

# Design samples





Elevance Health - RFP support

Proposal to Serve


**County of Louisa, Virginia**

Medical, Dental, and Vision Insurance

RFP#HR-25-01

Original

January 23, 2025 @3:30p.m.



And Its Affiliate HealthKeepers, Inc.

RFP#01272025

**New Kent County**

February 17, 2025



And Its Affiliate HealthKeepers, Inc.

**Lucas County Board of Commissioners**

Implementation Discussion

October 23, 2024



And Its Affiliate HealthKeepers, Inc.

Proposal to Serve the

**University of Kentucky**


RFP No. MPM-0701-2025

Voluntary Hospital Indemnity

Anthem Blue Cross and Blue Shield

Technical Proposal

January 31, 2025



And Its Affiliate HealthKeepers, Inc.

Proposal to Serve


**Poquoson City Public Schools**

Request for Proposal RFP No: SBO-25-001

Dental Coverage Effective Date: October 1, 2025

Original

February 4, 2025 @Noon



And Its Affiliate HealthKeepers, Inc.



Elevance Health - Student Advantage

2025-2026

Anthem

Helping keep you at your personal best

California State University, Fullerton

Student Health Insurance Plan

anthem.com/studentadvantageca

Anthem

Coverage periods and rates

International degree and scholars				
Session	Student	Spouse/ Domestic partner	Child	Two or more children
Annual (yearly) 8/1/2025-7/31/2026	\$1,823.00	\$1,726.76	\$1,226.35	\$1,453.92
Fall 8/1/2025-12/31/2025	\$760.00	\$723.42	\$523.42	\$546.84
Spring-Summer 1/1/2026-7/31/2026	\$1,063.00	\$1,003.35	\$702.93	\$907.08

Semester abroad and USA Exchange				
Session	Student	Spouse/ Domestic partner	Child	Two or more children
Fall 8/1/2025-12/31/2025	\$360.00	\$204.50	\$204.50	\$1,441.00
Spring 1/1/2026-4/30/2026	\$760.00	\$714.93	\$714.93	\$1,429.86
Summer 5/1/2026-7/31/2026	\$815.00	\$289.04	\$289.04	\$278.68

OPT				
Session	Student	Spouse/ Domestic partner	Child	Two or more children
OPT 1 8/1/2025-10/31/2025	\$445.00	\$434.91	\$434.91	\$819.82
OPT 2 11/1/2025-1/31/2026	\$445.00	\$434.91	\$434.91	\$819.82
OPT Mid-Term (Grad Only) 1/1/2026-3/31/2026	\$445.00	\$434.91	\$434.91	\$819.82
OPT (Grad Extension) 4/1/2026-6/30/2026	\$445.00	\$434.91	\$434.91	\$819.82

Keep in touch  
with your benefits  
information

Benefits, eligibility, and enrollment

jcbins.com/  
1-714-869-2961

Student Health Center

California State University, Fullerton  
Student Wellness (SHCC-West)  
800 N State College Blvd, Fullerton, CA 92831  
1-657-278-2800  
www.fullerton.edu/health/

Claims and coverage

1-800-888-2108  
Anthem Blue Cross Life and Health Insurance Company  
P.O. Box 60007, Los Angeles, CA 90060-0007



# Elevance Health - Executive Summary

Your partner in bringing creativity and innovation in health care for a

# personal experience

Executive Summary

Bloomberg

Anthem

Network innovation

## Partnerships that deliver confidence

**Anthem's network strategy**

Our network strategy is focused on optimizing our core fundamentals and aligning with our goals of improving lives and communities. Our diverse network, winning partnerships, and collaborative expertise allow us to offer the highest-quality solutions across medical, and behavioral health benefits — keeping your employees healthy and productive from hire to retire and beyond.

**Shifting to value-based care (VBC) models**

Market leading spend in VBC contracts – approximately 60%<sup>1</sup>

**Working with high-value providers**

Opportunity to impact 83% of the population<sup>2</sup>

**Addressing social determinants of health (SDOH) and health equity**

Anthem's innovative Whole Health Index

**Facilitating whole-person care and wellness**

Pharmacy and medical integrated experiences

**Delivering affordability and improving lives**

Controlling trends through data-informed insights

Access to the largest network<sup>2</sup>

95%  
of Doctors

96%  
of hospitals

97%  
of claims paid in network

1 Medical Economics: Value-based care gains ground (August 30, 2022); medicaleconomics.com.  
2 Anthem internal data, 2021, and Anthem Ebase, 2020.

## Our continued promise to give value

<Anthem> is uniquely positioned to help control costs and add value

**XX% decrease**

in medical claims costs

**\$XXX savings**

in annual claims costs

**XX% more**

member care gaps closed

**X Year**

discount guarantee

**\$XXXXK**

of fees at risk, focused on claims savings, operational excellence, implementation, and client management

**XX%**

of all employees and dependents use providers in our network

Only Anthem can provide financial value of this significance:

<X>-year fees with

**\$XXX M**

at risk, focused on outcomes, service, implementation, and operational excellence guaranteed

Up to

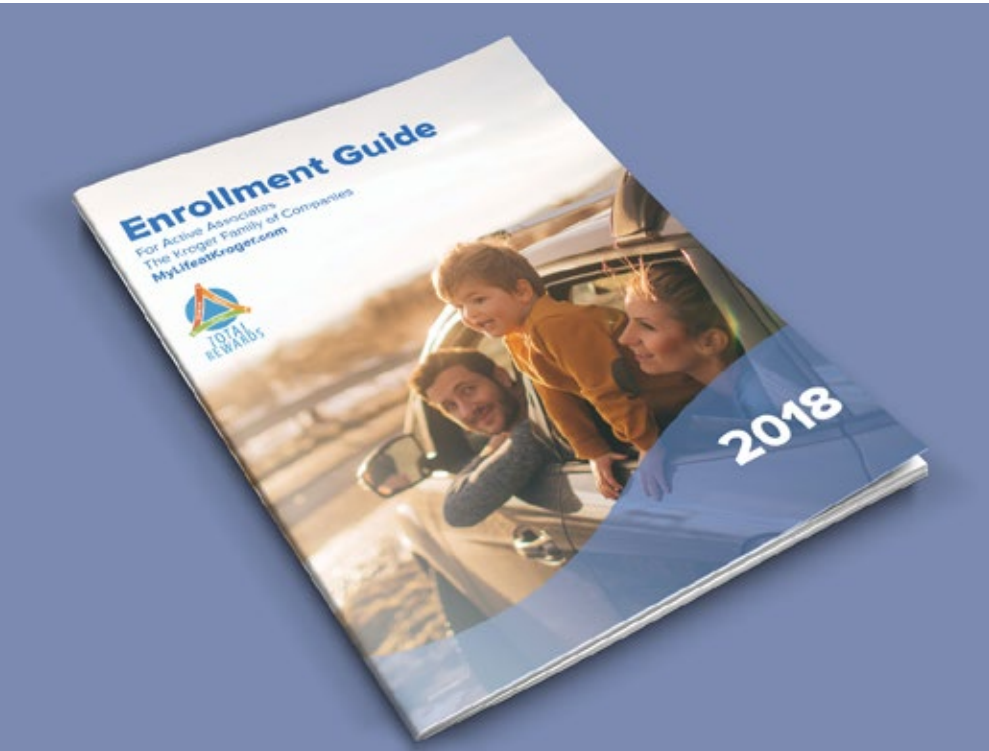
**\$XXX-year**

Innovation / plan credit, which can be used for implementation, communications, wellness programs, or audits

**Jim Loveall**  
Design & Illustration



# Kroger open enrollment guide



## 2018 Medical Plan Options (Active)

### Medical

		Health Savings Account PPO Plan 1	
Deductible & Health Screening Funding & Company Matching Contribution	Associate	Deductible \$1,500 (Two times for Out of Network)	Health Screening Funding* Up to \$400
	Associate + Spouse/Dependent Partner Associate + Children Associate + Family (Total expenses for all family members, not per person)	\$1,000 (Two times for Out of Network)	\$600
Preventive Care		For Medical you pay \$0 (In-Network Only). For 12 preventive prescription drug categories, you do NOT pay the deductible and the prescription drug copays below apply.	
After the Deductible is met		Network Out of Network	
Primary Care and Specialty Physician Office Visits	You pay 20% Plan pays 100%	You pay 50% Not covered	
		You pay 20% You pay 50%	
Inpatient or Outpatient Hospital Care	Tier 1 - You pay 10% Tier 2 - You pay 25% Tier 3 - You pay 50%	You pay 50% You pay 100%	
		You pay 20% You pay 50%	
Hip & Knee replacements and Spinal Fusions	You pay 20% You pay 20% copy and then 20% You pay 20%	You pay 50% You pay \$200 copay then 50% You pay 50%	
		You pay 50% You pay 50%	
		Target Price Program - For MRIs of the Spine and CT of the Chest, Head, Pelvis, Stomach & Dist. Abdomen, Pelvis CT Scan	
		You pay 20% plus amounts over the Target Price	
		You pay 50% plus amounts over the Target Price	
		You pay 50% plus amounts over the Target Price	
Diagnostic	You pay 20% You pay 20% copy and then 20% You pay 20%	You pay 50% You pay \$200 copay then 50% You pay 50%	
		You pay 50% You pay 50%	
Target Price Program - For MRIs of the Spine and CT of the Chest, Head, Pelvis, Stomach & Dist. Abdomen, Pelvis CT Scan	You pay 20% You pay 20% copy and then 20% You pay 20%	You pay 50% You pay \$200 copay then 50% You pay 50%	
		You pay 50% You pay 50%	
Emergency Care	You pay 20% You pay 20% copy and then 20% You pay 20%	You pay 50% You pay \$200 copay then 50% You pay 50%	
		You pay 50% You pay 50%	
Urgent Care	You pay 20% You pay 20% copy and then 20% You pay 20%	You pay 50% You pay \$200 copay then 50% You pay 50%	
		You pay 50% You pay 50%	
For prescription drugs		For a 30-day supply at retail pharmacy after deductible is met. For 12 preventive prescription drug categories, copays apply.	
Prescription Drugs	Generic 75% copay or \$5, whichever is greater* Brand Formulary 20% copay or \$25, whichever is greater* Brand Non-Formulary 50% copay or \$50, whichever is greater* Mail order also available	You pay 20% You pay 50% You pay 50% You pay 50%	
		You pay 20% You pay 50% You pay 50% You pay 50%	
		Target Pricing Program	
		Associates will be responsible for amounts above the Target Price after normal cost sharing for Generics, MRIs, MRIs, Brand Generic and Brand and Non-Brand Generic medications.	
You will pay no more for this than this amount each year (includes deductible)		You pay 20% You pay 50% You pay 50% You pay 50%	
Annual Out-of-Pocket (OOP) Maximum	Associate \$4,000 (includes Rx copay) Associate + Spouse/Dependent Partner Associate + Children Associate + Family \$8,000 (includes Rx copay)	Two times in-network Two times in-network	
		You pay 20% You pay 50% You pay 50% You pay 50%	

You pay deductibles, coinsurance and copayments (including amounts over the Target Price) until you reach the annual OOP.

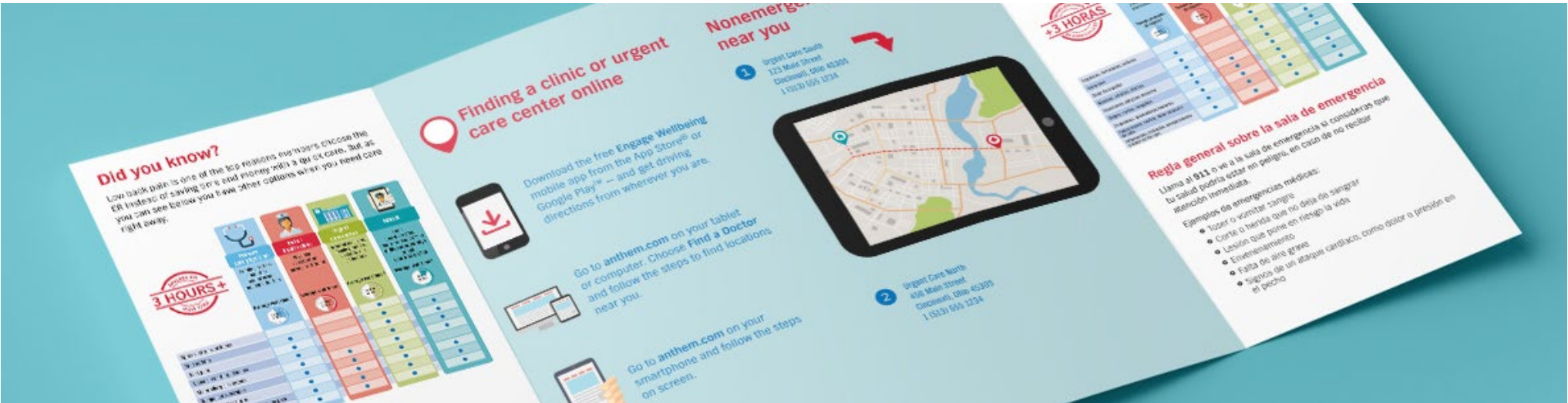
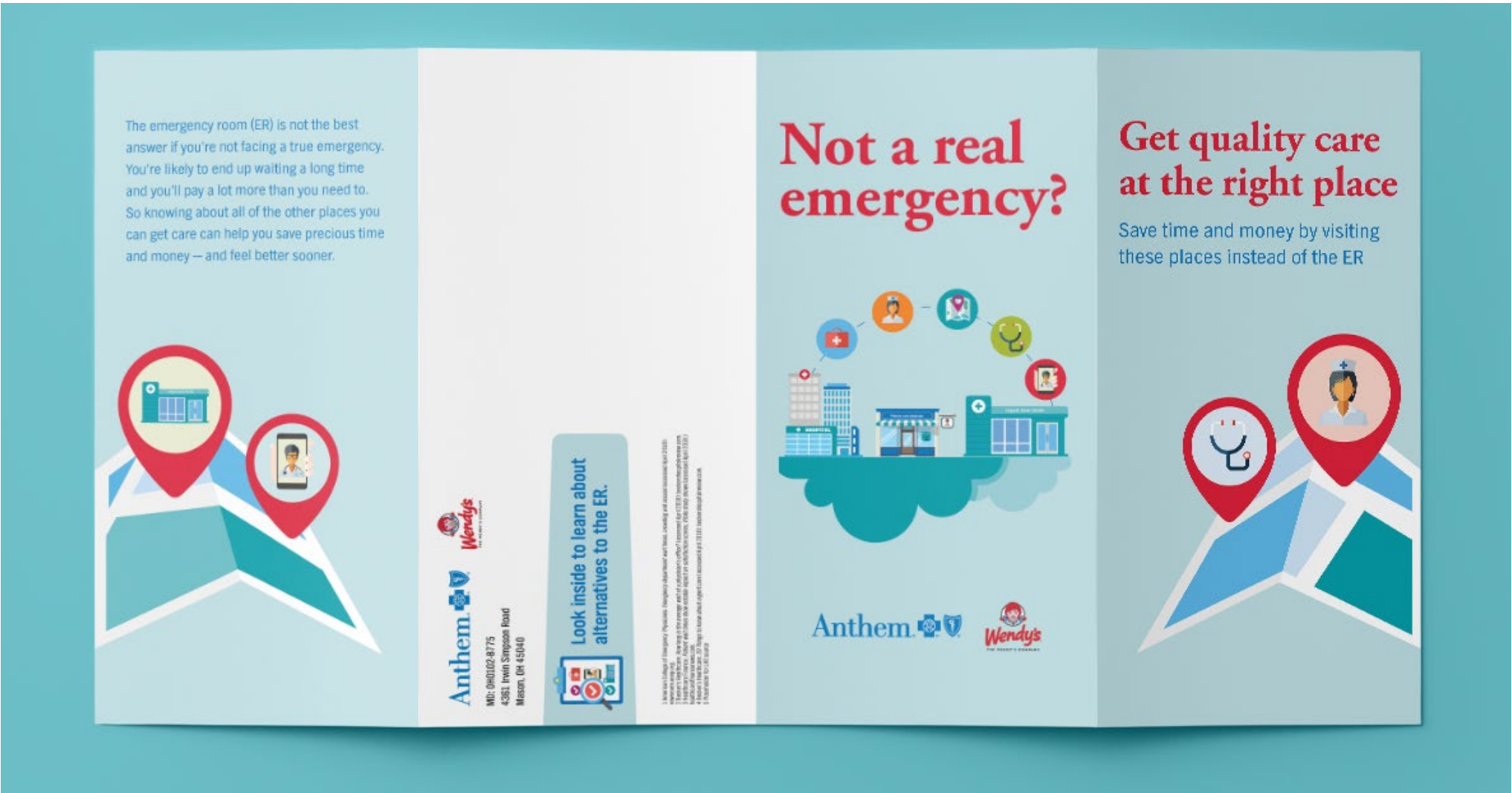
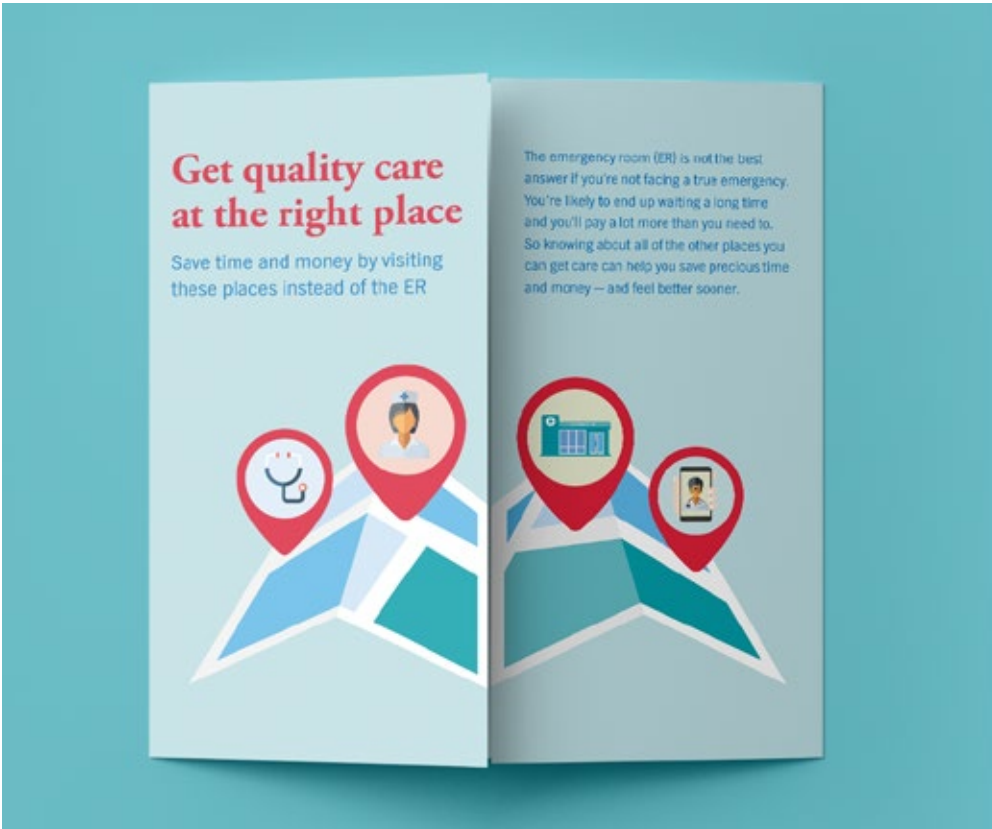
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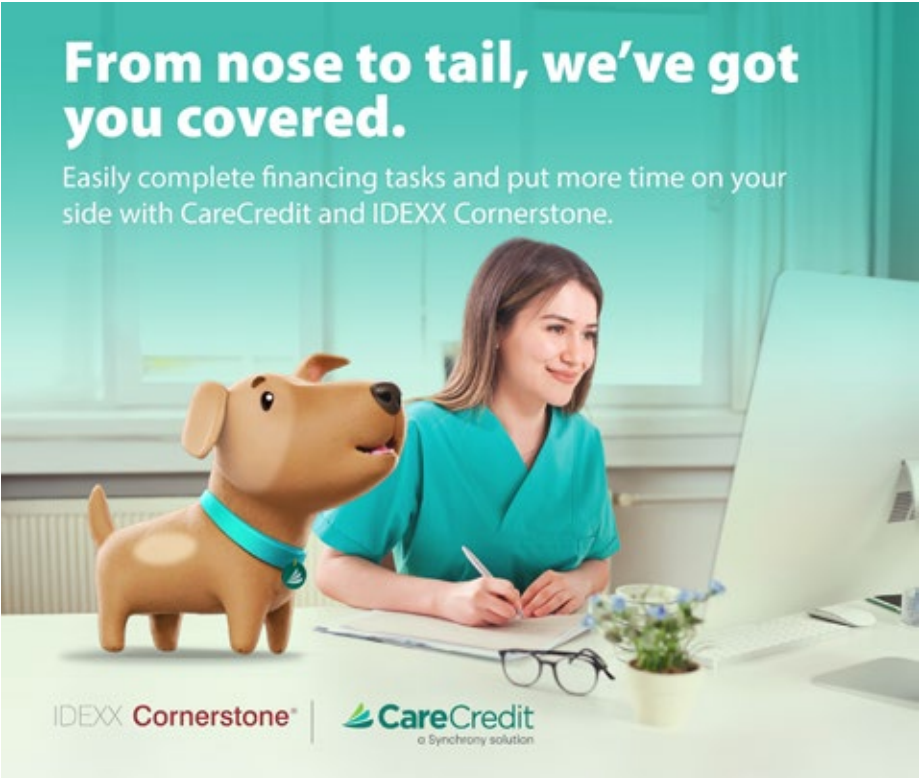
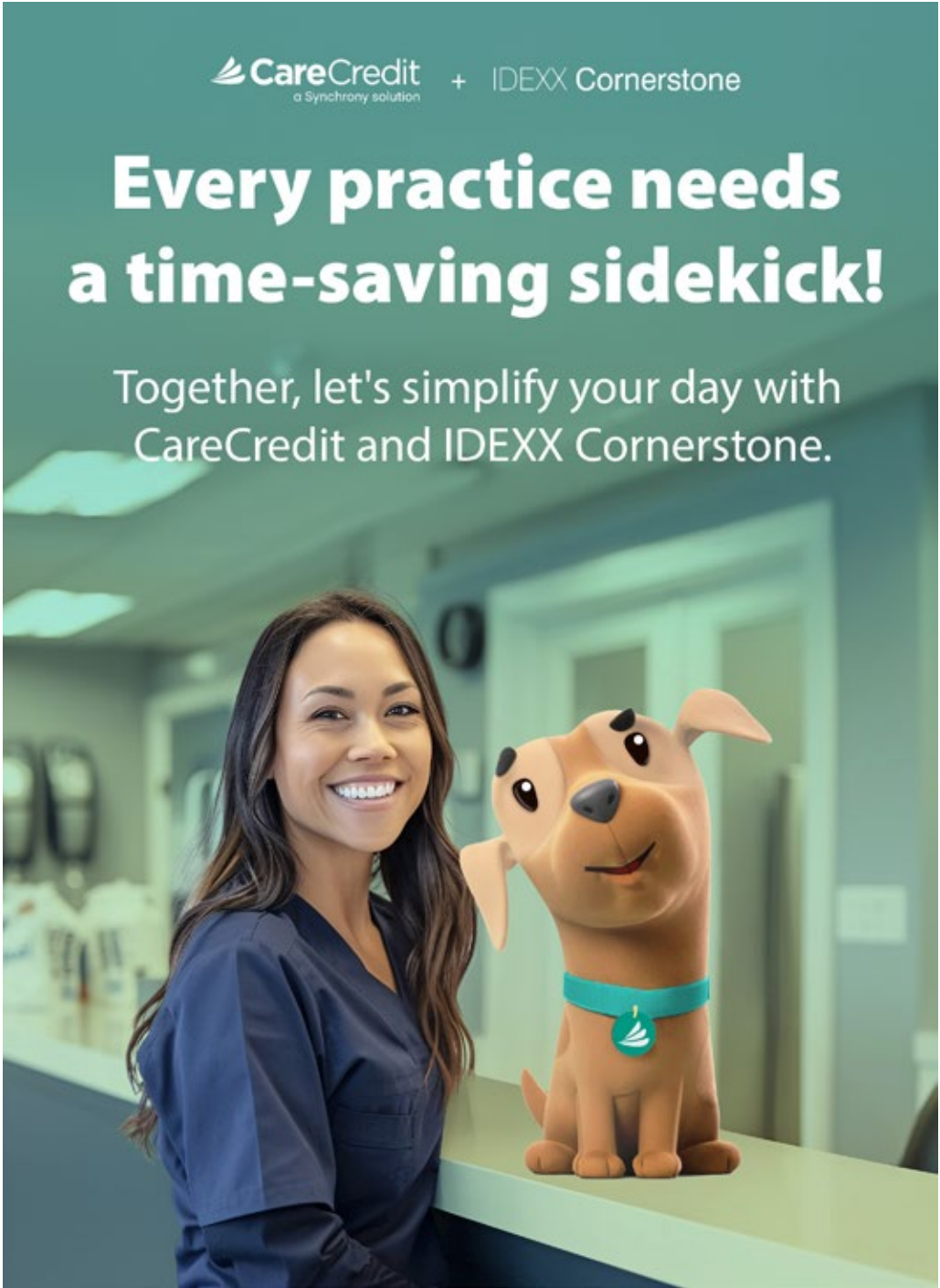


Wendys direct mail





# CareCredit 3D Max campaign





# PETSMART + Synchrony Presentation

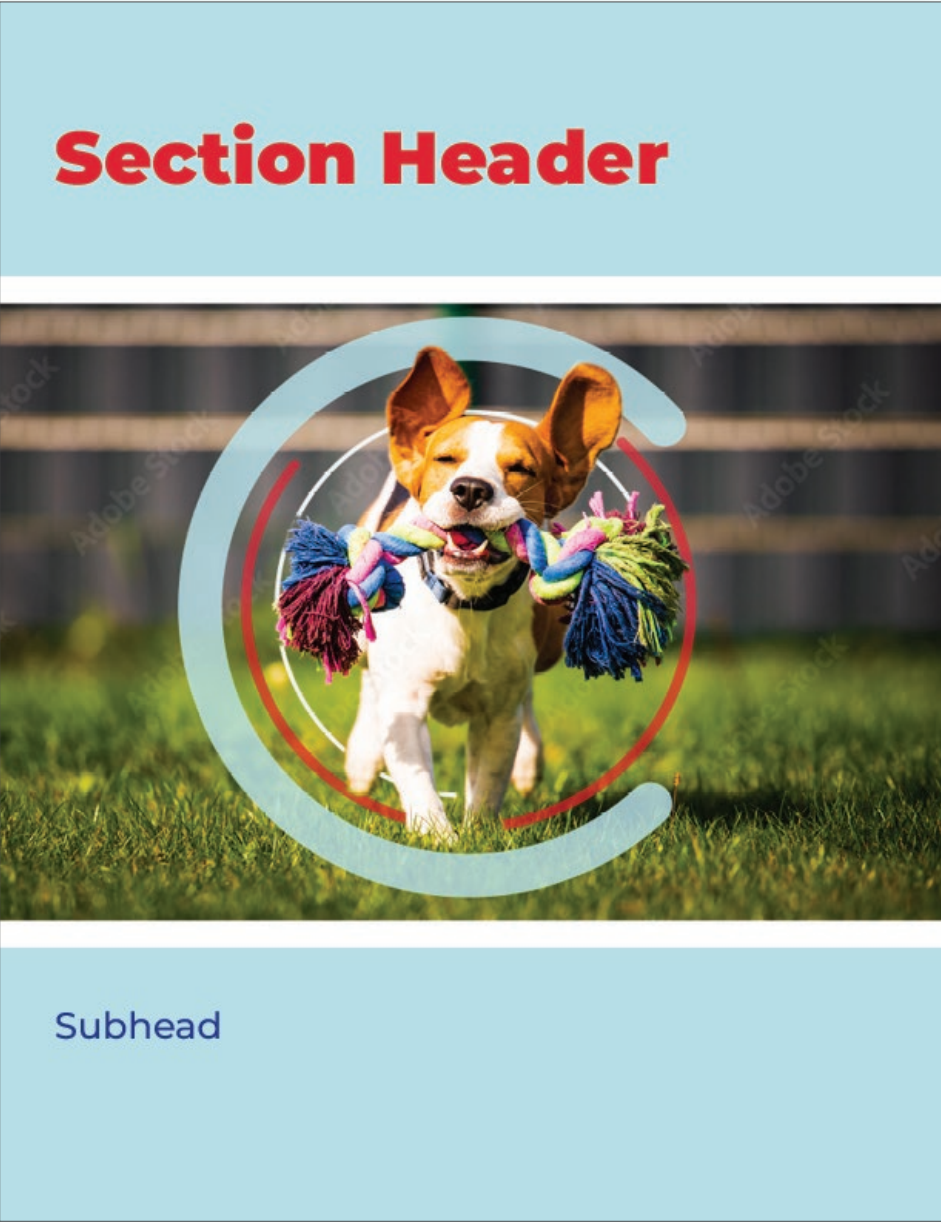
Cover




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Divider Pages




## Color



C: 27  
M: 2  
Y: 8  
#b6dce5



C: 8  
M: 99  
Y: 89  
#db2531



C: 79  
M: 59  
Y: 0  
#446bb3

## Type

Headline  
Arial Black

Body copy  
Arial regular

Nam qui con non conem am et officiis essimpostius expliqui doluptat aut acerspelest as dolorep ellorep ereriore re pel et aspelibus essi dio

## Headline

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### Subhead

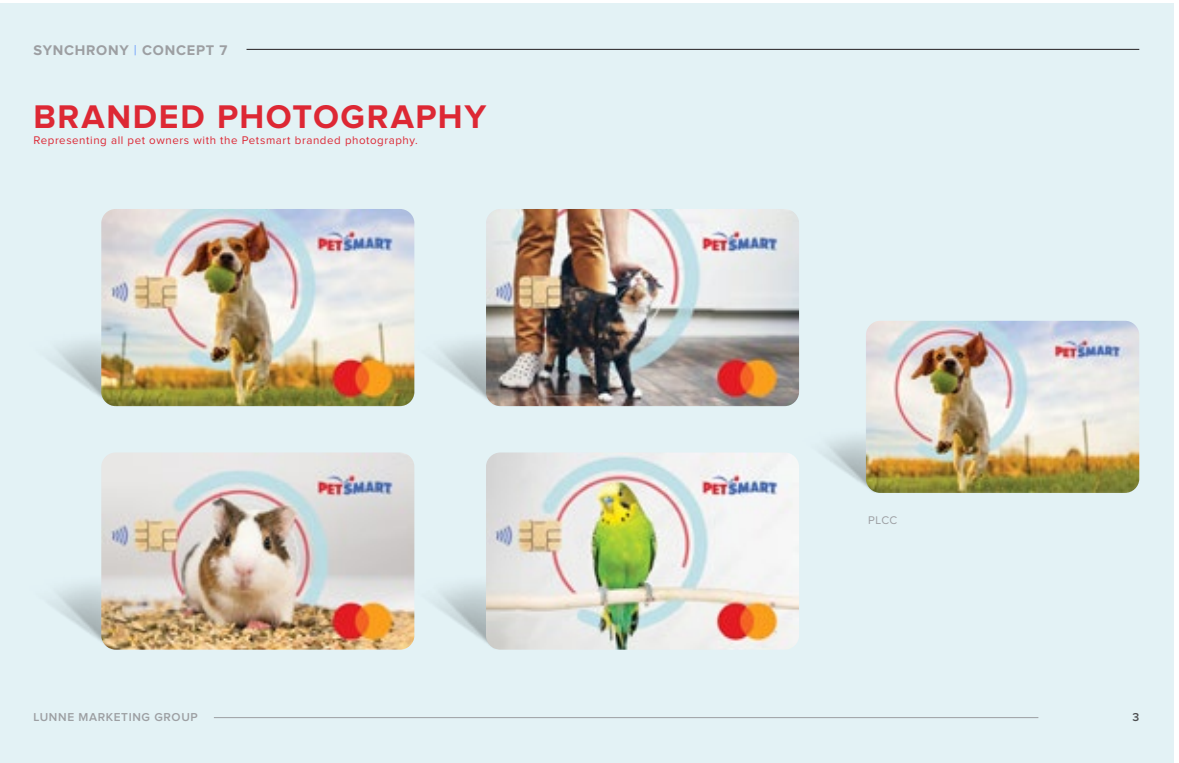
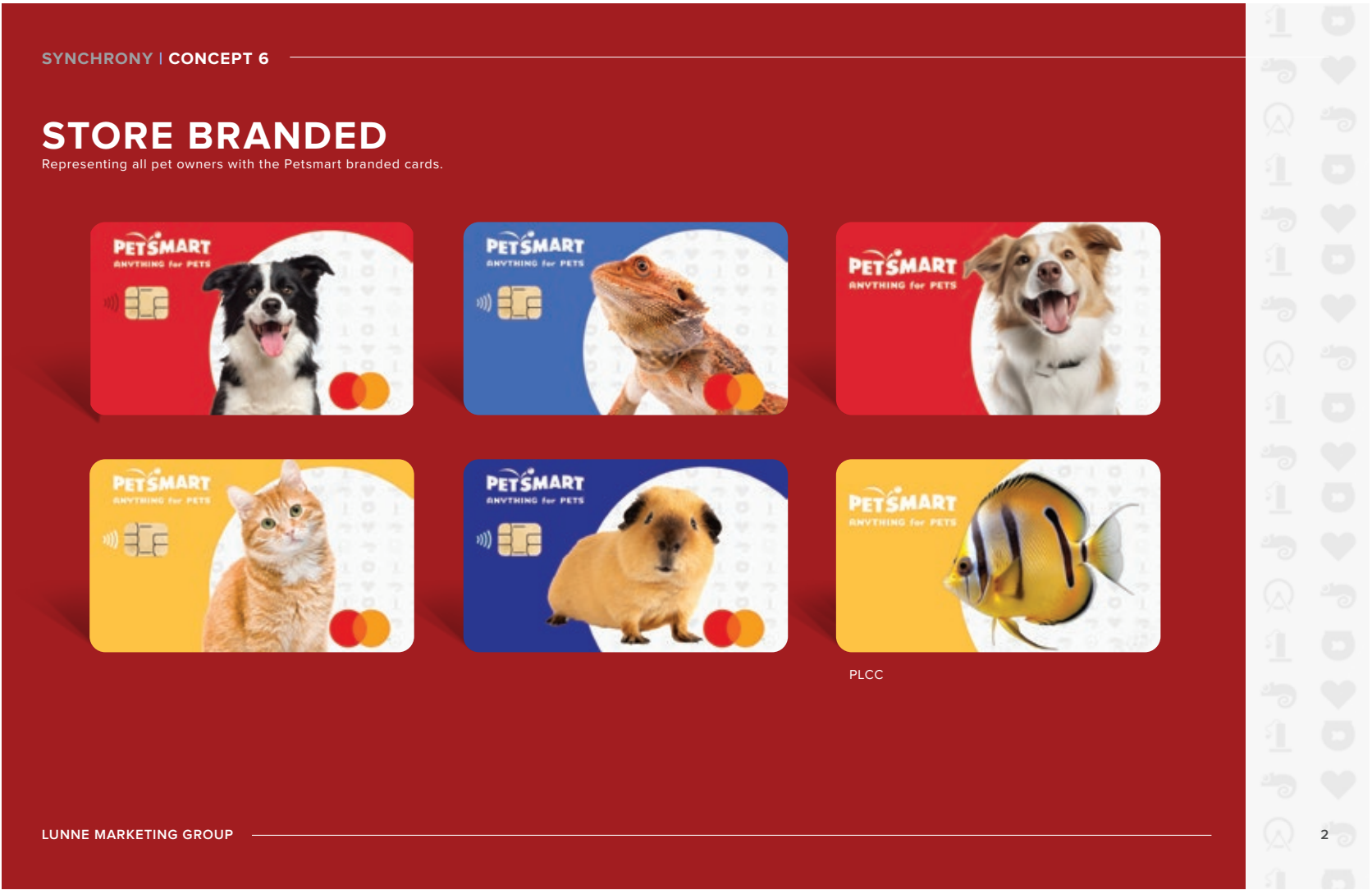
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### Subhead

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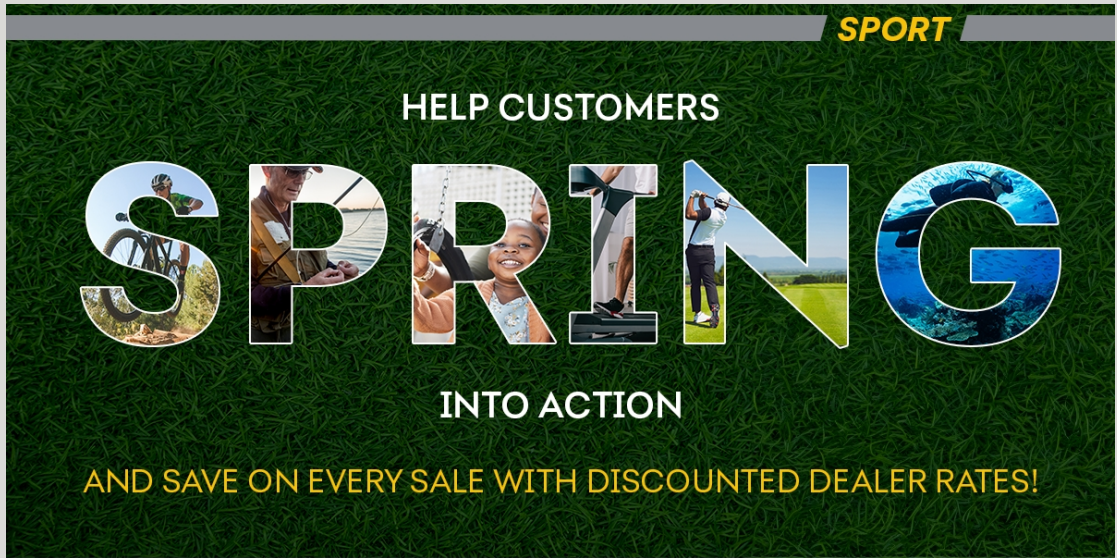


# PETSMART + Synchrony Credit Card Concepts





# Synchrony Sports Credit Card Email



April 1–May 31, 2024

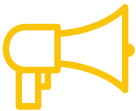
Promotional Description	Minimum Purchase	Tran Code	Dealer Rate	Eligible Products
No Interest if Paid in Full within 12 Months (Deferred Interest)	\$360	612	<del>4.25%</del> 3.50%	▶ Backyard Play Systems ▶ Bike ▶ Scuba ▶ Watersports /Fishing
No Interest if Paid in Full within 18 Months (Deferred Interest)	\$540	618	<del>6.40%</del> 5.75%	

Don't forget to take advantage of these helpful resources from Synchrony!



Access training tools to help you and your team offer financing.

LEARNING CENTER

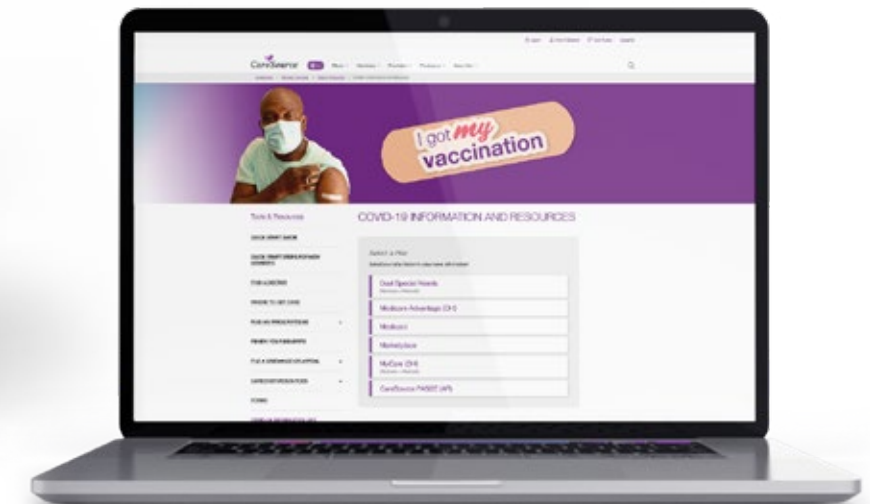
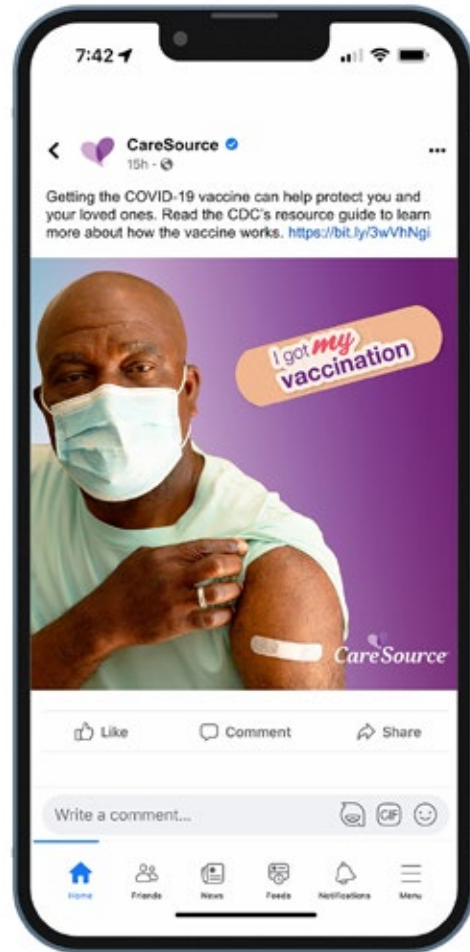


Promote your financing program with free advertising assets.

ADVERTISING CENTER

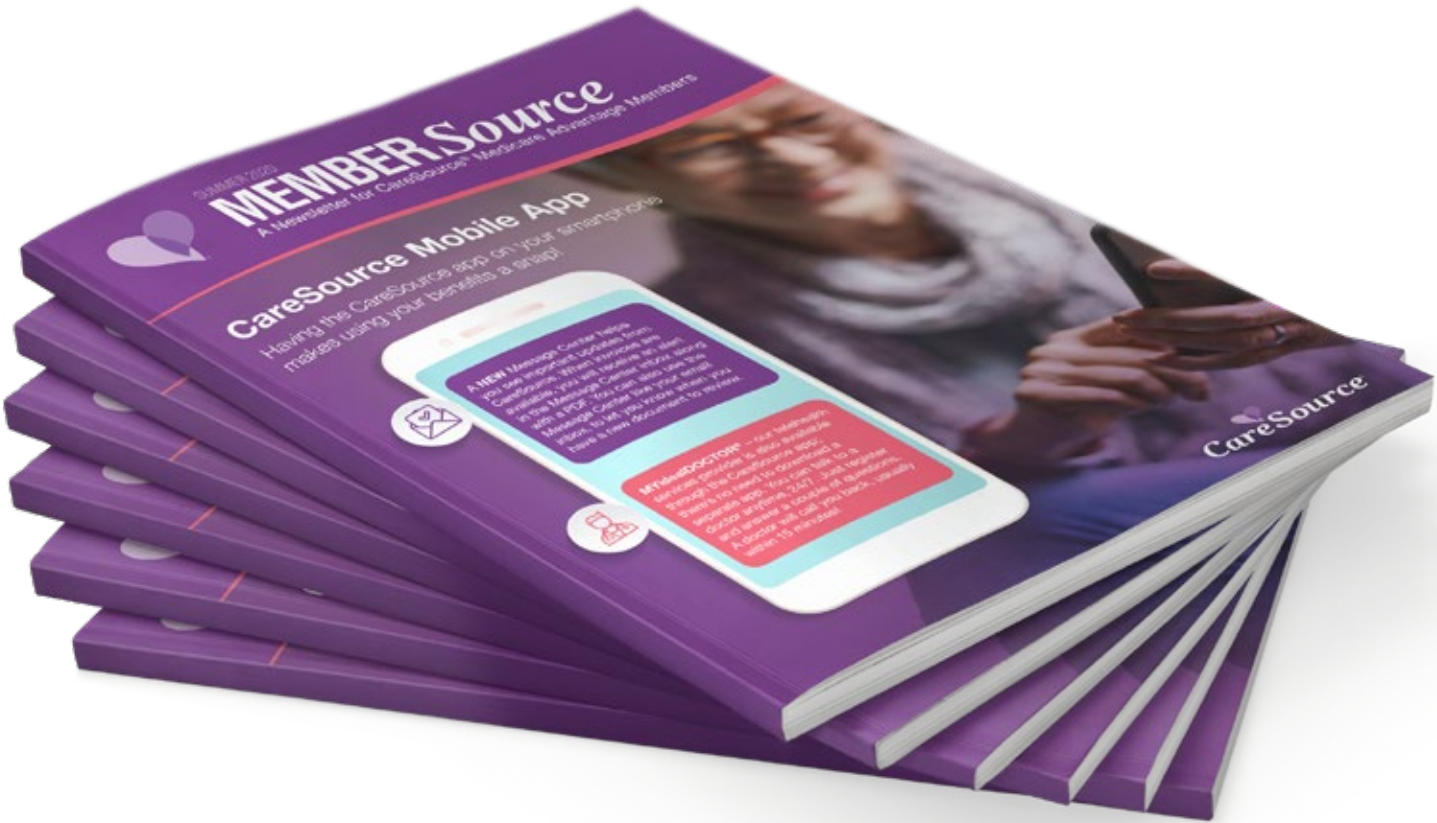
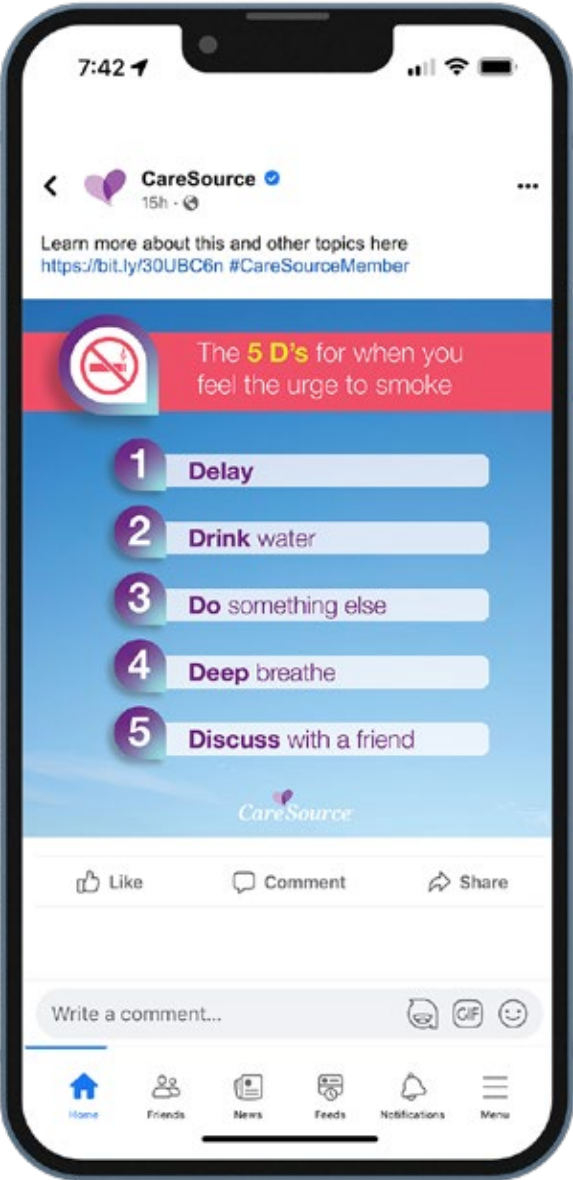


# CareSource Vaccine Awareness





# CareSource MemberSource newsletter campaign





# CareSource Sales Booklet





# Infographic Design





# Illustration examples

Persona Illustrations



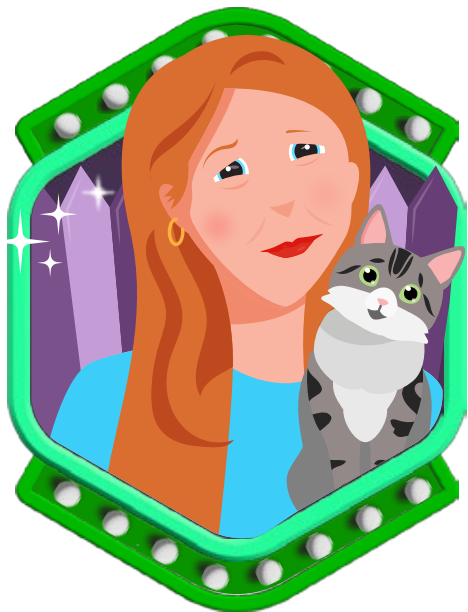
The Hothead



Overly Emotional



The Barterer



On the Fence



The Skeptic



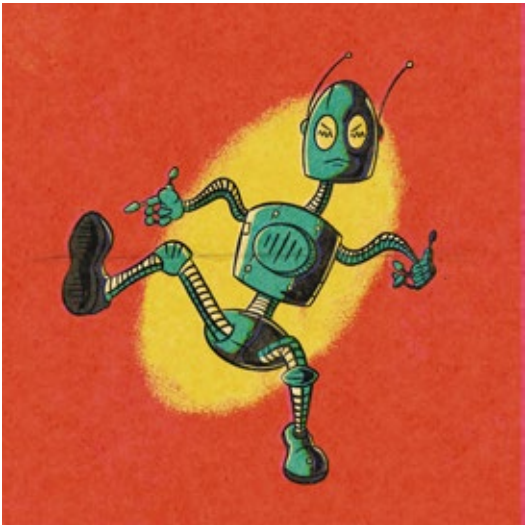
The Window Shopper

Email hero images





Illustration examples





## Illustration examples

