

Visual Identity for HR Communication

April 2022

The visual identity is used on HR collateral when we want associates to feel an emotional connection to the content because it impacts their well-being — both their experiences at work and their life outside of work.

HR Areas Included

- Benefits (healthcare, time away, financial, etc.)
- Wellness
- Compensation*
- Career & development*
- Recognition

* There may be instances where the visual identity isn't applied, for example, performance management.

What's not Included

- Areas outside of HR
- DE&I
- Culture
- Community/ volunteerism/ charitable causes/ foundations
- Associate relations
- Policies and procedures; legal
- Organizational announcements

TBD

- Recruiting

Rewards & More

Rewards & More

Rewards & More

Rewards & More

Rewards & More

LIFE@ANTHEM | BENEFITS

Anthem, Inc.
220 Virginia Avenue
Indianapolis, IN 46204



Mark your calendar

Open enrollment for your 2022 benefits is happening November 1–November 12, 2021.

LIFE@ANTHEM | BENEFITS

Open enrollment

Be prepared for what's new in 2022 — visit lifeatanthembenefits.com




Photo from Evelyn A. FL

Visite lifeatanthembenefits.com/beneficios-en-espanol para obtener informacion sobre las opciones para 2022.



Mark your calendar

Open enrollment for your 2023 benefits is happening November 1–November 12, 2021.

rewardsandmorebenefits.com

Elevance Health

Anthem, Inc.
220 Virginia Avenue
Indianapolis, IN 46204

Elevance Health

Rewards & More



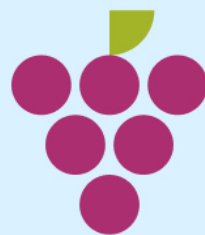
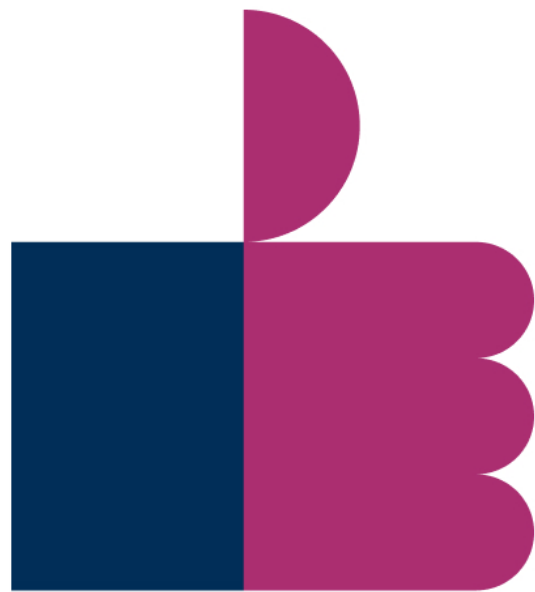
Oh, Happy Day!

New Benefits for 2023.
Now That's Something to Smile About.

LIFE@ANTHEM | BENEFITS

Choose your Life Essential Kit for 2022

As you prepare for open enrollment, keep your Life Essential Kit choices in mind



Nutrition: Our most popular kit provides a per-pay-period allowance for groceries and — **new in 2022** — Publix and walmart.com delivery have been added to the list of places you can shop.



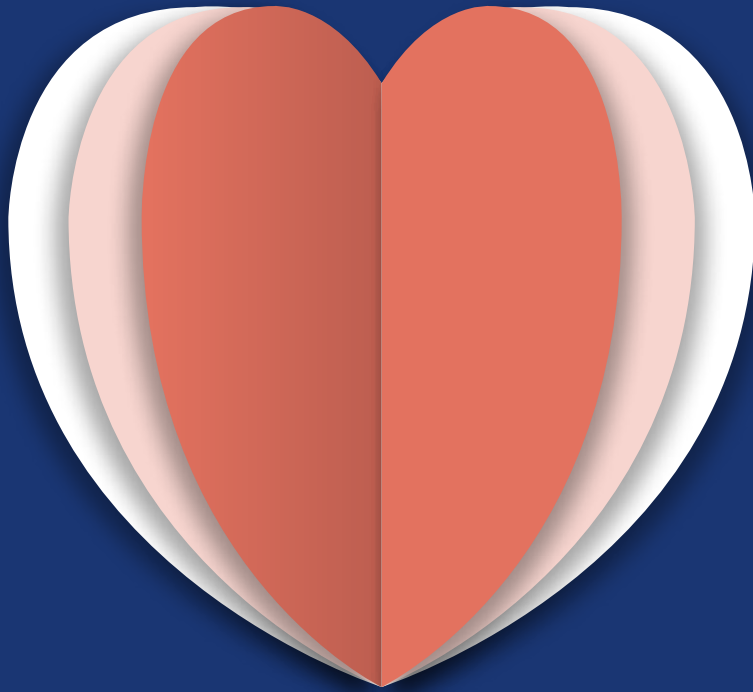
Child Care: Provides a per-pay-period allowance for qualified care expenses for your eligible dependents while you work.



Transportation: Provides a per-pay-period allowance for your public transportation and rideshare service needs and — **new in 2022** — gas reimbursement.

Rewards & More

\$3,000 For Life Essentials

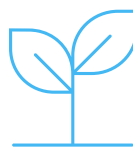


Three Kit Options to Fit Your Needs:



Nutrition

Our most popular kit among associates, this kit provides a per-pay-period allowance for groceries.



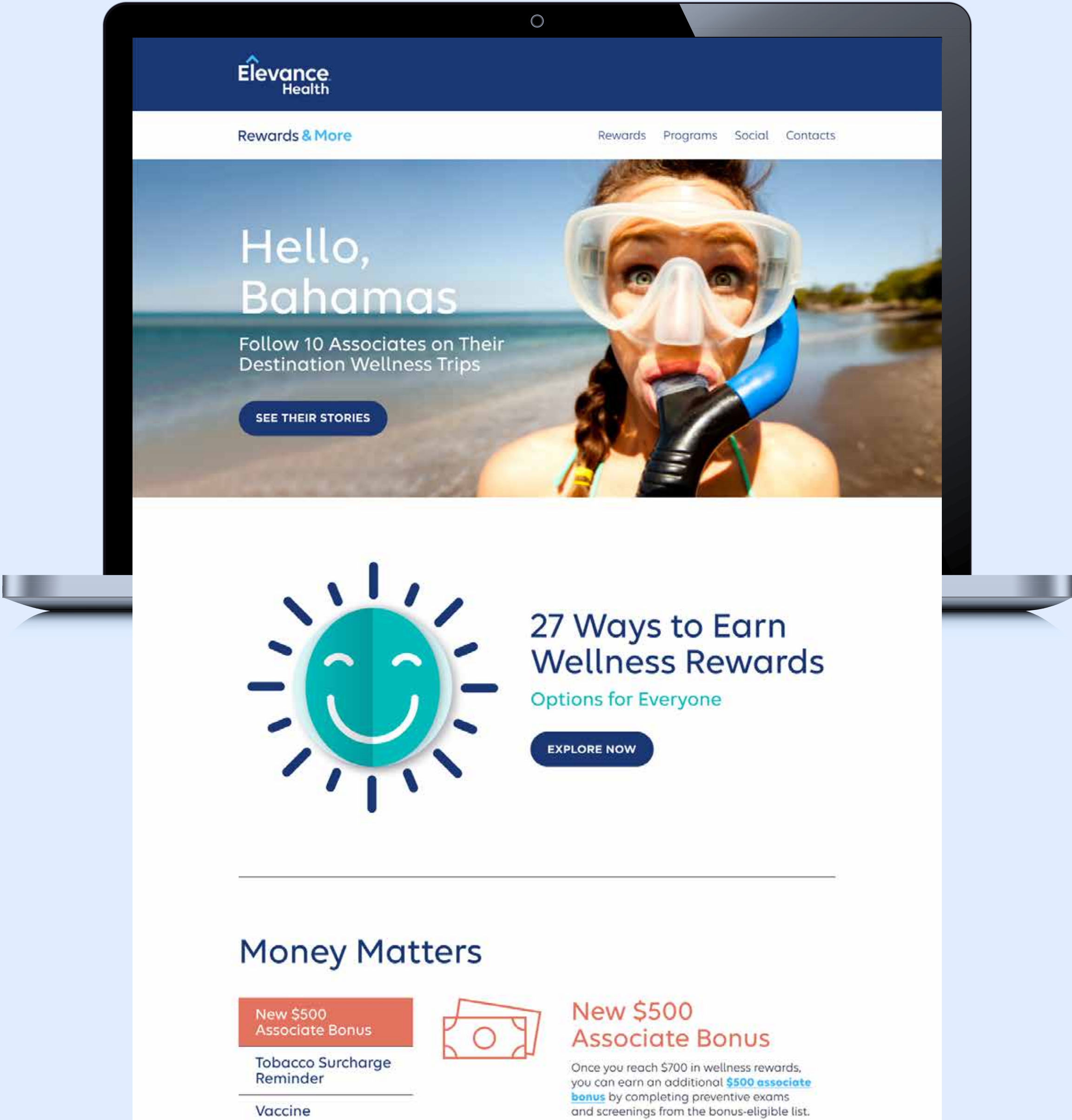
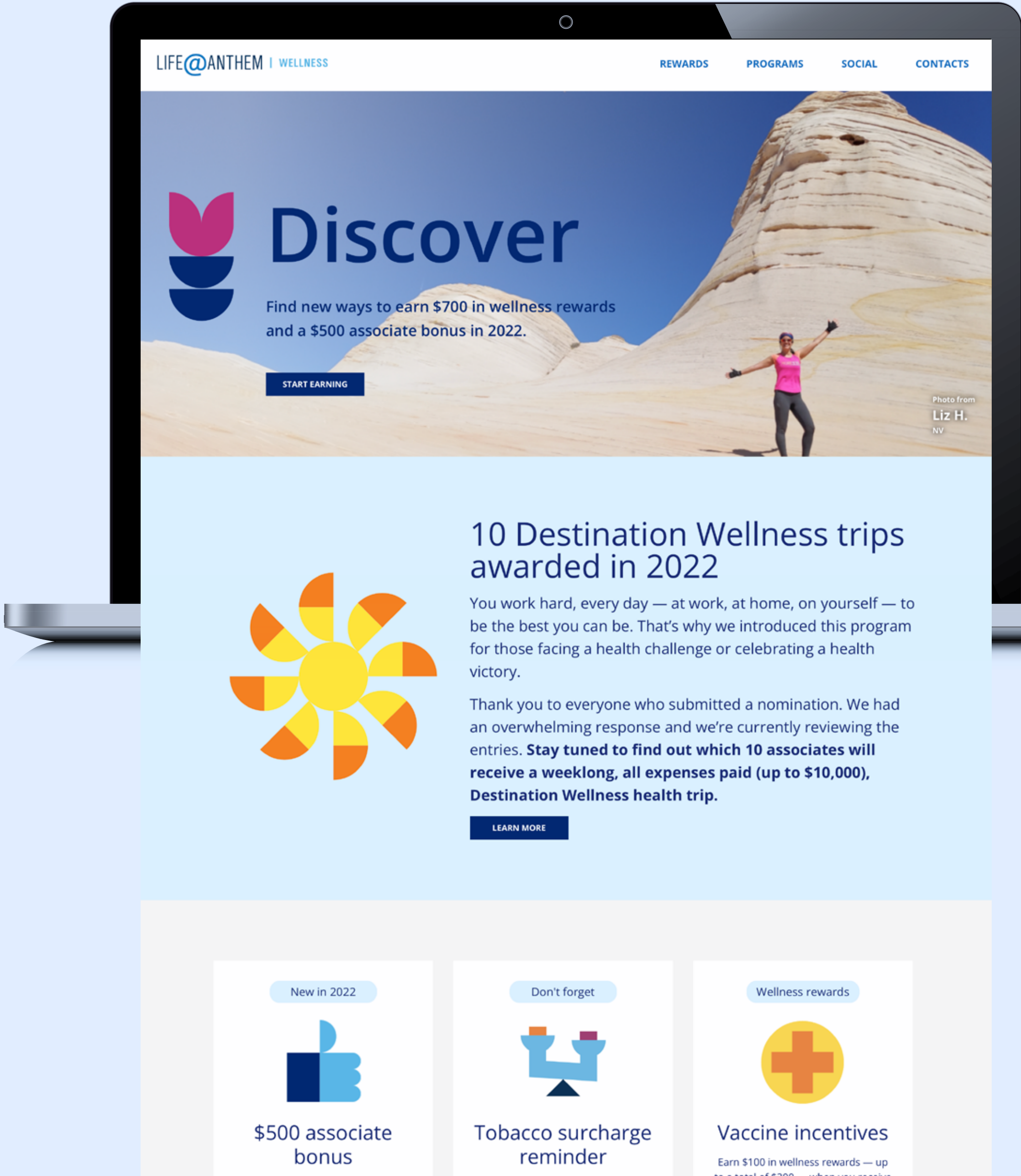
Child care

This kit provides a per-pay-period allowance for qualified care expenses for your eligible dependents.



Transportation

This kit provides a per-pay-period allowance for your public transportation and rideshare service needs.



Play Time

PTO Your Way



Future Money



Join the 401(k)
Today for a Happy
Tomorrow

Happy Me

Extra Dollars in My 401(k)
With an Increased Match
From Elevance Health

Rewards & More

Extra Money to Take Care of Me

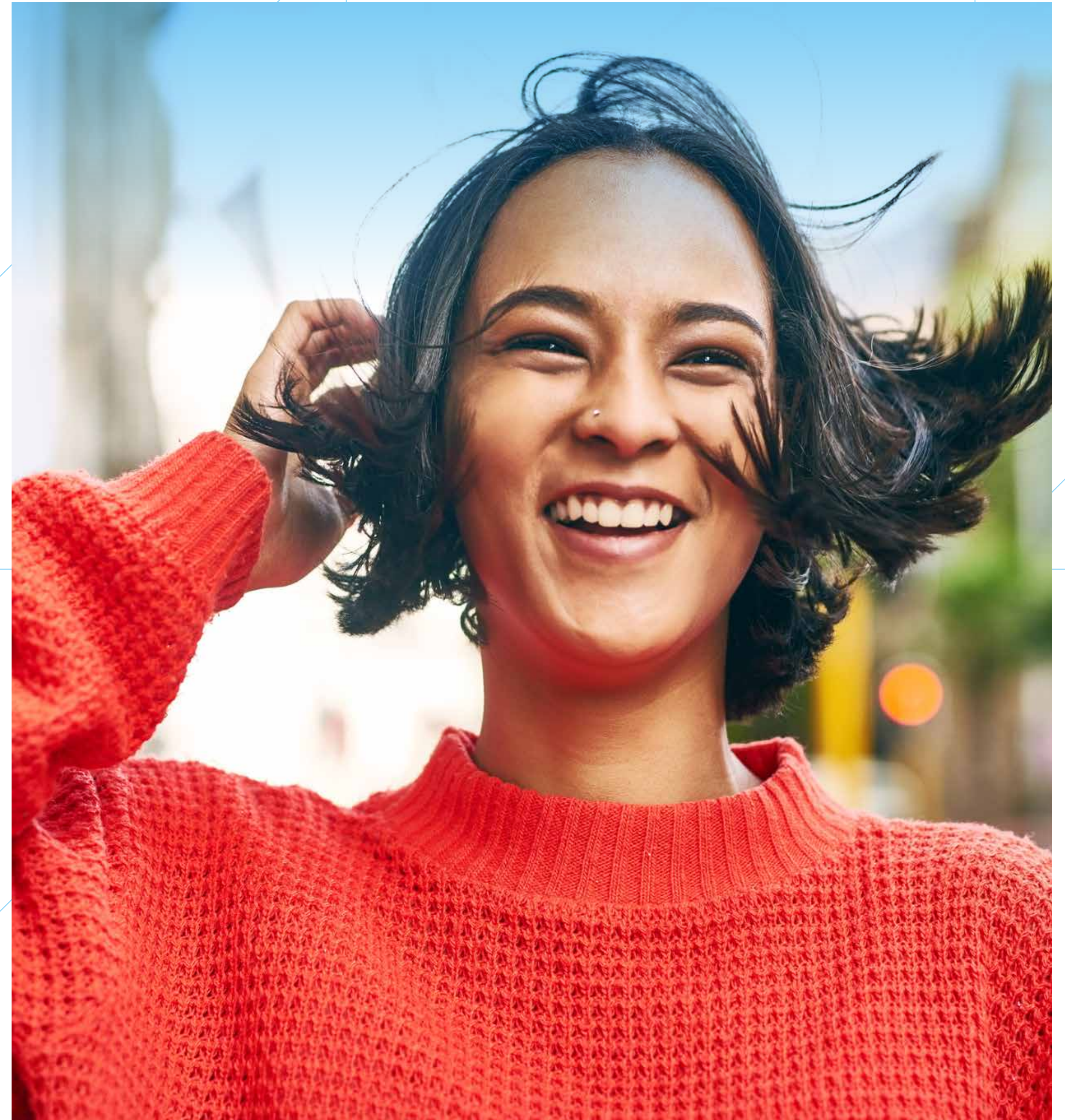


Paying for Child Care?
We Put an Extra 10%
in Your Account.

Take the Next Step

Visit the Career Center to
Explore How You Can Move
Your Career Forward

Rewards & More

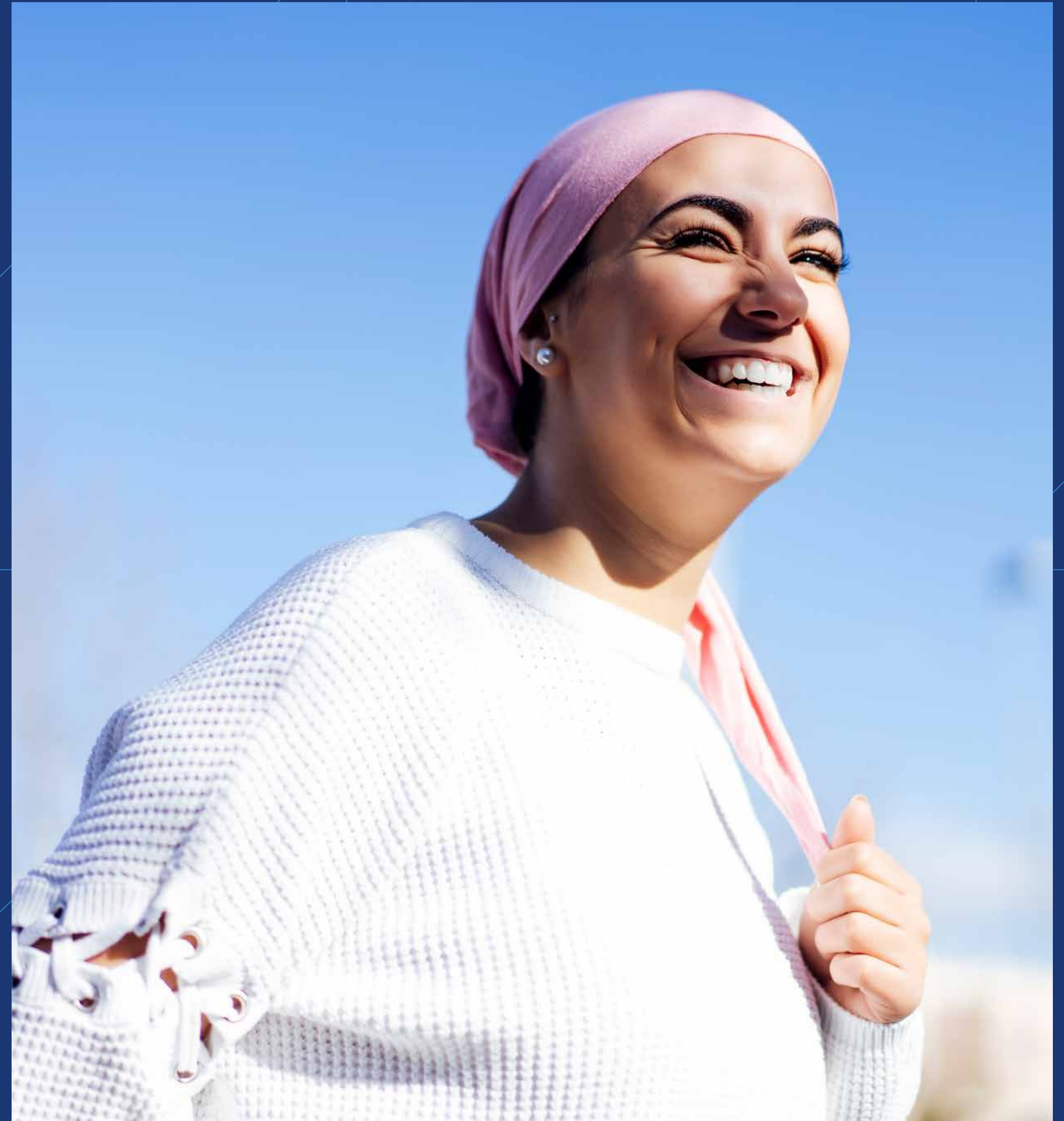




Being Here for Tomorrow Means Everything

Connect With Our Concierge Cancer Care Program. Significant Support That Can Make All the Difference.

Rewards & More



“My virtual health coach fits my schedule and my workout routine.”



“Talking to my manager
really helped me
understand my pay.”

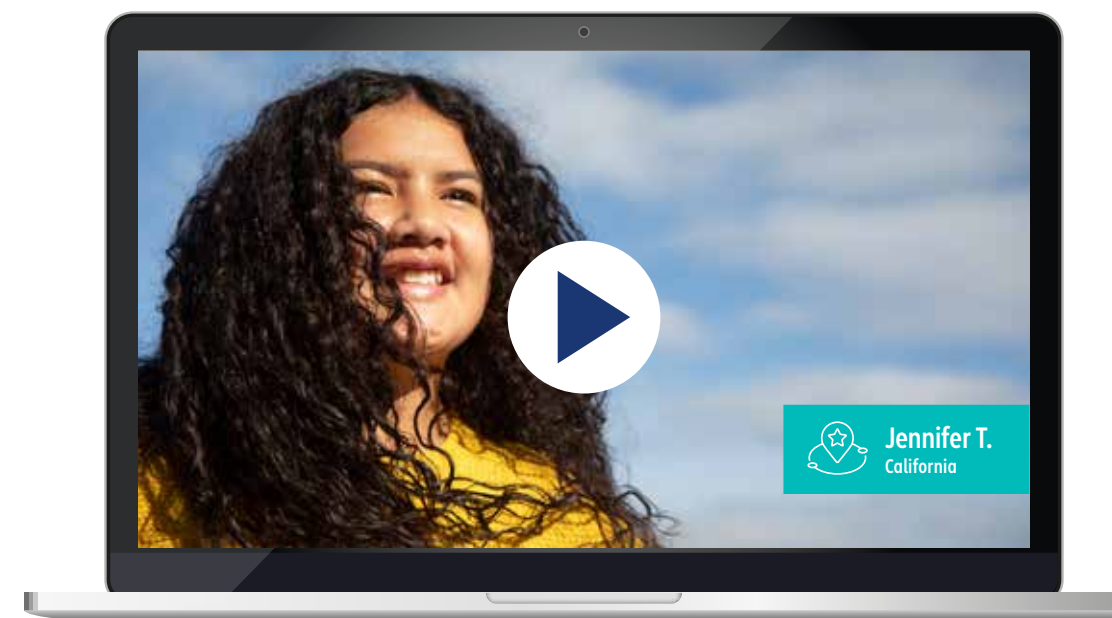
Prepare for Performance
Conversations Coming This May



Rewards & More Campaign

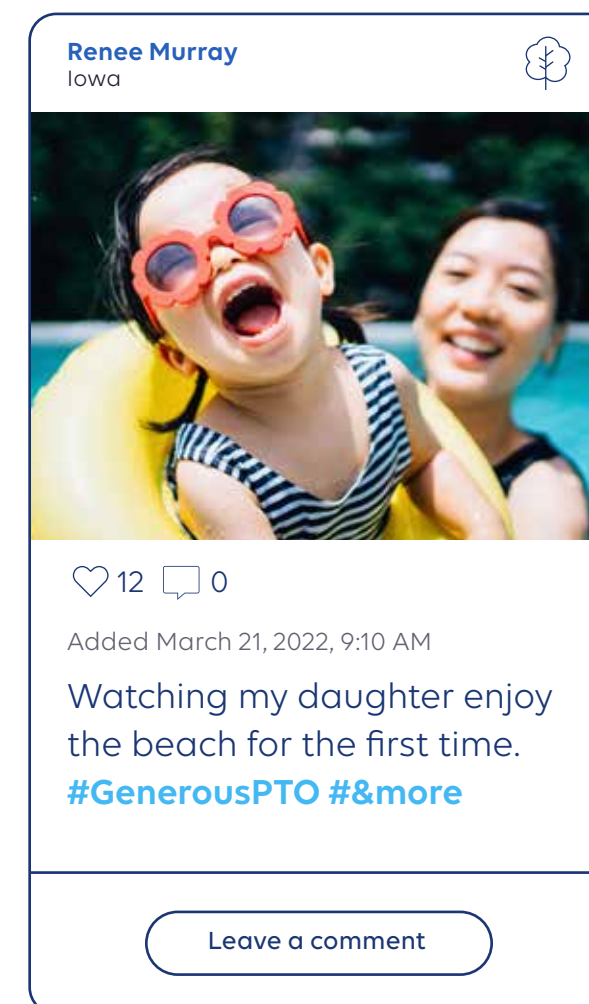
TBD — July 2022 or later

The new Rewards & More visual identity starts to appear on June 28 as associates celebrate the official Elevance Health name change. The Rewards & More campaign comes later to reinforce what's happening and build connection through the lens of the associate.



Testimonial Video

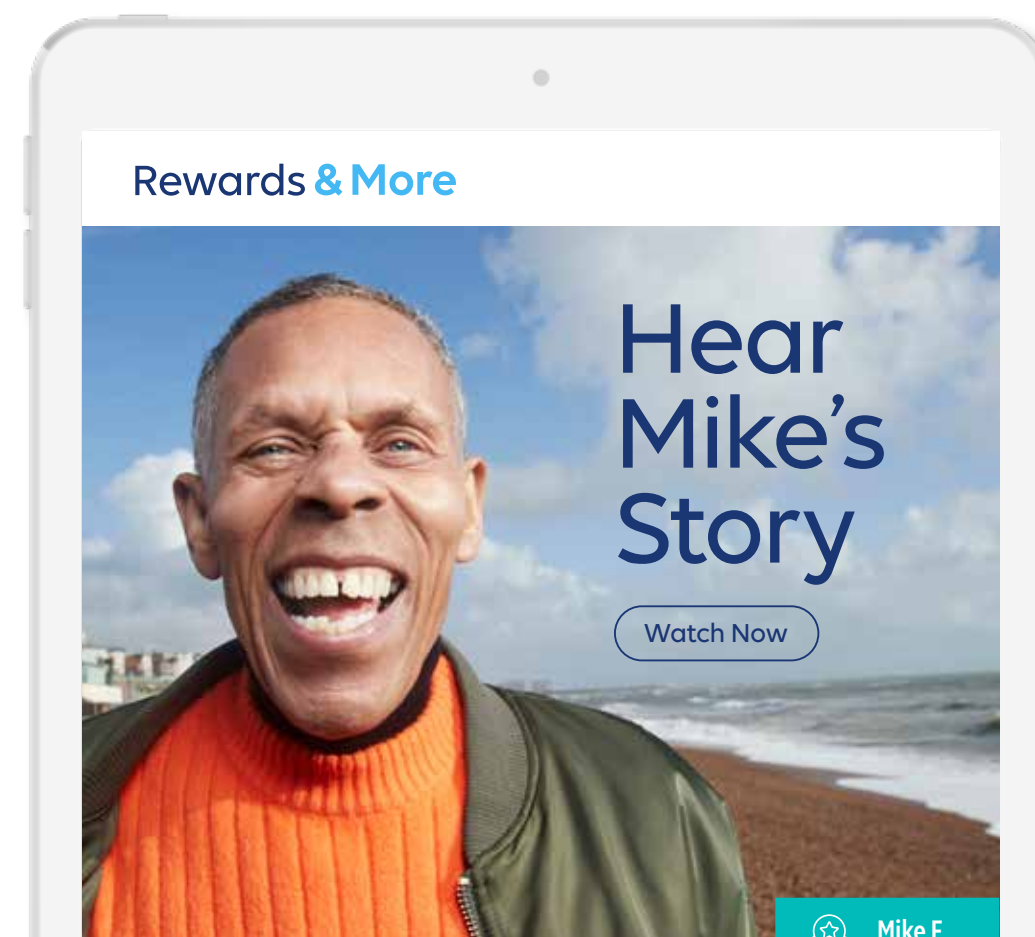
Working with great people. Wellness rewards. Time off for new parents. Making a difference. In a collection of quick, short clips, associates share what “& more” means to them.



Social Sharing

Associates are invited to post about what “& more” means to them on the wellness social share site. Select stories and photos can be used on future communication pieces.

[#&more](#)



Launch Email

A bold graphic email links to the testimonial video and encourages associates to visit the social share site.