

Your 2021 Toolkit

Use this convenient toolkit to access all the materials you need.

We want to make sure our broker partners have the right materials at the right time to help sell Anthem's Small Group 2021 product portfolio. You can find tools, resources, products guides and flyers, a new 2021 placemat, and agent incentive details in one resource.

Agent incentive opportunities Race for the Anthem Cup

ANTHEM BLUE CROSS CUP

Drive home 2020 and take the Anthem Cup with you

The last several months have been a challenging course to play, but we are primed to keep heading toward the greens. It's time to drive sales, and start your 2021 game under par.

TEE UP THE INSPIRATION

Collin Havert, VP and GM, CA Small Group Business, is here with a **message** about the Anthem Cup.



What's at play

We are on par to be a California leader in competitive HMOs. Check the recent scores:

- Take advantage of low 4th quarter rates. For example, in region 1, the Anthem Silver PPO 55/1850/35% premium is more than 15% less expensive than United's Select Plus 2300/700ct/8U-JL.*
- We have averaged a nearly 7% HMO rate decrease.
- Our average HMO renewal rate decrease is 2.3%.
- We have reduced our HMO rates by an average of 5% across all of California.

Think of us as your caddy

We'll be right by your side with all the tips you need to score big and take home the cup. Start **base** with your bonus information.

Are you ready to race for the cup?

Be the highest selling broker between now and January 15, 2021, and win a luxury stay and play weekend for two at The Resort at Pelican Hill – Newport Beach's five-star resort with panoramic ocean views.

Contact your Anthem representative for more details.

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Anthem Cup flyer

End-of-year incentives and a stay and play weekend for two at The Resort at Pelican Hill are at play.



A WHOLE-HEALTH APPROACH TO CARE

Small Group product guide | Effective January 1, 2021

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2021 product guide

This annual product guide provides an overview of our 2021 products, programs, and services.



Strong ideas for better health

SMALL GROUP MEDICAL PORTFOLIO HIGHLIGHTS

California | Effective January 1, 2021

Portfolio highlights brochure

This brochure showcases all the exciting plans and product changes for 2021.



Small Group Network comparison guide

For health maintenance organizations (HMOs)

View the comparison guide that provides side-by-side group and individual plan comparisons and part of Anthem Blue Cross Blue Shield of California, Select HMO and Priority Select HMO.

Effective May 1, 2021

Network comparison guide

This guide lists our HMO networks with side-by-side comparisons of each plan we offer.

