

# Design samples





# 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>**

<b>95%</b> of Doctors	<b>96%</b> of hospitals	<b>97%</b> of claims paid in network
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<sup>1</sup> Medical Economics: Value-based care gains ground (August 30, 2022); medicaleconomics.com.  
<sup>2</sup> 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



Only Anthem can provide financial value of this significance:

<-year fees with

**\$XXX M**

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

**XX% more**  
member care gaps closed

**X Year**  
discount guarantee

**\$XXXK**  
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

Up to

**\$XXX-year**

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



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# Kroger open enrollment guide



**2018 Medical Plan Options (Active)**

Medical	Health Savings Account PPO Plan 1	Medical
Deductible & Health Screening Funding & Company Matching Contribution	Deductible: \$3,500 (Two times for Out-of-Network) Health Screening Funding: Up to \$400 HSA company matching contribution of \$1 for every \$1 you save, up to \$500*	Deductible & Health Screening Funding & Company Matching Contribution
Preventive Care	Medical (i.e., physicals, immunizations, etc.) and Prescription Drugs	Preventive Care
After the Deductible is met	Network: You pay 20% Out-of-Network: You pay 50%	After the Deductible is met
Covered Care	Target Price Program – For MRIs of the Spine and CT of the Chest, Head, Neck, Stomach & Distal Abdomen-Pelvic CT Scan	Covered Care
Prescription Drugs	Generic: 75% copay or \$5, whichever is greater Brand Formulary: 25% copay or \$25, whichever is greater Brand Non-Formulary: 30% copay or \$50, whichever is greater	Prescription Drugs
You will pay to meet the Plan amount each year	Annual Out-of-Pocket (OOP) Maximum	You will pay to meet the Plan amount each year



# CareCredit 3D Max campaign



CareCredit + IDEXX Cornerstone  
a Synchrony solution

## Every practice needs a time-saving sidekick!

Together, let's simplify your day with CareCredit and IDEXX Cornerstone.

## Say goodbye to *ruff* days!

With CareCredit and IDEXX Cornerstone, you're in control.

CareCredit + IDEXX Cornerstone  
a Synchrony solution

## From nose to tail, we've got you covered.

Easily complete financing tasks and put more time on your side with CareCredit and IDEXX Cornerstone.

IDEXX Cornerstone | CareCredit  
a Synchrony solution

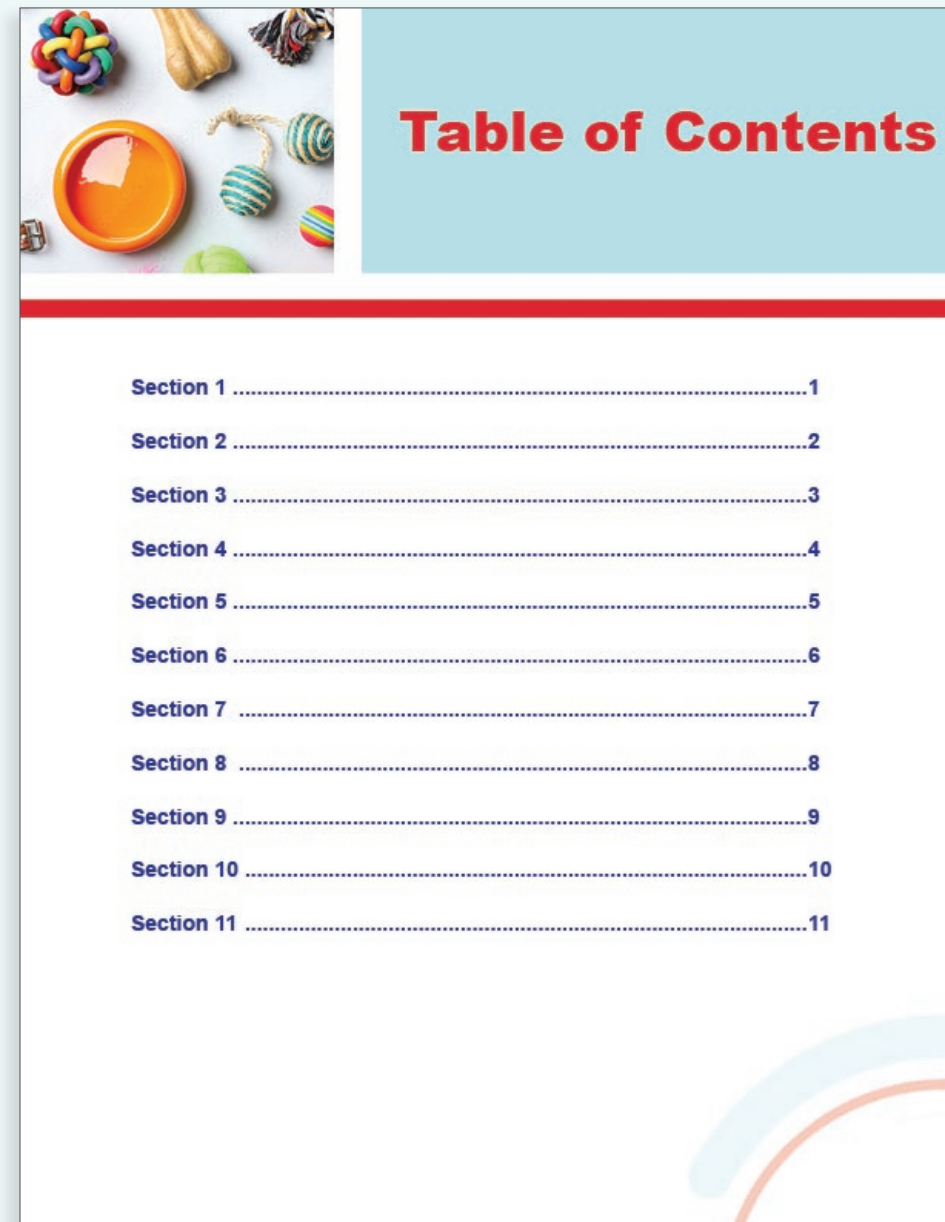


# PETSMART + Synchrony Presentation

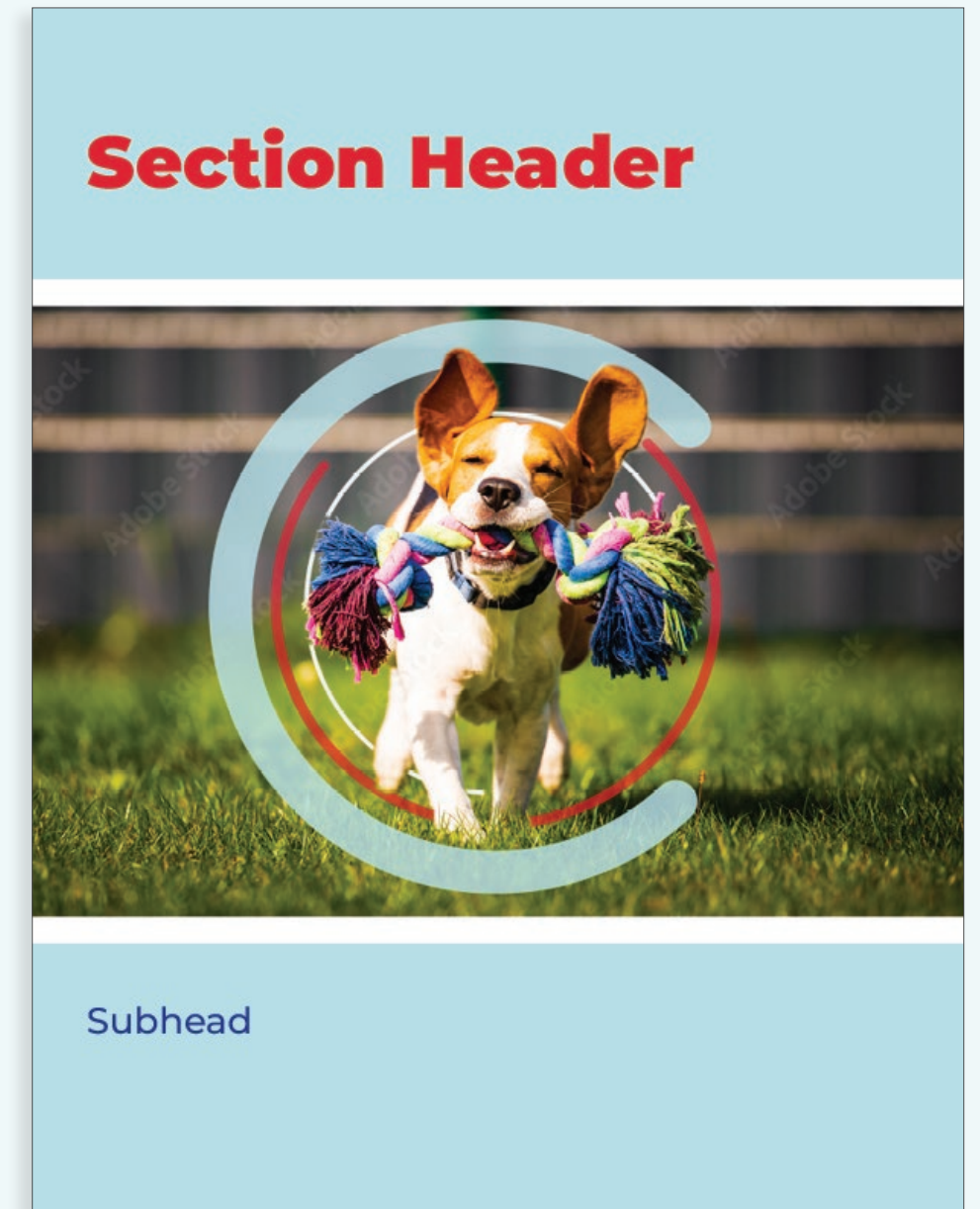
Cover



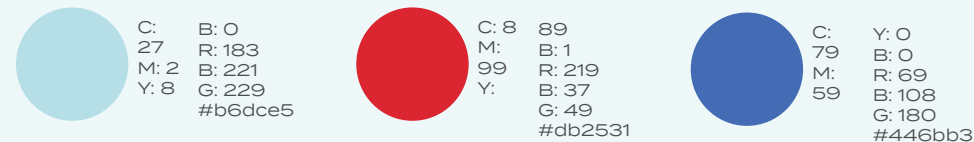
Table of Contents



Divider Pages



## Color



## Type

**Headline**  
**Arial Black**

Body copy  
Arial regular

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## Headline

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### Subhead

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### Subhead

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# PETSMART + Synchrony Credit Card Concepts

SYNCHRONY | CONCEPT 6

## STORE BRANDED

Representing all pet owners with the Petsmart branded cards.

PLCC

LUNNE MARKETING GROUP

2

SYNCHRONY | CONCEPT 7

## BRANDED PHOTOGRAPHY

Representing all pet owners with the Petsmart branded photography.

PLCC

LUNNE MARKETING GROUP

3

SYNCHRONY | CONCEPT 8

## GRAPHIC LINEART

Expressive, fun and stylish.

PLCC

LUNNE MARKETING GROUP

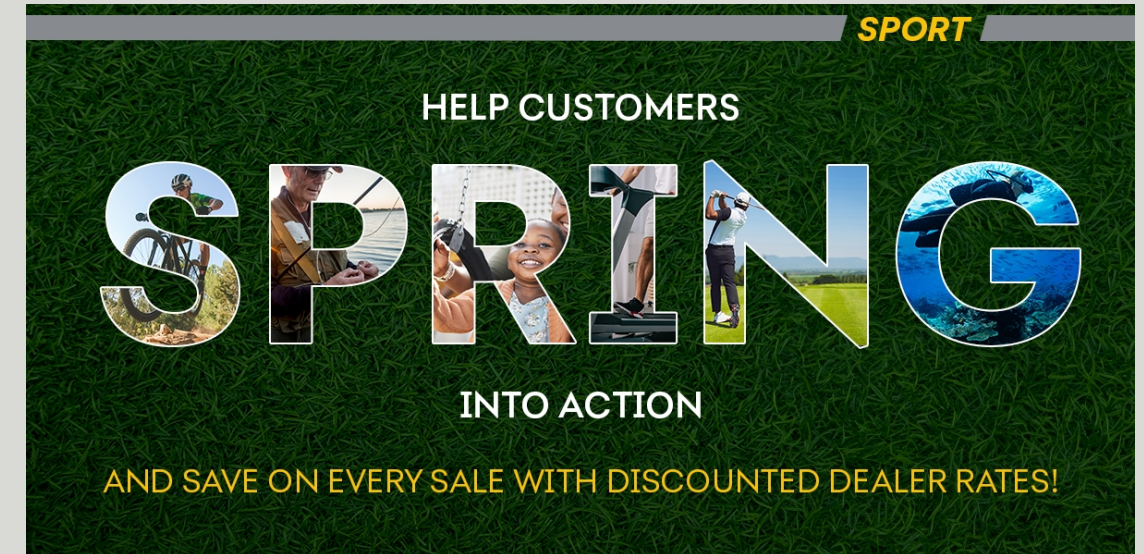
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# Synchrony Sports Credit Card Email



SYNCHRONY SMALL BUSINESS SOLUTIONS™

Business Account ending in \${MERCHANT\_NBR\_LAST4} | [Log in](#)



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%	<ul style="list-style-type: none"> <li>▶ Backyard Play Systems</li> <li>▶ Bike</li> <li>▶ Scuba</li> </ul>
No Interest if Paid in Full within 18 Months (Deferred Interest)	\$540	618	<del>6.40%</del> 5.75%	<ul style="list-style-type: none"> <li>▶ Watersports /Fishing</li> </ul>

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



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

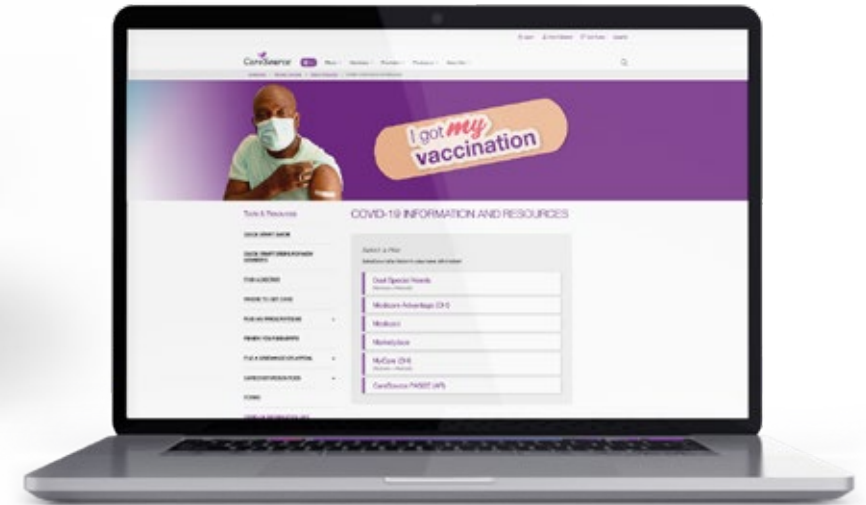
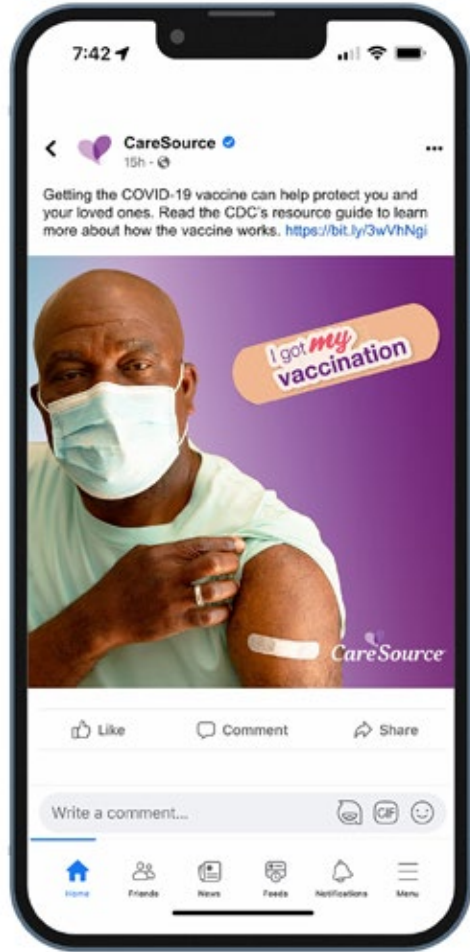
LEARNING CENTER



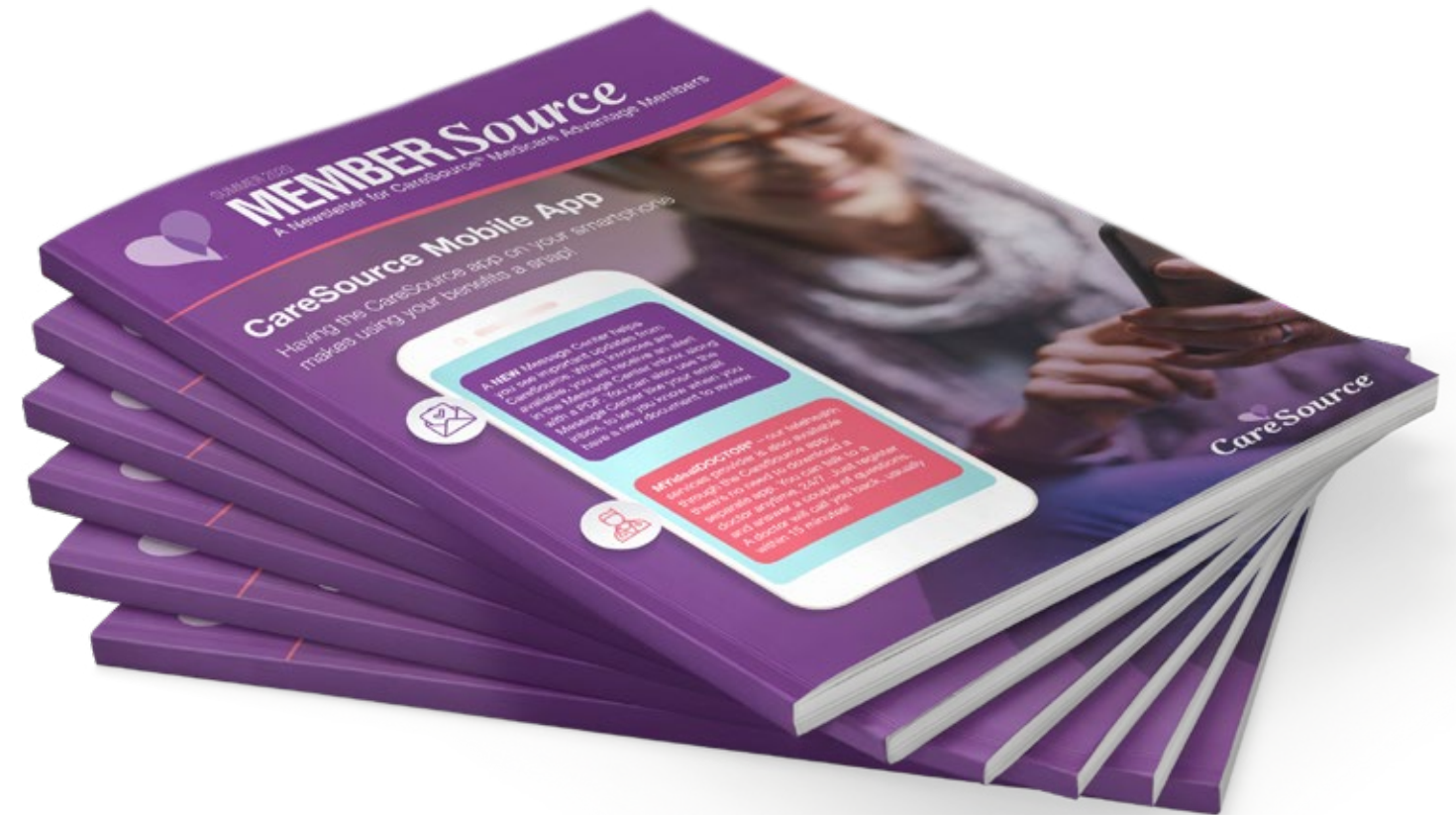
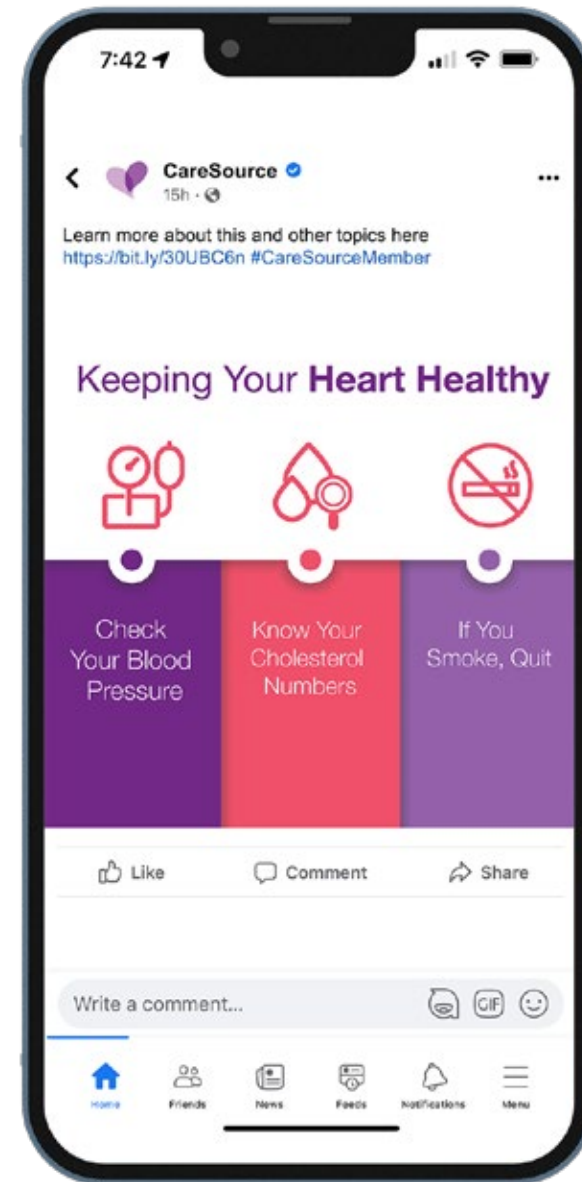
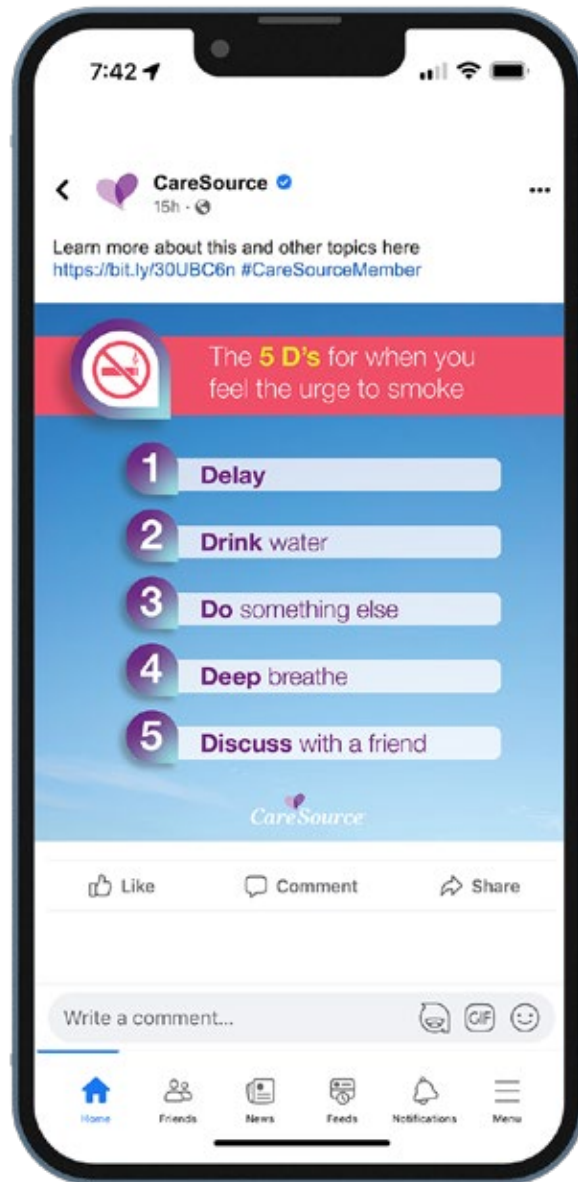
Promote your financing program with free advertising assets.

ADVERTISING CENTER

# CareSource Vaccine Awareness



# CareSource MemberSource newsletter campaign



# CareSource Sales Booklet



# Infographic Design



# Illustration examples

Persona Illustrations



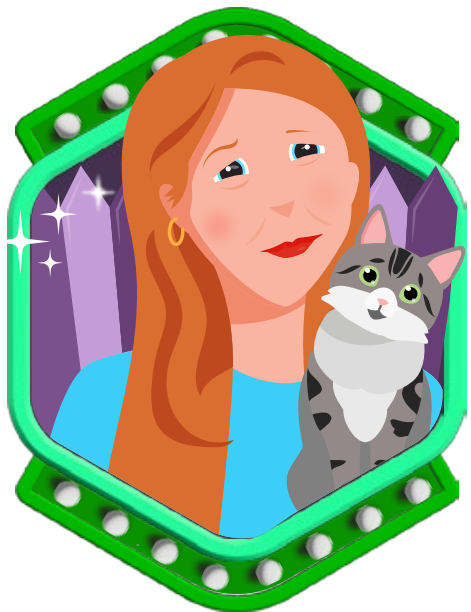
The Hothead



Overly Emotional



The Barterer



On the Fence



The Skeptic

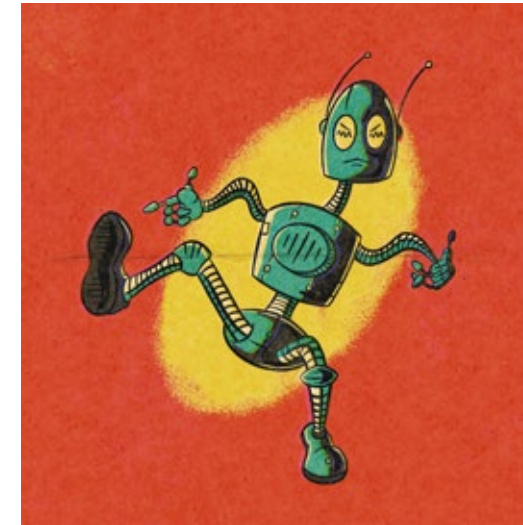


The Window Shopper

Email hero images



# Illustration examples



## Illustration examples

