

Large Group | CO, CT, GA, IN, KY, ME, MO, NV, NH, OH, VA, WI

We're promoting our value to select employers

We are launching three marketing campaigns aimed at Large Group employer prospects in the 14 states we serve.

Our messages will address common pain points employers are facing and tell them about Anthem solutions that can help them address those challenges. All three campaigns will exclude state accounts, labor and trust, student, and public sector employers.

The campaigns and starting dates are:

- **Jumbo prospects (launches May 3)**: targets top prospects in each market with 1,000+ employees. Click to view sample campaign landing page.
- **Mid-size prospects (launches May 10)**: targets medium size companies with 100-1000 employees. Click to view sample campaign landing page.
- **Win Back (launches May 17)**: targets former clients (130+ group size) that canceled between 2015 and 2020. Click to view sample campaign landing page.

If one of your clients responds, we will connect with you to keep you involved.

Please contact your sales representative if you have any questions.