

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

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- 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

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

### TBD

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- Recruiting

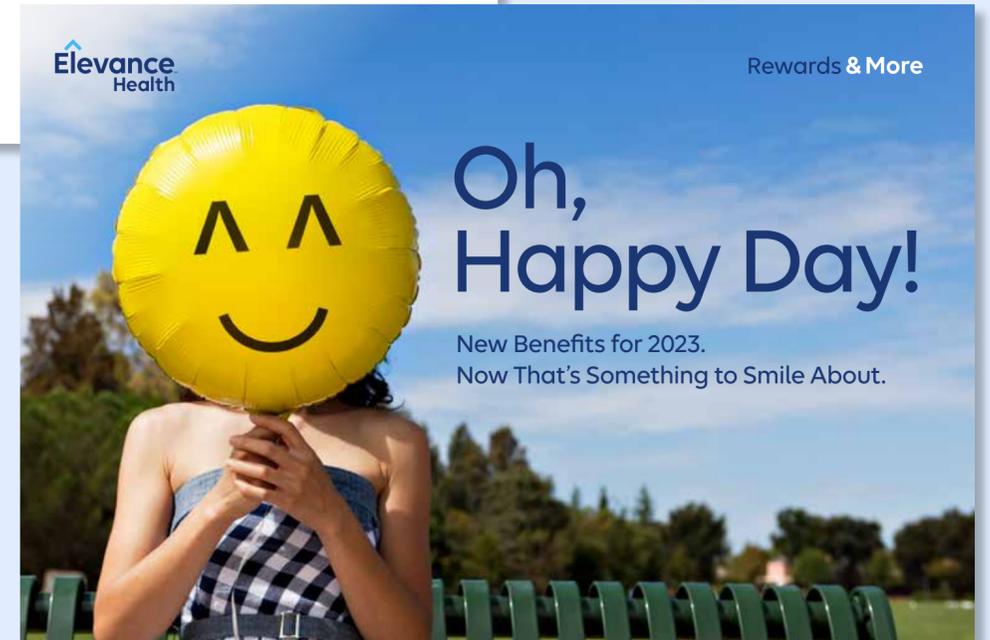
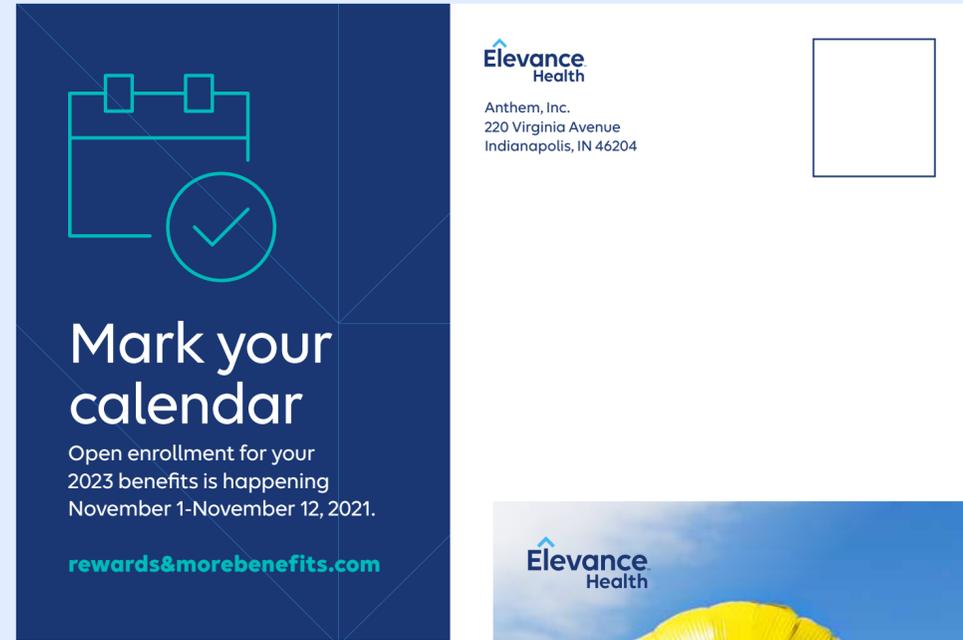
# Rewards & More

## Rewards & More

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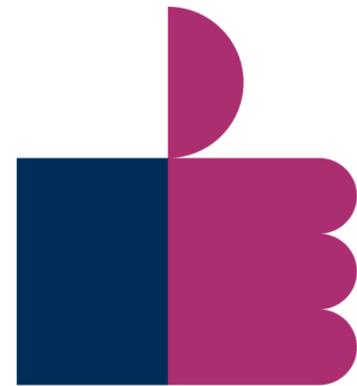
Rewards & More



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.



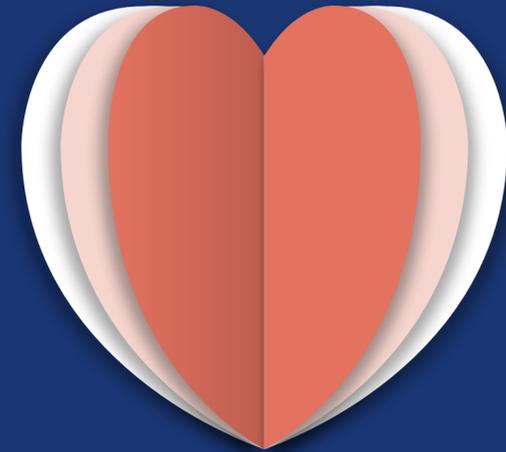
**Child Care:** Provides a per-pay-period allowance for qualified care expenses for your eligible dependents while you work.



**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.

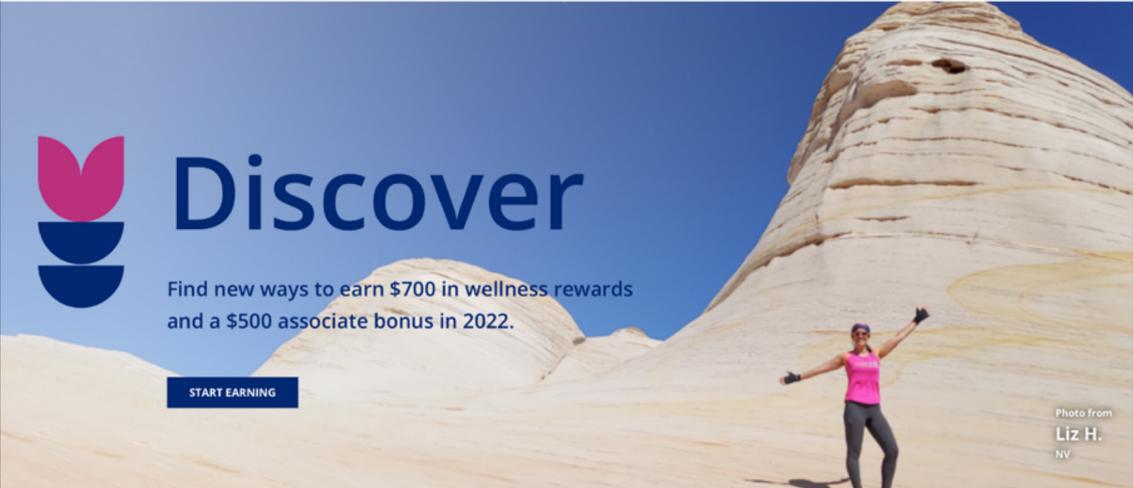


#### Transportation

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

LIFE@ANTHEM | WELLNESS

REWARDS PROGRAMS SOCIAL CONTACTS



# Discover

Find new ways to earn \$700 in wellness rewards and a \$500 associate bonus in 2022.

START EARNING

Photo from Liz H. NV

## 10 Destination Wellness trips awarded in 2022



You work hard, every day — at work, at home, on yourself — to be the best you can be. That's why we introduced this program for those facing a health challenge or celebrating a health victory.

Thank you to everyone who submitted a nomination. We had an overwhelming response and we're currently reviewing the entries. **Stay tuned to find out which 10 associates will receive a weeklong, all expenses paid (up to \$10,000), Destination Wellness health trip.**

LEARN MORE

New in 2022



\$500 associate bonus

Don't forget



Tobacco surcharge reminder

Wellness rewards



Vaccine incentives

Earn \$100 in wellness rewards — up to a total of \$700 — when you receive

Elevance Health

Rewards & More

Rewards Programs Social Contacts



# Hello, Bahamas

Follow 10 Associates on Their Destination Wellness Trips

SEE THEIR STORIES



## 27 Ways to Earn Wellness Rewards

Options for Everyone

EXPLORE NOW

### Money Matters

New \$500 Associate Bonus



New \$500 Associate Bonus

Once you reach \$700 in wellness rewards, you can earn an additional \$500 associate bonus by completing preventive exams and screenings from the bonus-eligible list.

Tobacco Surcharge Reminder

Vaccine

# 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 Elevation Health

# Extra Money to Take Care of Me

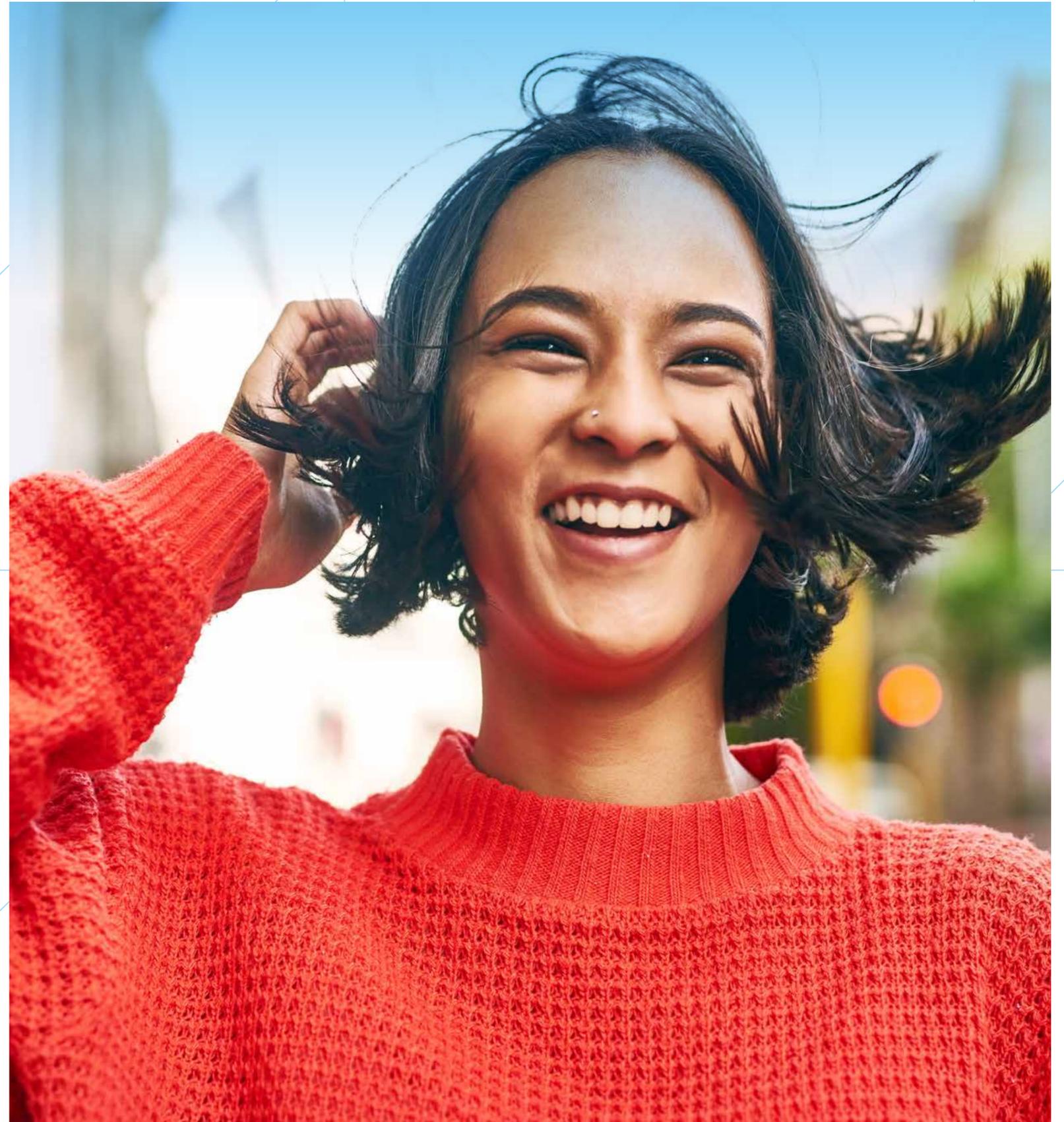


Paying for Child Care?  
We Put an Extra 10%  
in Your Account.

# Take the Next Step

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

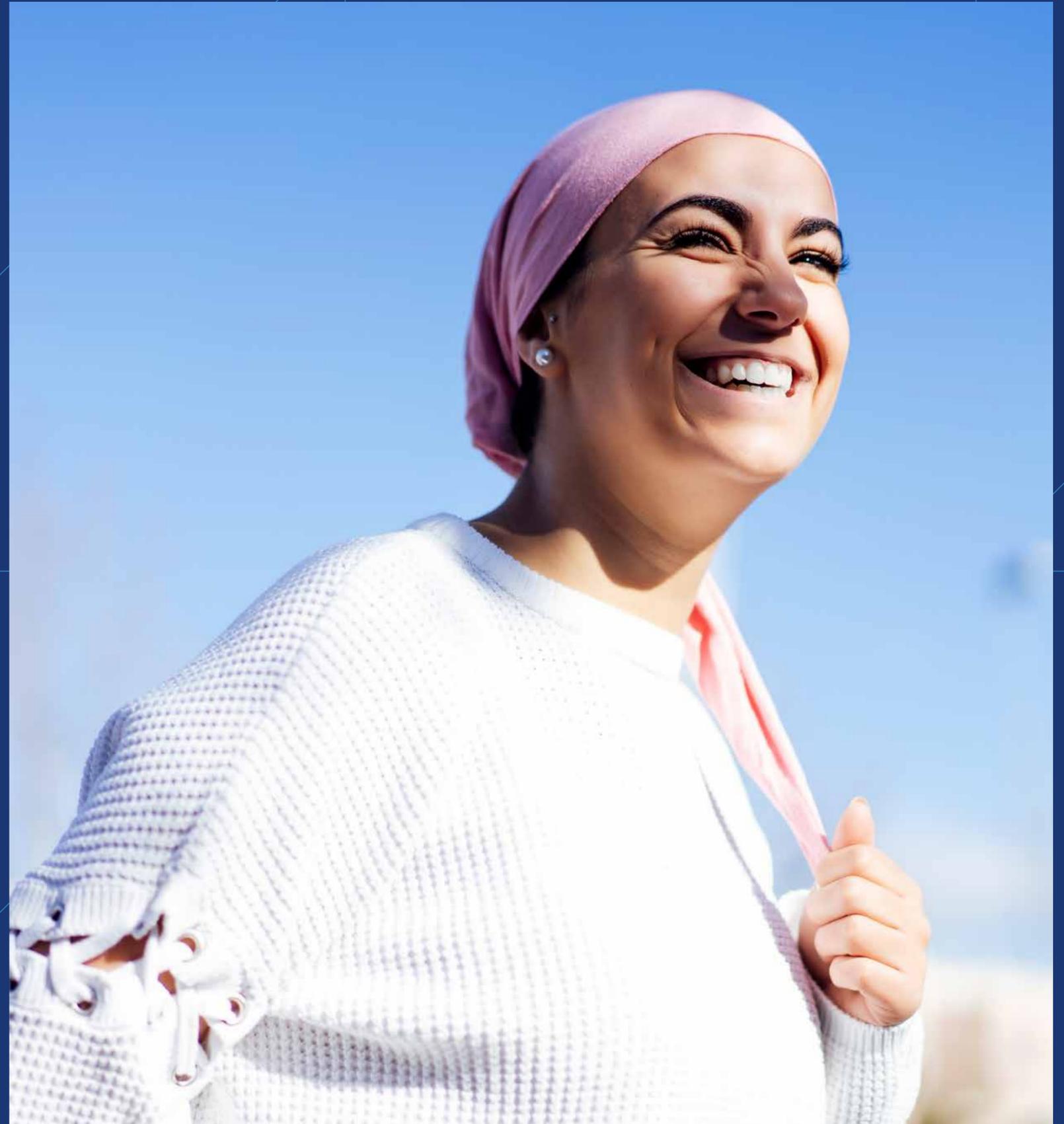
Rewards & More



# 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.”

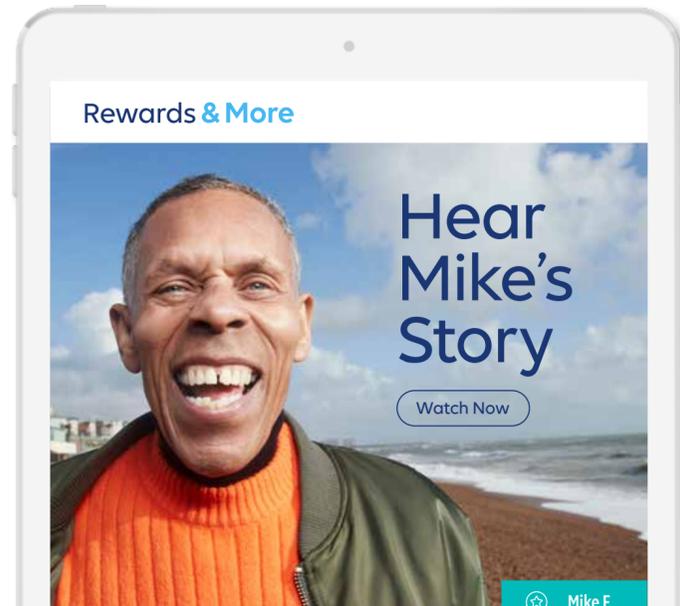
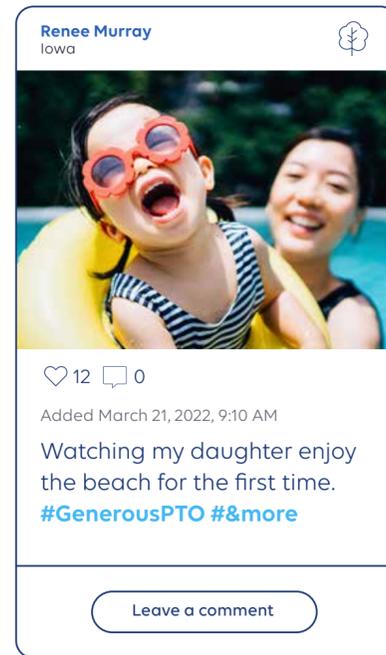
Prepare for Performance  
Conversations Coming This May



# 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.