

[Static post]

[Plan FB name] Wellpoint Inc.

[Post copy] During routine wellness visits, a doctor does a full checkup to ensure proper development and growth.

[Alt post copy] Your child may look healthy to you. But a wellness visit can reveal health conditions you may not see right away.

[Super] **What your pediatrician sees**

Height [Interchangeable health terms to use:]

Vision

Oral health

Blood pressure

Heart rate

Breathing

Temperature

Eating habits

Weight

Vision

Eyes

Ears

Hearing

Respiratory

General appearance

Circulatory system

Dental

Musculo-skeletal

Hormonal changes

Social skills

Growth

Reflexes

Cholesterol

Growth issues

Depression

Anxiety

Eating disorders

Abnormal cholesterol levels

Vitamin deficiencies

High blood pressure

Drug or alcohol use

Sexual health

A bright smile

[Bottom

Description] Schedule your child's visit today

[CTA] **Learn more** <this will link to a child well-visit blog posts or website (CMAP # 3497316 1034947] [link to <market specific websites>]>

[Video post]

[Post copy] During routine wellness visits, a doctor does a full checkup to ensure proper development and growth.

[Alt post copy] Your child may look healthy to you. But a wellness visit can reveal health conditions you may not see right away.

[Frame 1] [image of child]

[Top super] **What you see**

[Supers] A bright smile

[Frame 2] [image of child]

[Top super] **What your pediatrician sees**

[Supers] A bright smile **[copy fills up screen gradually]**

Height

Vision

Oral health

[Frame 3] [image of child]

[Supers] **What your pediatrician sees**

Height **[some items are for preteen or teen checkups]**

Vision

Oral health

Blood pressure

Heart rate

Breathing

Temperature

Eating habits

Weight

Vision

Eyes

Ears

Hearing

Respiratory

General appearance
Circulatory system
Dental
Musculo-skeletal
Social skills
Growth
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Eating disorders
Abnormal cholesterol levels
Vitamin deficiencies
High blood pressure
Drug or alcohol use
Sexual health
A bright smile

[Frame 4] [blue/light blue background]
[Super] Schedule your child's wellness visit today

[Frame 5] [blue/light blue background]
[Super] Wellpoint logo

[Bottom
Description] Schedule your child's visit today

[Alt bottom
Description] Make sure your child grows up healthy

[CTA] **Learn more** <button will direct members to childhood wellness microsites or blog posts sites approved under job codes:
3497316 1034947] [link to <market specific websites>]>