



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

Let Blue work for you.



*We cover what matters.*

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

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

Let Blue work for you.



*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 <sup>SM</sup> picks up where Medicare leaves off — even when you're traveling outside of Alabama.                |
| Headline:         | Enroll in C Plus <sup>SM</sup> today  |
| Description:      | Full hospital coverage.   |
| Landing page URL: | <a href="https://bcbsalmedicare.com/sales/web/medicare/enroll-now">bcbsalmedicare.com/sales/web/medicare/enroll-now</a> |
| CTA button:       | Learn More  |