



**Low out-of-pocket costs.
High member satisfaction.**

Let Blue work for you.



We cover what matters.

Facebook page:	Blue Cross and Blue Shield of Alabama
Primary text:	Choose Blue Advantage® Premier (PPO) to enjoy a low maximum annual out-of-pocket limit, \$0 PCP visits & more.
Headline:	Join This Plan Today
Description:	Enrollment ends 12/7.
Landing page URL:	<bcbsalmedicare.com/sales/web/medicare/enroll-now>
CTA button:	Learn More

Choose a plan that
**lets YOU choose
your doctors.**

Let Blue work for you.



BlueCross BlueShield
of Alabama

We cover what matters.



Facebook page:	Blue Cross and Blue Shield of Alabama
Primary text:	When you have Blue Advantage® Complete (PPO), 90% of Alabama doctors & 100% of hospitals are in-network.
Headline:	Enroll By 12/7
Description:	\$0 premium plan.
Landing page URL:	<bcbsalmedicare.com/sales/web/medicare/enroll-now>
CTA button:	Learn More



**Out of town?
Stay in-network.**

Let Blue work for you.

 BlueCross BlueShield
of Alabama

We cover what matters.

Facebook page:	Blue Cross and Blue Shield of Alabama
Primary text:	C Plus SM picks up where Medicare leaves off — even when you're traveling outside of Alabama.
Headline:	Enroll in C Plus SM today
Description:	Full hospital coverage.
Landing page URL:	bcbsalmedicare.com/sales/web/medicare/enroll-now
CTA button:	Learn More

**All-in-one
plans. All for
your health.**

Let Blue work for you.



BlueCross BlueShield
of Alabama

We cover what matters.



Facebook page:

Blue Cross and Blue Shield of Alabama

Primary text:

Choose an all-in-one, flexible Medicare Advantage plan that gets who you are and what you need.

Headline:

(Alternate headline)

Get 2026 Benefit Information Today
Enroll Now

Description:

Stay healthy & save money.

Landing page URL:

[bcbsalmedicare.com/sales/web/
medicare/request-coverage-options]

CTA button:

Learn More