

# Q1 2020: Network Optimization



The image is a collage of various digital marketing assets from Blue Cross BlueShield of North Carolina. It includes:

- A mobile phone screen showing a landing page for "Network Optimization". The page features a blue header with the company logo, a main title "NETWORK OPTIMIZATION", and a sub-section "The foundation of a successful health plan". Below the title is a large network graph. At the bottom, there's a call-to-action button labeled "DOWNLOAD NOW!".
- A laptop screen displaying a slide titled "NETWORK OPTIMIZATION" with the subtitle "Strengthen your health plan's foundation". The slide shows four people in a professional setting looking at a document together. Below the slide is a call-to-action button "Get your copy today!".
- A desktop computer screen showing a webpage with a navigation bar: "CHANGING HEALTH CARE", "PHARMACY INTEGRATION", "HEALTH SOLUTIONS", and "NETWORK OPTIMIZATION". The main content area has a blue background with the title "NETWORK OPTIMIZATION" and a sub-section "Strengthen the foundation of your health plan".
- A vertical stack of three brochures or eBooks. The top one is titled "PLAN PERFORMANCE through NETWORK OPTIMIZATION". The middle one is titled "Select the RIGHT NETWORK to drive SMARTER, BETTER HEALTH CARE". The bottom one is titled "BUILD THE STRONG FOUNDATION NEEDED TO DRIVE SMARTER, BETTER HEALTH CARE". Each brochure has a "THIS IS HOW" icon and a "DOWNLOAD NOW!" button.
- A vertical page titled "NETWORK OPTIMIZATION" with the subtitle "Strengthen the foundation of your health plan by balancing access, quality, cost and experience". It features a "THIS IS HOW" icon, a network graph, and several sections with icons and text.
- A vertical page titled "NETWORK OPTIMIZATION" with the subtitle "Strengthen the foundation of your health plan by balancing access, quality, cost and experience". This version is more detailed, including sections like "What We'll Cover...", "Value Transformation", and "Driving greater value". It also includes a bar chart titled "How Are Firms Offering Health Benefits? Percentage Who Offer Various Benefits By Firm Size, 2010-2016".

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