Home Services ▪ Private Duty Nursing ▪ Home Health Care ▪ Occupational Therapy Services ▪ Orthotics & Prosthetics ▪ Physical Therapy Services ▪ Native American Access to Care ▪ Second nebulizer for school <p><i>This is not a complete list of all benefits offered.</i></p>	<ul style="list-style-type: none"> ▪ Boulder City Hospital ▪ Centennial Hills Hospital ▪ Desert Springs Hospital ▪ Henderson Hospital ▪ Mountain View Hospital ▪ North Vista Hospital ▪ Southern Hills Hospital ▪ Spring Valley Hospital Medical Center ▪ Summerlin Hospital Medical Center ▪ Sunrise Hospital and Medical Center ▪ Sunrise Children's Hospital ▪ University Medical Center of Southern Nevada ▪ Valley Hospital Medical Center 	<p>For Easy Healthy Living</p> <ul style="list-style-type: none"> ▪ Get up to \$800.00+ in Visa gift card rewards by going to the doctor and joining programs* ▪ Save Time - No Referrals Required for Specialty Care (go to a specialist without having to see your PCP first!) ▪ -Free Costco Card ▪ Free Rides to medical, dental, vision & other appointments such as WIC, Social Services, & DMV ▪ Free Pharmacy Home Delivery ▪ Up-to \$120.00 of free over the counter items shipped directly to you ▪ Free Home Delivered Meals Program* ▪ Additional Dental Cleaning's & X-Rays ▪ Free Smart Phone & Free talk, text & data from Safelink Wireless ▪ Free Xtra Saving Program for Dollar General, Family Dollar, CVS and Walgreens ▪ Free Weight Watchers Membership* ▪ Telehealth – safely get care from anywhere ▪ 24/7 Nurse Hotline ▪ Free Coaching Support Programs* ▪ Local staff to help access community resources <p>For new and expecting Moms and Dads</p> <ul style="list-style-type: none"> ▪ New Mom Spa rejuvenation. Chose a manicure, pedicure, or 30 minute massage.* ▪ Free Baby Welcome Kit choice of car seat, baby shower in a box that includes a newborn essential kit, or SafeSleep cribette kit* ▪ Free Electronic Breast Pump* ▪ Pregnant Moms get up to \$175.00 in Visa gift card rewards ▪ Annual Baby Showers including free baby necessities, immunizations, education classes, parenting resources and more* ▪ Doula/Birthing Coach <p>For Families</p> <ul style="list-style-type: none"> ▪ Free Boys and Girls Club membership* ▪ Free Tutoring* <p>For taking Next Steps</p> <ul style="list-style-type: none"> ▪ Access to Housing: Transitional, Rapid & Long-Term Supportive * ▪ Up to \$300 for Equipment for members transitioning from incarceration or pursuing jobs or education* ▪ Financial assistance for ID cards, birth certificate and GED* ▪ Supportive Substance Use Recovery Program with Rewards* ▪ Job training programs* ▪ Summit Resource Center- staffed to assist members, provide meals, showers, laundry, computer access, NA/AA meetings, transportation, employment, peer, primary and behavioral health services. ▪ Local staff to assist members <p style="text-align: right;"><i>*Applies to qualified individuals.</i></p>	<p>Direct access to a large network of OB/GYNs.</p> <p>Other Benefits:</p> <ul style="list-style-type: none"> ▪ New Mom Spa rejuvenation. Choose a manicure, pedicure, or 30-minute massage.* ▪ Free Baby Welcome Kit choice of car seat, baby shower in a box that includes a newborn essential kit, or SafeSleep cribette kit* ▪ Free Electronic Breast Pump* ▪ Pregnant Moms get up to \$175.00 in Visa gift card rewards ▪ Annual Baby Showers including free baby necessities, immunizations, education classes, parenting resources and more* ▪ Doula/Birthing Coach ▪ Personal case manager to help with pre-natal screenings and postpartum follow-up, breastfeeding support, baby showers and more! ▪ Doula Birthing Coach ▪ Pregnant members in their third trimester can keep getting care from their current OB even if the OB is not in our plan ▪ Ride Share Transportation to appointments 	<ul style="list-style-type: none"> ▪ Over-the-Counter Medications (Prescription required) ▪ Enhanced-Over-the Counter benefit (No prescription required) <ul style="list-style-type: none"> ▪ \$30 per household each quarter ▪ Medications <ul style="list-style-type: none"> ▪ 34 day retail supply ▪ 100 day supply for maintenance medications ▪ Smoking Cessation Medications (covered) ▪ Pharmacy Network includes: Major drugstore chains and many independent pharmacies ▪ Albertson's ▪ CVS ▪ Safeway ▪ Sam's Club ▪ Sav-On ▪ Smith's ▪ Target ▪ Vons ▪ Walgreens ▪ Walmart <p>Free home delivery of specialty medications</p> <p>Free home delivery from select independent pharmacies</p>	<p>Advanced Urgent Care</p> <ul style="list-style-type: none"> ▪ Best Urgent Care ▪ Dynamic Urgent Care ▪ Sahara West Urgent Care ▪ UMC Quick Care ▪ CareNow Urgent Care ▪ CVS Minute Clinics 	<p>Summit Center (opened 2/1/2020)</p> <ul style="list-style-type: none"> ▪ Provides a variety of resources from meals to showers, clothing, internet services, and access to psychiatrists and Behavioral Health clinicians <p>Summit Behavioral Health Systems provides comprehensive Behavioral Health services</p> <p>Wrap Around Services</p> <ul style="list-style-type: none"> ▪ Access to same day psychiatric services ▪ Crisis Services – access to same day talk therapy services ▪ Guaranteed access to Suboxone services ▪ Injectable clinic ▪ Centralized scheduling and immediate access to crisis and triage services ▪ Transportation to and from appointments and housing placements ▪ Free access to the Summit Resource Center to obtain clothes, laundry services, food, internet access and medication ▪ Access to community based housing ▪ Access to clinic services which include: <ul style="list-style-type: none"> ▪ Talk Therapy, Medication Management, Primary Medical Services, Suboxone Treatment, Chemical Dependency Assessments, Behavioral Health, and Chemical Dependency Intensive Outpatient day and evening groups and after care group services <p>Inpatient services</p> <ul style="list-style-type: none"> ▪ Inpatient alcohol/substance use treatment services ▪ Residential treatment center (ages 21 and under only) ▪ Coordination of care from hospital to outpatient services

SILVERSUMMIT HEALTHPLAN - INFORMACIÓN DE LOS SERVICIOS DE ATENCIÓN DE LA

Ubicación	Beneficios Médicos	Hospitales	Beneficios de valor agregado	Acceso a proveedores de obstetricia	Farmacia	Atención Urgente	Servicios de Salud Mental
<p>Norte</p>	<ul style="list-style-type: none"> ▪ Gran red de proveedores, especialistas y profesionales de la salud conductual ▪ Visitas al PCP ilimitadas ▪ Visitas ilimitadas al pediatra ▪ Atención por maternidad y servicios de partera y doula ▪ Fisioterapia ▪ Atención hospitalaria ▪ Salud conductual pediátrica y para adolescentes ▪ Personal de emergencia: atención de urgencia en el hogar ▪ Doctoroo® ▪ Control de la natalidad/planificación familiar ▪ Visitas de bienestar para niños ▪ Quiropráctico (menores de 21 años) ▪ Equipo médico duradero ▪ Examen de la vista preventivo anual, anteojos y lentes de contacto necesarios por razones médicas ▪ Exámenes auditivos ▪ Exámenes preventivos ▪ Vacunas ▪ Servicios en institución geriátrica ▪ Servicios de enfermería privada ▪ Atención médica en el hogar ▪ Servicios de terapia ocupacional ▪ Ortesis y prótesis ▪ Servicios de fisioterapia ▪ Acceso a la atención de nativos americanos ▪ Segundo nebulizador para la escuela <p><i>Esta no es una lista completa de todos los beneficios ofrecidos.</i></p>	<ul style="list-style-type: none"> ▪ Todos los hospitales locales ▪ Renown Regional Medical Center ▪ Renown South Meadows Medical Center ▪ Northern Nevada Medical Center ▪ Sierra Hospital (nuevo hospital a partir de 2022) ▪ St. Mary's Regional Medical Center ▪ Reno Behavioral Health Hospital ▪ West Hills <p><i>El personal local ayuda con la coordinación de la atención de servicios hospitalarios para pacientes ambulatorios.</i></p>	<p>Para una vida saludable y sin sobresaltos:</p> <ul style="list-style-type: none"> ▪ Obtenga recompensas de hasta \$800.00 o más en tarjetas de regalo de Visa por ir al médico y participar en programas*. ▪ Gane tiempo: No necesita una remisión del médico para recibir atención especializada (¡no hace falta ir antes al PCP para ver a un especialista!). ▪ Tarjeta de Costco gratuita. ▪ Traslados sin costos a citas médicas, dentales, de la visión y otras, por ejemplo, al programa WIC, al Departamento de Servicios Sociales o al DMV. ▪ Entregas de farmacia en el hogar sin costo. ▪ Hasta \$120.00 en artículos de venta libre gratuitos que se le envían directamente a usted. ▪ Comidas gratuitas en el hogar con el programa Home Delivered Meals*. ▪ Limpiezas y rayos X dentales adicionales. ▪ Teléfono inteligente, minutos de voz, mensajes de texto y datos gratuitos de SafeLink Wireless. ▪ Programa gratuito de ahorros adicionales en Dollar General, Family Dollar, CVS y Walgreens. ▪ Membrecía de Weight Watchers sin costo*. ▪ Telesalud: Obtenga cuidado de manera segura desde cualquier lugar. ▪ Línea de Atención con Enfermeras disponible las 24 horas, los 7 días de la semana. ▪ Programas gratuitos de asesoramiento y apoyo*. ▪ Personal local para facilitar el acceso a los recursos comunitarios. <p>Para madres y padres primerizos o que cursan un embarazo</p> <ul style="list-style-type: none"> ▪ Espá rejuvenecedor para la mamá del recién nacido. Elija un servicio de manicura, pedicura o 30 minutos de masajes*. ▪ Un kit gratuito de bienvenida para el bebé. Puede optar entre un asiento para automóvil, una caja con regalos, que incluye un kit de artículos esenciales para el recién nacido, o un kit de cuna portátil para el sueño seguro del bebé*. ▪ Sacaleches electrónico sin costo*. ▪ Las mujeres embarazadas obtienen recompensas de hasta \$175.00 en tarjetas de regalo de Visa. ▪ Fiestas del bebé todos los años donde se incluyen, sin costo, artículos necesarios para el recién nacido, vacunas, clases educativas, recursos para padres y más*. ▪ Doulas o asesoramiento para el parto. <p>Para familias</p> <ul style="list-style-type: none"> ▪ Membrecía de Boys and Girls Club sin costo*. ▪ Tutorías gratuitas*. <p>Para dar los pasos siguientes</p> <ul style="list-style-type: none"> ▪ Acceso a viviendas*. ▪ Hasta \$300 para equipamiento: Miembros que se encuentren en transición después de una detención, o que quieran capacitarse o conseguir trabajo*. ▪ Ayuda financiera para obtener tarjetas de identificación, actas de nacimiento y el GED*. ▪ Programa de recuperación por consumo de sustancias que brinda contención y recompensas*. ▪ Centro de recursos: Cuenta con personal para ayudar a los miembros, se ofrece comidas, duchas, acceso a computadoras, reuniones de NA o de AA, así como servicios de lavandería, transporte, empleo y de cuidado primario o entre pares para problemas de salud del comportamiento. Nuevo a partir de la primavera. ▪ Personal local para ayudar a los miembros. <p style="text-align: center;"><i>*Para las personas que reúnen los requisitos.</i></p>	<p>Acceso directo a una gran red de ginecólogos obstetras</p> <p>Otros beneficios:</p> <ul style="list-style-type: none"> ▪ Programa de embarazo que brinda una bomba extractora de leche y una cuna Cribette gratuitas. ▪ Un administrador de casos personalizado que brinda ayuda con evaluaciones prenatales y seguimiento posparto, apoyo al amamantamiento, baby showers y más ▪ Doula o ayudante para el parto ▪ Las afiliadas en el tercer trimestre de embarazo pueden continuar atendiendo con su obstetra actual incluso si no está en nuestro plan ▪ Viajes compartidos a las citas 	<ul style="list-style-type: none"> ▪ Medicamentos de Venta Libre (Se requiere receta del médico) ▪ Beneficio Mejorado de Medicamentos de Venta Libre (No se requiere receta) <ul style="list-style-type: none"> ▪ \$30 por hogar cada trimestre ▪ Medicamentos <ul style="list-style-type: none"> ▪ Suministro de minorista para 34 días ▪ Suministro de 100 días para medicamentos de mantenimiento ▪ Medicamentos para Dejar de Fumar (cubiertos) ▪ La Red de Farmacia incluye: Cadenas grandes de farmacias y muchas farmacias independientes <ul style="list-style-type: none"> ▪ CVS ▪ Walmart ▪ Sam's Club ▪ Raley's ▪ Safeway ▪ Sav-On ▪ Save Mart ▪ Smith's ▪ Target ▪ Walgreens <p>Entrega gratis a domicilio de medicamentos de especialidad</p> <p>Entrega gratis a domicilio desde determinadas farmacias independientes</p>	<p>Saint Mary's Urgent Care (4 ubicaciones)</p> <ul style="list-style-type: none"> ▪ Galena ▪ Northwest Reno ▪ Spanish Springs ▪ North Valleys <p>Renown Urgent Care</p> <ul style="list-style-type: none"> ▪ Fallon ▪ Fernley ▪ Ryland ▪ USA Parkway <p>Incline Village Urgent Care</p> <p>CVS Minute Clinics</p>	<p>Servicios para pacientes hospitalizados (Mill Street Care Center) abre el 1/1/22</p> <ul style="list-style-type: none"> ▪ Servicios de tratamiento para el abuso de alcohol o sustancias para pacientes hospitalizados ▪ Centro de servicios de tratamiento residencial (solo para personas menores de 21 años) ▪ Personal local que ayuda con la coordinación de la atención del hospital, la cárcel o la prisión relacionada con los servicios para pacientes ambulatorios ▪ El Centro de Recursos Sin Cita Previa ubicado en la calle Mill Street brinda servicios integrales de salud conductual <p>Servicios completos</p> <ul style="list-style-type: none"> ▪ Acceso a servicios psiquiátricos en el día ▪ Servicios en casos de crisis (acceso a servicios de psicoterapia en el día) ▪ Acceso garantizado a servicios de tratamiento con Suboxone ▪ Clínica de inyectables ▪ Programación centralizada y acceso inmediato a servicios para casos de crisis y determinación de prioridades ▪ Transporte de ida y vuelta a las citas y colocaciones en vivienda ▪ Recursos para obtener ropa, dinero para lavar la ropa, alimentos y medicamentos ▪ Acceso a vivienda basada en la comunidad ▪ Acceso a servicios clínicos que incluyen: terapia del habla, administración de medicamentos, servicios médicos primarios, tratamiento con Suboxone, evaluaciones de dependencia química, salud conductual y grupos de atención intensiva durante el día y la noche para pacientes ambulatorios con dependencia química, y servicios de grupo después de la atención médica

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Ubicación	Beneficios Médicos	Hospitales	Beneficios de valor agregado	Acceso a proveedores de obstetricia	Farmacia	Atención Urgente	Servicios de Salud Mental
Sur	<ul style="list-style-type: none"> ▪ Gran red de proveedores, especialistas y profesionales de la salud conductual ▪ Visitas al PCP ilimitadas ▪ Visitas ilimitadas al pediatra ▪ Atención por maternidad y servicios de partera y doula ▪ Fisioterapia ▪ Atención hospitalaria ▪ Salud conductual pediátrica ▪ Personal de emergencia: atención de urgencia en el hogar ▪ Control de la natalidad/ planificación familiar ▪ Visitas de bienestar para niños ▪ Quiropráctico (menores de 21 años) ▪ Equipo médico duradero ▪ Examen de la vista preventivo anual, anteojos y lentes de contacto necesarios por razones médicas ▪ Exámenes auditivos ▪ Exámenes preventivos ▪ Vacunas ▪ Servicios en institución geriátrica ▪ Servicios de enfermería privada ▪ Atención médica en el hogar ▪ Servicios de terapia ocupacional ▪ Ortesis y prótesis ▪ Servicios de fisioterapia ▪ Acceso a la atención de nativos americanos ▪ Segundo nebulizador para la escuela <p><i>Esta no es una lista completa de todos los beneficios ofrecidos.</i></p>	<ul style="list-style-type: none"> ▪ Boulder City Hospital ▪ Centennial Hills Hospital ▪ Desert Springs Hospital ▪ Henderson Hospital ▪ Mountain View Hospital ▪ North Vista Hospital ▪ Southern Hills Hospital ▪ Spring Valley Hospital Medical Center ▪ Summerlin Hospital Medical Center ▪ Sunrise Hospital and Medical Center ▪ Sunrise Children's Hospital ▪ University Medical Center of Southern Nevada ▪ Valley Hospital Medical Center 	<p>Para una vida saludable y sin sobresaltos:</p> <ul style="list-style-type: none"> ▪ Obtenga recompensas de hasta \$800.00 o más en tarjetas de regalo de Visa por ir al médico y participar en programas*. ▪ Gane tiempo: No necesita una remisión del médico para recibir atención especializada (¡no hace falta ir antes al PCP para ver a un especialista!). ▪ Tarjeta de Costco gratuita. ▪ Traslados sin costos a citas médicas, dentales, de la visión y otras, por ejemplo, al programa WIC, al Departamento de Servicios Sociales o al DMV. ▪ Entregas de farmacia en el hogar sin costo. ▪ Hasta \$120.00 en artículos de venta libre gratuitos que se le envían directamente a usted. ▪ Comidas gratuitas en el hogar con el programa Home Delivered Meals*. ▪ Limpiezas y rayos X dentales adicionales. ▪ Teléfono inteligente, minutos de voz, mensajes de texto y datos gratuitos de SafeLink Wireless. ▪ Programa gratuito de ahorros adicionales en Dollar General, Family Dollar, CVS y Walgreens. ▪ Membrecía de Weight Watchers sin costo*. ▪ Telesalud: Obtenga cuidado de manera segura desde cualquier lugar. ▪ Línea de Atención con Enfermeras disponible las 24 horas, los 7 días de la semana. ▪ Programas gratuitos de asesoramiento y apoyo*. ▪ Personal local para facilitar el acceso a los recursos comunitarios. <p>Para madres y padres primerizos o que cursan un embarazo</p> <ul style="list-style-type: none"> ▪ Espá rejuvenecedor para la mamá del recién nacido. Elija un servicio de manicura, pedicura o 30 minutos de masajes*. ▪ Un kit gratuito de bienvenida para el bebé. Puede optar entre un asiento para automóvil, una caja con regalos, que incluye un kit de artículos esenciales para el recién nacido, o un kit de cuna portátil para el sueño seguro del bebé*. ▪ Sacaleches electrónico sin costo*. ▪ Las mujeres embarazadas obtienen recompensas de hasta \$175.00 en tarjetas de regalo de Visa. ▪ Fiestas del bebé todos los años donde se incluyen, sin costo, artículos necesarios para el recién nacido, vacunas, clases educativas, recursos para padres y más*. ▪ Doulas o asesoramiento para el parto. <p>Para familias</p> <ul style="list-style-type: none"> ▪ Membrecía de Boys and Girls Club sin costo*. ▪ Tutorías gratuitas*. <p>Para dar los pasos siguientes</p> <ul style="list-style-type: none"> ▪ Acceso a viviendas: Se brinda contención tanto para casos de transición, de ubicación rápida como de largo plazo*. ▪ Hasta \$300 para equipamiento: Miembros que se encuentren en transición después de una detención, o que quieran capacitarse o conseguir trabajo*. ▪ Ayuda financiera para obtener tarjetas de identificación, actas de nacimiento y el GED*. ▪ Programa de recuperación por consumo de sustancias que brinda contención y recompensas*. ▪ Programas de capacitación laboral*. ▪ Centro de recursos de Summit: Cuenta con personal para ayudar a los miembros, se ofrece comidas, duchas, acceso a computadoras, reuniones de NA o de AA, así como servicios de lavandería, transporte, empleo y de cuidado primario o entre pares para problemas de salud del comportamiento. ▪ Personal local para ayudar a los miembros. <p style="text-align: right;"><i>*Para las personas que reúnen los requisitos.</i></p>	<p>Acceso directo a una gran red de ginecólogos obstetras</p> <p>Otros beneficios:</p> <ul style="list-style-type: none"> ▪ Programa de embarazo que brinda una bomba extractora de leche y una cuna Cribette gratuitas. ▪ Un administrador de casos personalizado que brinda ayuda con evaluaciones prenatales y seguimiento posparto, apoyo al amamantamiento, <i>baby showers</i> y más ▪ Doula o ayudante para el parto ▪ Las afiliadas en el tercer trimestre de embarazo pueden continuar atendiéndose con su obstetra actual incluso si no está en nuestro plan ▪ Viajes compartidos a las citas 	<ul style="list-style-type: none"> ▪ Medicamentos de Venta Libre (Se requiere receta del médico) ▪ Beneficio Mejorado de Medicamentos de Venta Libre (No se requiere receta) <ul style="list-style-type: none"> ▪ \$30 por hogar cada trimestre ▪ Medicamentos <ul style="list-style-type: none"> ▪ Suministro de minorista para 34 días ▪ Suministro de 100 días para medicamentos de mantenimiento ▪ Medicamentos para Dejar de Fumar (cubiertos) ▪ La Red de Farmacia incluye: Cadenas grandes de farmacias y muchas farmacias independientes <ul style="list-style-type: none"> ▪ CVS ▪ Walmart ▪ Sam's Club ▪ Raley's ▪ Safeway ▪ Sav-On ▪ Save Mart ▪ Smith's ▪ Target ▪ Walgreens <p>Entrega gratis a domicilio de medicamentos de especialidad</p> <p>Entrega gratis a domicilio desde determinadas farmacias independientes</p>	<p>Advanced Urgent Care</p> <p>Best Urgent Care</p> <p>Dynamic Urgent Care</p> <p>Sahara West Urgent Care</p> <p>UMC Quick Care</p> <p>CareNow Urgent Care</p> <p>CVS Minute Clinics</p>	<p>Summit Center (abre el 1.o de febrero de 2020)</p> <ul style="list-style-type: none"> ▪ Proporciona una variedad de recursos desde comidas hasta duchas, ropa, servicios de Internet y acceso a psiquiatras y clínicos de salud conductual. <p>Summit Behavioral Health Systems proporciona servicios completos de salud conductual.</p> <p>Servicios integrales de apoyo</p> <ul style="list-style-type: none"> ▪ Acceso a servicios psiquiátricos en el día ▪ Servicios en casos de crisis (acceso a servicios de psicoterapia en el día) ▪ Acceso garantizado a servicios de tratamiento con Suboxone ▪ Clínica de inyectables ▪ Programación centralizada y acceso inmediato a servicios para casos de crisis y determinación de prioridades ▪ Transporte de ida y vuelta a las citas y colocaciones en vivienda ▪ Acceso gratuito al Summit Resource Center para obtener ropa, dinero para lavar la ropa, alimentos y medicamentos ▪ Acceso a vivienda basada en la comunidad ▪ Acceso a servicios clínicos que incluyen: terapia del habla, administración de medicamentos, servicios médicos primarios, tratamiento con Suboxone, evaluaciones de dependencia química, salud conductual y grupos de atención intensiva durante el día y la noche para pacientes ambulatorios con dependencia química, y servicios de grupo después de la atención médica <p>Servicios en calidad de pacientes hospitalizados</p> <ul style="list-style-type: none"> ▪ Servicios de tratamiento por consumo de alcohol/sustancias para pacientes hospitalizados ▪ Centro de tratamiento residencial (solo para menores de 21 años) ▪ Coordinación de la atención de servicios hospitalarios para pacientes ambulatorios

Thank You.

SSHP 2022 - 2023 STATE SUBMISSION

