

[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  
Reflexes  
Cholesterol  
Growth issues  
Depression  
Anxiety  
Hormonal changes  
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>]>