

Now is a great time to sell Anthem individual plans

- **\$0** monthly plan premiums¹
- **\$0** preventive care visits²
- **\$0** virtual care visits³
- **\$0** commonly prescribed Rx

The power of Blue

For members:

- **9 out of 10** can get financial help to lower the cost of health coverage⁴
- **Smart Rewards** program offers gift cards for completing healthy activities
- **Whole health support** through dental and vision coverage options

For brokers:

- A **dedicated** support team
- **Sales resources** on [Anthem Broker Hub](#)
- **Producer Toolbox** and **Broker Plus** app



With **1 in 3** enrolled in an Anthem plan, your clients will join millions of Americans who choose **the power of Blue.**⁵

¹ Based on federal and/or state exchange requirements and subject to change. Anthem Blue Cross and Blue Shield is a Qualified Health Plan issuer that in certain geographic areas offers some health plans with a \$0 premium option (after subsidy applied) through the Health Insurance Marketplace or State Exchange. Anthem health plans with a \$0 premium option are not available in all areas and eligibility for these plans is based on federal annual income guidelines.

² Nationally recommended preventive care services received in-network have no copay and no deductible requirement.

³ Virtual care visits, including medical chats and video visits using the Sydney Health app are at no cost to members for most plans. Those enrolled in High-Deductible Health Plans and Catastrophic plans must first meet their deductible.

⁴ Anthem Business Intelligence Analysis of 2021 WEM Application data and FPL Distribution; May 2021.

⁵ Blue Cross Blue Shield; About us: [The Blue Cross Blue Shield System](#) (accessed November 2021); bcbs.com.

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