

For More **MOMENTS**

Like this



**Schedule a
wellness visit**

IE  **HP**

For More
MOMENTS
Like this →

Schedule a wellness visit



IE  HP

For More
MOMENTS
Like this →

Schedule a wellness visit

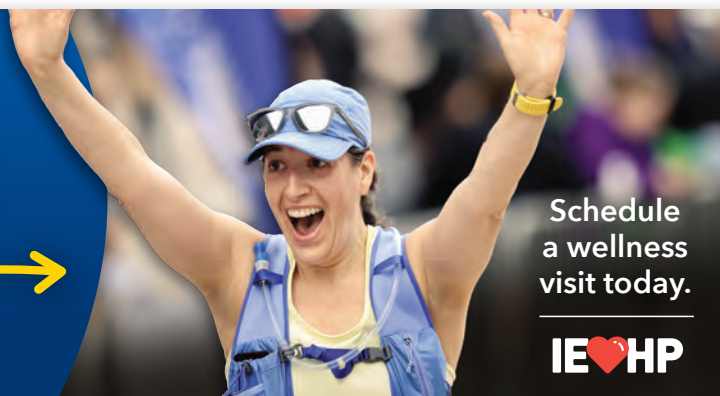


IE  HP

For More
MOMENTS
Like this →

Schedule
a wellness
visit today.

IE  HP



For More
MOMENTS
Like this

Schedule a
wellness
visit

IE  HP



For More
MOMENTS

Like this



Schedule a
wellness visit

IE❤️**HP**

For More
MOMENTS

Like this



Schedule a
wellness visit

IE❤️**HP**

For More
MOMENTS

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Schedule a
wellness visit

IE❤️**HP**

For More
MOMENTS

Like this



Schedule a
wellness visit

IE❤️**HP**

For More
MOMENTS
Like this →



Schedule a
well-child visit
TODAY!
IE♥HP

V1

For More
MOMENTS
Like this →



Schedule a
well-child visit
TODAY!
IE♥HP

For More
MOMENTS
Like this →



Schedule a
well-child visit
TODAY!
IE♥HP

V3

Para Más
MOMENTOS
Como este →



¡Programe una
visita de bienestar
HOY MISMO!

IE♥HP

V1
Spanish

Para Más
MOMENTOS
Como este →



¡Programe una
visita de bienestar
HOY MISMO!

IE♥HP

V2
Spanish

For More
MOMENTS
Like this →



Talk to your
child's doctor or
dentist about
**FLUORIDE
TREATMENTS**

IE  HP

Comp 1
English

Para más
MOMENTOS
Como este →



Hable con el médico
o dentista de su
hijo sobre los
**TRATAMIENTOS
CON FLÚOR**

IE  HP

Comp 1
Spanish

For More
MOMENTS
Like this →



Talk to your
child's doctor or
dentist about
**FLUORIDE
TREATMENTS**



Comp 2
English

Para más
MOMENTOS
Como este →



Hable con el médico
o dentista de su
hijo sobre los
**TRATAMIENTOS
CON FLÚOR**



Comp 2
Spanish

For More
MOMENTS
Like this →




Schedule your
baby for
needed vaccines.
CALL TODAY!
IE  HP

Comp 1
(A-test: general)

For More
MOMENTS
Like this →



Schedule your baby
for vaccines needed
from birth - 15 mos.
CALL TODAY!
IE  HP

Comp 2
(B-test: specific)

For More
MOMENTS
Like this →



Take your preteens
to get their vaccines
TODAY!
IE♥HP

Comp 1
(A-test: general)

For More
MOMENTS
Like this →



Schedule vaccines for
tweens (ages 9 to 13)
TODAY!
IE♥HP

Comp 2
(B-test: specific)

Mother's Day Videos

1.

https://www.instagram.com/iehp_healthcare/reel/C6uX1mASM5t/

2.

https://www.instagram.com/iehp_healthcare/reel/C65KRVkLPQb/



Mother's Day Maternal Wellness Events

<https://www.iehp.org/en/our-organization/newsroom/newsroom-archive/2024/iehp-puts-moms-at-the-heart-of-annual-maternal-wellness-event-se>



Father's Day Video

https://www.instagram.com/iehp_healthcare/reel/C8F31jkshz1/



Image 1



Image 2



Image 3



V2



Image 1

V1



Image 2



Image 3



V2



For More **MOMENTS**

Like this →

Schedule a wellness visit



Hey, fellas,

IEHP knows you're busy working and taking care of everything that needs to get done. But, we want to remind you that your family loves you and wants you to take care of yourself, too. Don't wait until you're sick. For more family moments like this, schedule your wellness visit today.

What's a wellness visit, you ask? More than your yearly physical exam, a wellness visit includes a Health Risk Assessment, a personalized prevention plan and will likely include:

- Routine measurements (like height, weight, and blood pressure)
- A review of medical and family history
- A review of current medicines
- Personalized health advice
- Advance care planning
- A cognitive and functional assessment

Call your doctor today and set up a wellness visit.

To your health,

iehp.org

IEHP is one of the top 10 largest Medicaid health plans and the largest not-for-profit Medicare-Medicaid public health plan in the country.



If you do not wish to receive emails from IEHP, you may unsubscribe at any time here: [Unsubscribe from IEHP Emails.](#)

Para más **MOMENTOS** *Como este* →

Programa una visita de bienestar



Le enviamos este mensaje con mucho respeto querido amigo:

En IEHP sabemos que está muy ocupado trabajando para que a su familia no le falte nada. Solo recuerde que su familia es feliz al verlo saludable y libre de cualquier enfermedad. Por favor, no espere hasta estar enfermo. Así que para más momentos como este, en los que puede disfrutar de su familia, programe su cita médica de bienestar hoy mismo.

¿Qué es una cita médica de bienestar? Más que su examen físico anual, una cita médica de bienestar incluye una Evaluación de los Riesgos para su Salud, un plan de prevención personalizado y también podría incluir:

- Mediciones de rutina (como estatura, peso y presión arterial)
- Revisión de su historial médico y familiar
- Revisión de los medicamentos actuales
- Asesoría de salud personalizada
- Planificación anticipada de la atención médica
- Evaluación cognitiva y funcional (salud mental)

Llame a su médico hoy mismo y programe una cita médica de bienestar (wellness visit).

Su salud es nuestra prioridad.

iehp.org

IEHP es uno de los 10 planes de salud de Medicaid más grandes y el plan de salud pública Medicare-Medicaid sin fines de lucro más grande del país.



For More
MOMENTS
Like this →



Schedule your
mammogram
TODAY!

IE♥HP

For More
Father's
Day
MOMENTS
Like this →

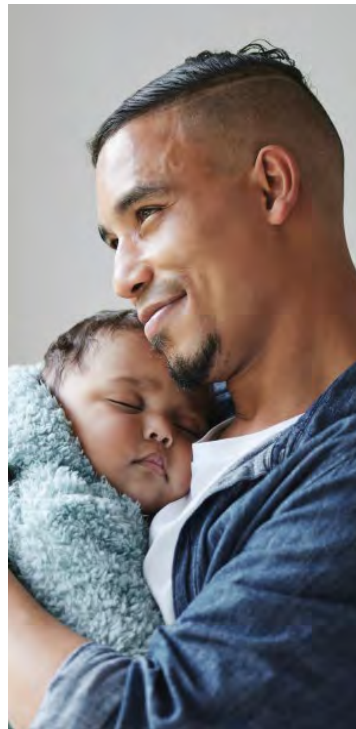


Schedule your
colorectal
cancer screening

TODAY!

IE  HP

Para Más
MOMENTOS
del Día
del Padre
Como este →



¡Programe
su cita de
bienestar
HOY!

IE  HP

IE♥HP

Follow us



IEHP



iehp_healthcare



iehp_healthcare



IEHP



@IEHPHealthcare

This is just the beginning. The “More Moments” Campaigns will continue throughout the year and will include TV and radio ads, more billboards, email, texting, live events, social media ads and more. I will update the samples to include more items by the end of the year.

We’re also running several other campaigns simultaneously. One is connected to the Well Woman campaign called “Strong Start” which involve targeted and paid ads with our partners Ntooitive.

Here are some samples from that campaign.

If there is any specific types of samples you would like to see, please don’t hesitate to contact me .

A close-up photograph of a woman with curly hair gently holding a newborn baby. The woman is smiling and looking down at the baby. The baby is wrapped in a white cloth. The background is softly blurred.

Give your baby a
**STRONG
START**

Schedule a visit @ 1.800.440.IEHP

IEHP
IEHPBabynMe.org

A photograph of a young child with curly hair, wearing a pink dress, being examined by a doctor. The doctor is wearing a white lab coat and is using a stethoscope. The child is smiling. The background is softly blurred.

Here For Every
MILESTONE

Schedule a visit @ 1.800.440.IEHP

IEHP
IEHP Kids.org



IEHP
IEHPBabynMe.org

Give your baby a
STRONG START
Schedule your visit today @ **1.800.440.IEHP**

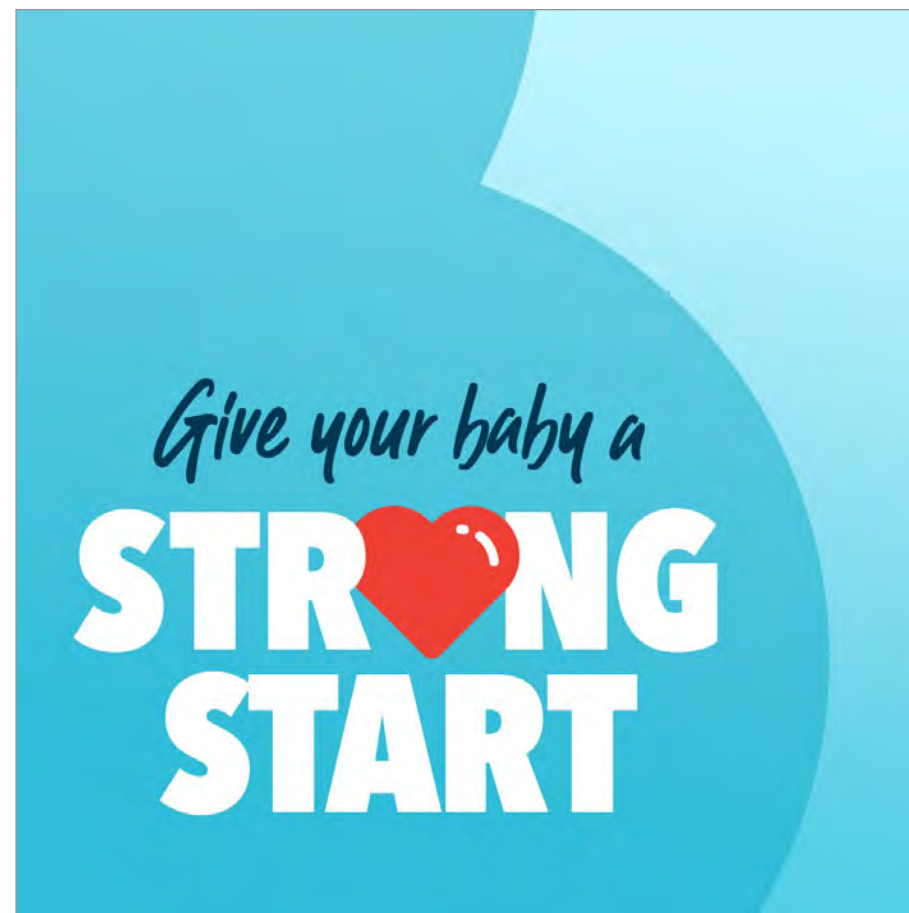
This billboard features a blue background with a dark blue circular graphic on the left containing the IEHP logo and website. The main text is in white and dark blue, with a red heart icon replacing the letter 'O' in 'STRONG'.



IEHP
IEHPBabynMe.org

Your Healthy Family
STARTS HERE
Schedule your visit today @ **1.800.440.IEHP**

This billboard features a blue background with a dark blue circular graphic on the left containing the IEHP logo and website. The main text is in white and dark blue, with a red heart icon replacing the letter 'O' in 'IEHP'.



POST COPY

OPTION 1

Every family deserves a strong start. Schedule an appointment today and get the resources and support you need for pregnancy, childbirth, postpartum and beyond.

OPTION 2

Prenatal checkups. Personalized doula care. Postpartum wellness checks. You and your baby deserve the very best, and you'll find it with IEHP. Schedule your visit today!

OPTION 3

We help moms and babies start well, with the resources and support they need for pregnancy, childbirth, postpartum and beyond.



POST COPY

OPTION 1

Your baby’s strong start begins with regular checkups. Get access to personalized care, resources and education that help your baby grow.

OPTION 2

They grow and change every day, so help give your baby a strong start with regular checkups. Schedule a visit today!

OPTION 3

Your baby’s strong start begins with regular checkups. Track each milestone with personalized care, resources and education that help your baby grow.



POST COPY

OPTION 1

Throughout your pregnancy journey, regular checkups make all the difference. IEHP members get personalized care and support throughout pregnancy, during childbirth and postpartum, so schedule your visit today!

OPTION 2

We help moms and babies start well, and that starts with regular prenatal visits. Schedule an appointment today and get the resources and support you need for pregnancy, childbirth, postpartum and beyond.

OPTION 3

A healthy pregnancy starts with regular prenatal visits. Schedule an appointment today and get the resources and support you need for pregnancy, childbirth, postpartum and beyond.

Give your baby a
**STR♥NG
START**



**Schedule
your visit today!
1.800.440.IEHP**

IE♥HP
IEHPBabynMe.org



Your Healthy Family
**STARTS
HERE**



**Schedule
your visit today!**
1.800.440.IEHP

IE♥HP
IEHPBabynMe.org

HEADLINE OPTIONS:

TOP PICKS:

GIVE YOUR BABY A STRONG START

SCHEDULE A VISIT TODAY.

HERE FOR EVERY MILESTONE

FROM PRENATAL TO POSTPARTUM.

SCHEDULE YOUR VISITS TODAY.

YOUR HEALTHY FAMILY
STARTS HERE

SCHEDULE REGULAR PRE AND
POSTNATAL CHECKUPS.

GIVE YOUR BABY A HEALTHY START

WITH REGULAR CHECKUPS.

GIVE YOUR BABY A HEALTHY START

SCHEDULE A CHECKUP TODAY.

REGULAR CHECKUPS

GIVE BABIES A STRONG START

SCHEDULE YOUR VISITS TODAY.

START WELL

WITH REGULAR CHECKUPS.

START STRONG

WITH REGULAR CHECKUPS.

GROWING WITH YOU

GET STARTED WITH PRENATAL VISITS.

WITH YOU FOR THE JOURNEY

SCHEDULE YOUR PRE AND POSTNATAL VISITS TODAY.

EVERY STEP OF THE WAY

SCHEDULE YOUR PRE AND POSTNATAL VISITS TODAY.

WITH YOU EVERY STEP OF THE WAY

SCHEDULE YOUR PRE AND POSTNATAL VISITS TODAY.

EVERY MILESTONE MATTERS

SCHEDULE REGULAR CHECKUPS TODAY.