



Broker Use of Social Ads

4:5 & 9:16: Access to virtual care: primary, urgent and mental health

FB & IG
In-Feed
Video

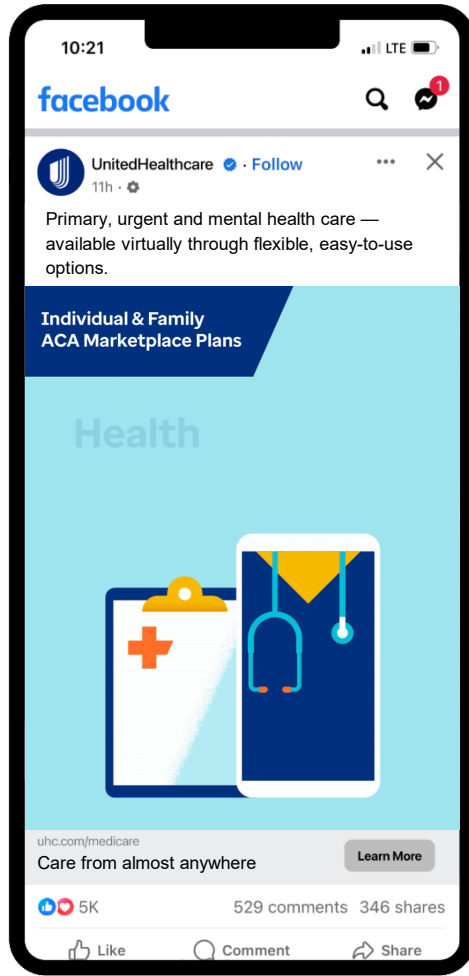


Image Text:

Health care on-demand

Post Copy (<125 char):

Primary, urgent and mental health care — available virtually through flexible, easy-to-use options.

Headline (<27 char):

Care from almost anywhere

CTA: Learn More (Window Shopping) | Shop Now (OEP)

Link: uhc.com/ACAenroll

Legal In Asset: TBD



4:5 & 9:16: Showcase all the rewards and perks for IFP

FB & IG
In-Feed
Video

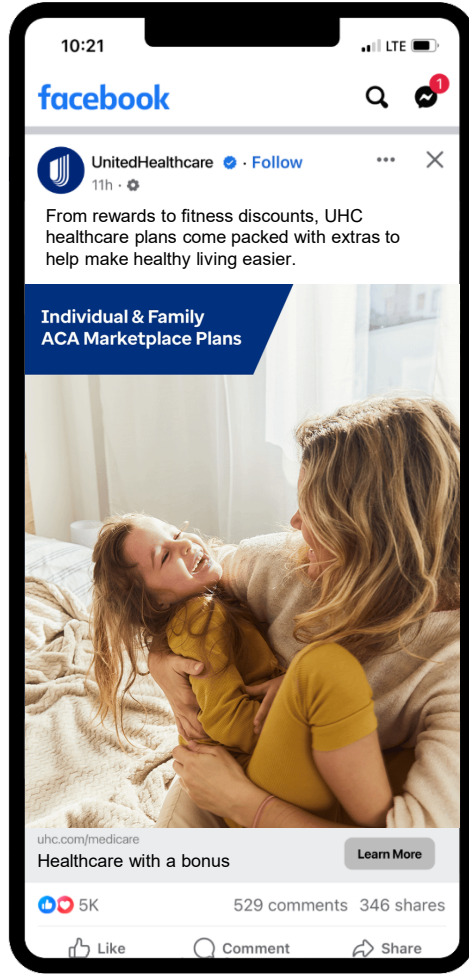


Image Text:

Rewards-packed healthcare plans

ALT 1: Reward your health

ALT 2: Plussed-up plans

Post Copy (<125 char):

From rewards to fitness discounts, UHC healthcare plans come packed with extras to help make healthy living easier.

Headline (<27 char):

Healthcare with a bonus

CTA: Learn More (Window Shopping) | Shop Now (OEP)

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4:5 & 9:16: One Pass Select™

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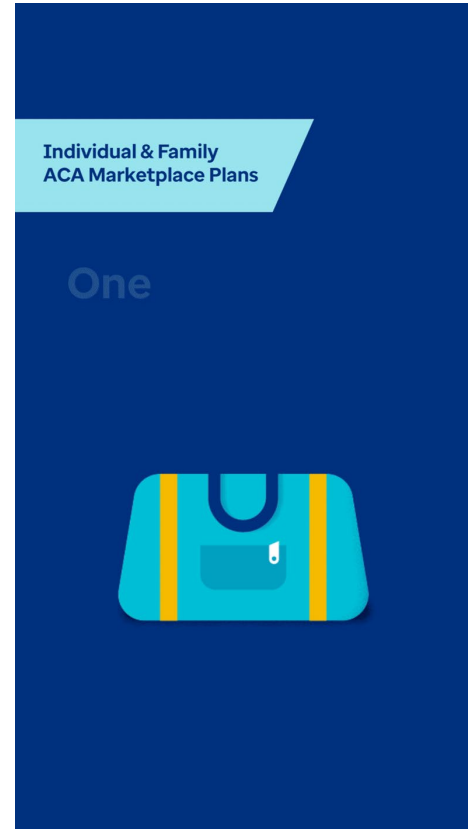
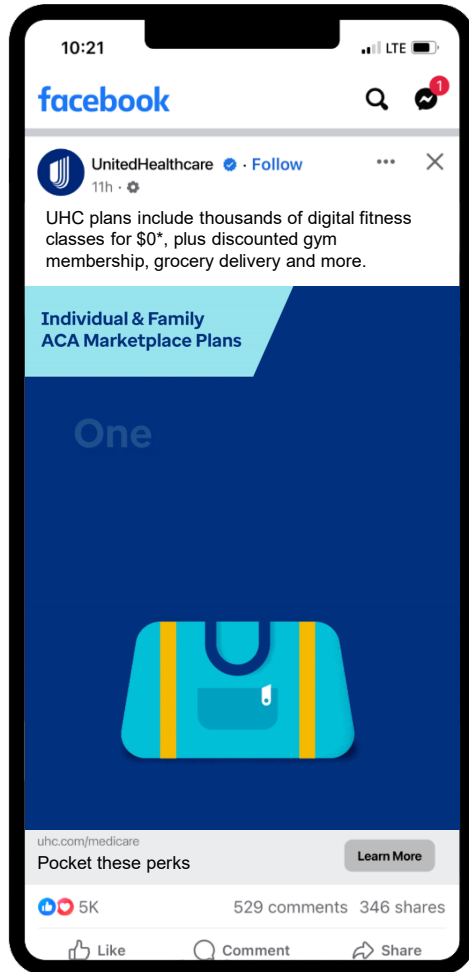


Image Text:

One Pass. Endless Options.

ALT: Fitness, included

Post Copy (<125 char):

UHC plans include thousands of digital fitness classes for \$0*, plus discounted gym membership, grocery delivery and more.

Headline (<27 char):

Pocket these perks

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4:5 & 9:16: \$000

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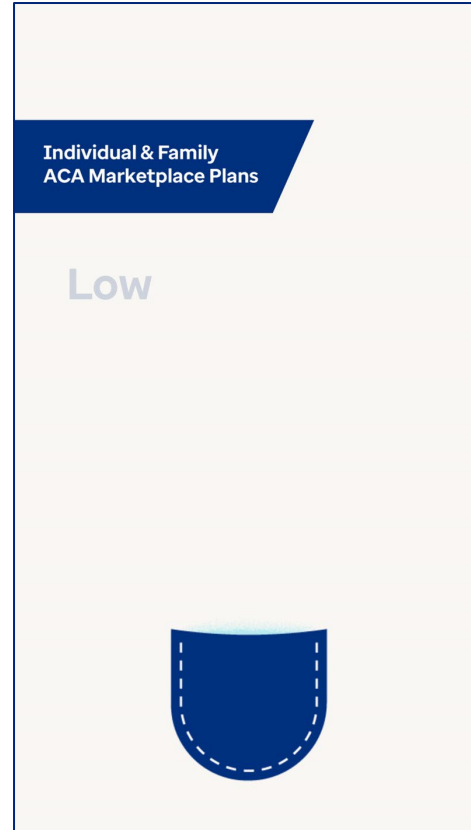
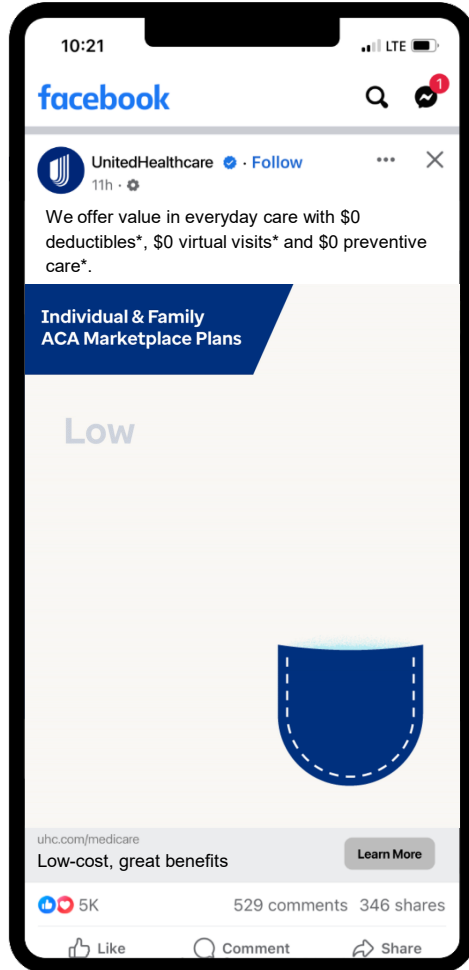


Image Text:

Low cost ACA Marketplace plans

ALT 1: Find value everyday

ALT 2: Whole family health. Whole family value.

Post Copy (<125 char):

We offer value in everyday care with \$0 deductibles*, \$0 virtual visits* and \$0 preventive care*.

Headline (<27 char):

Low-cost, great benefits

CTA: Learn More (Window Shopping) | Shop Now (OEP)

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4:5 & 9:16: Low cost Benefits

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In-Feed
Video



Image Text:

Health care that comes with more

Post Copy (<125 char):

Enjoy savings on deductibles, preventive care and prescription drugs.

Headline (<27 char):

See what we offer

CTA: Learn More (Window Shopping) | Shop Now (OEP)

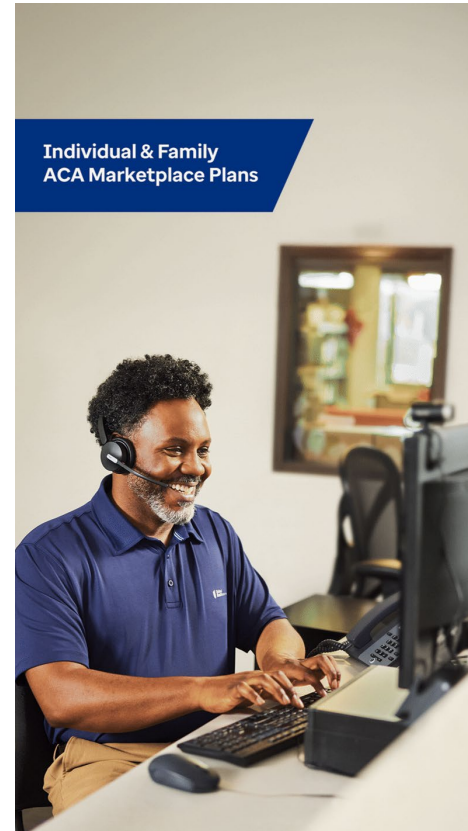
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4:5 & 9:16: Español Experience — SPANISH ONLY

FB & IG
In-Feed
Video



***Transcreation starts
during legal & Compliance
Review**

Image Text:

Get support in Spanish

Post Copy (<125 char):

UHC Individual and Family ACA Marketplace plans provide both English and Spanish language support at every touchpoint.

Headline (<27 char):

Offering Spanish support

CTA: Learn More (Window Shopping) | Shop Now (OEP)

Link: uhc.com/ACAenroll

Legal In Asset: TBD

