

# NATIONAL ACCOUNTS FORUM

FULL ASSETS

2.2.2023

CIGNA CREATIVE

**MARK**



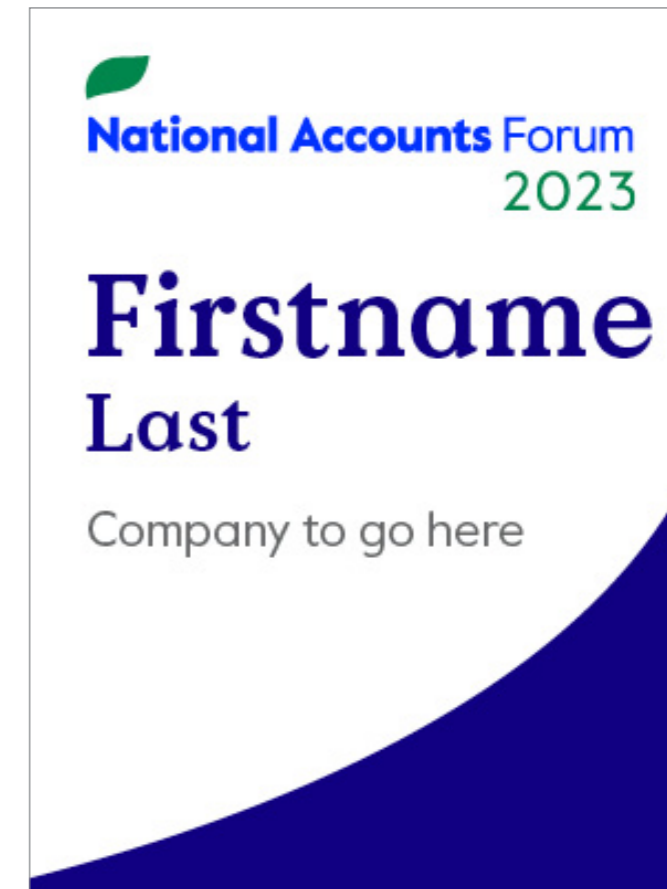
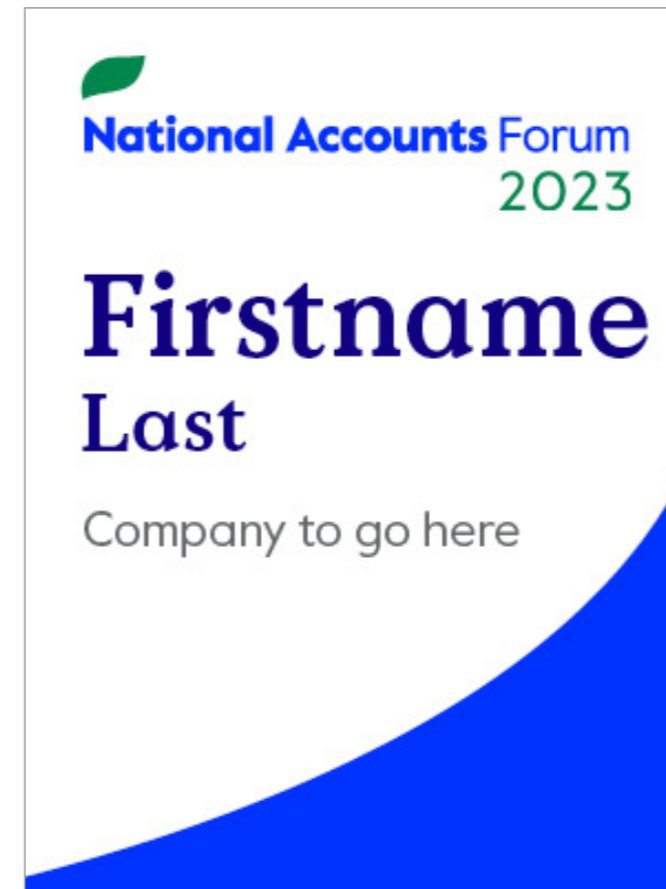
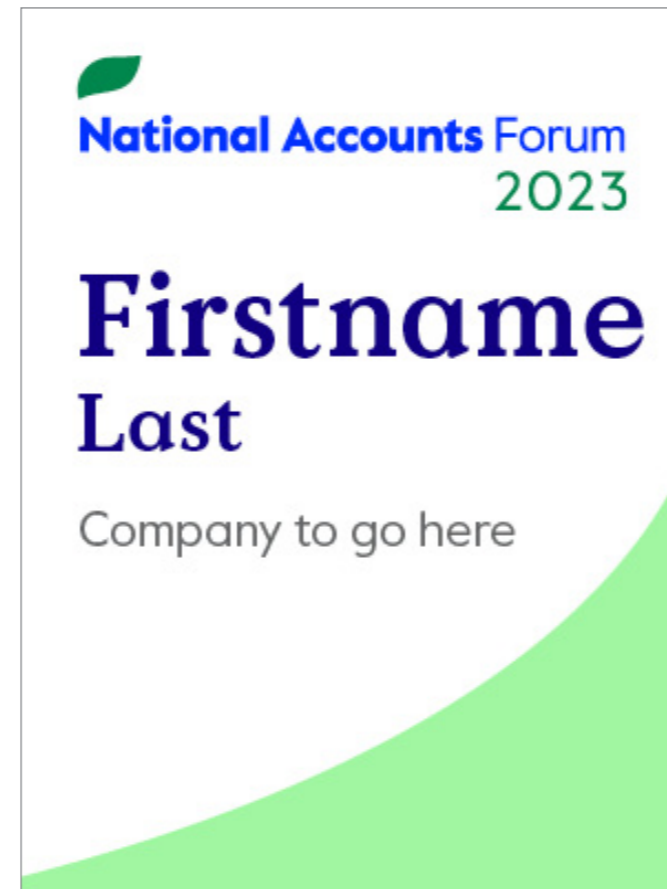
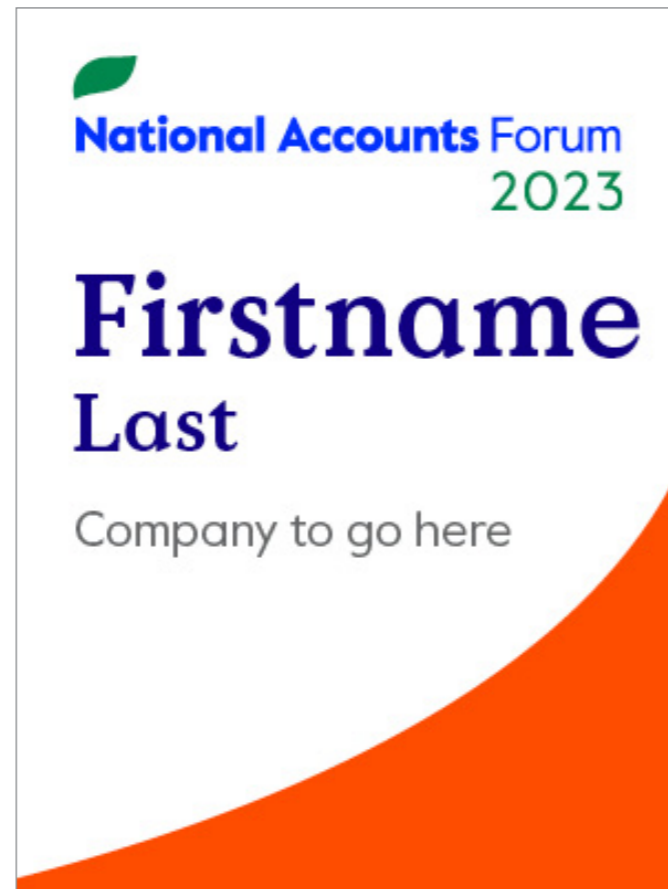
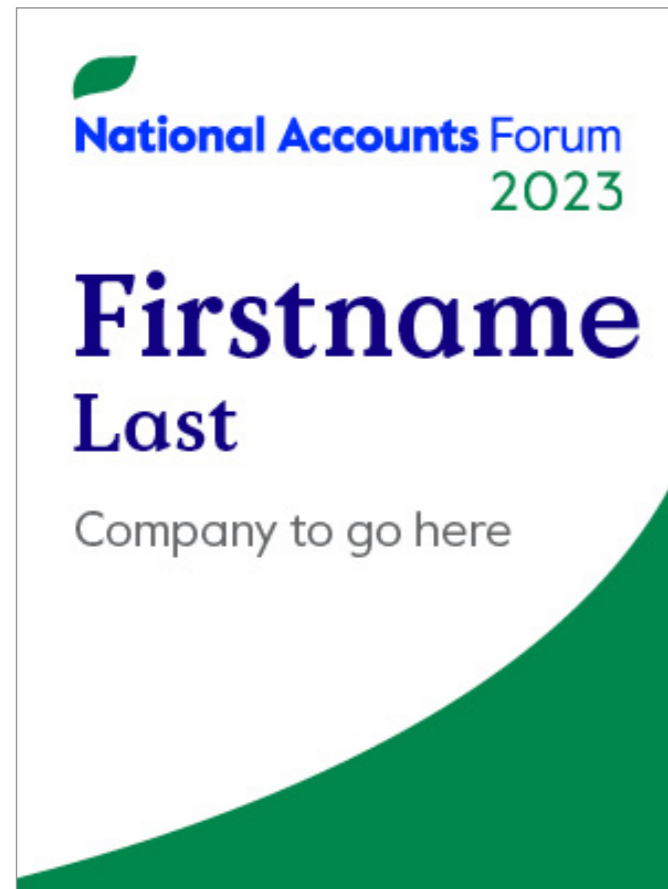
**National  
Accounts  
Forum** 20  
23



**National Accounts Forum**  
2023

# BADGES

FRONT



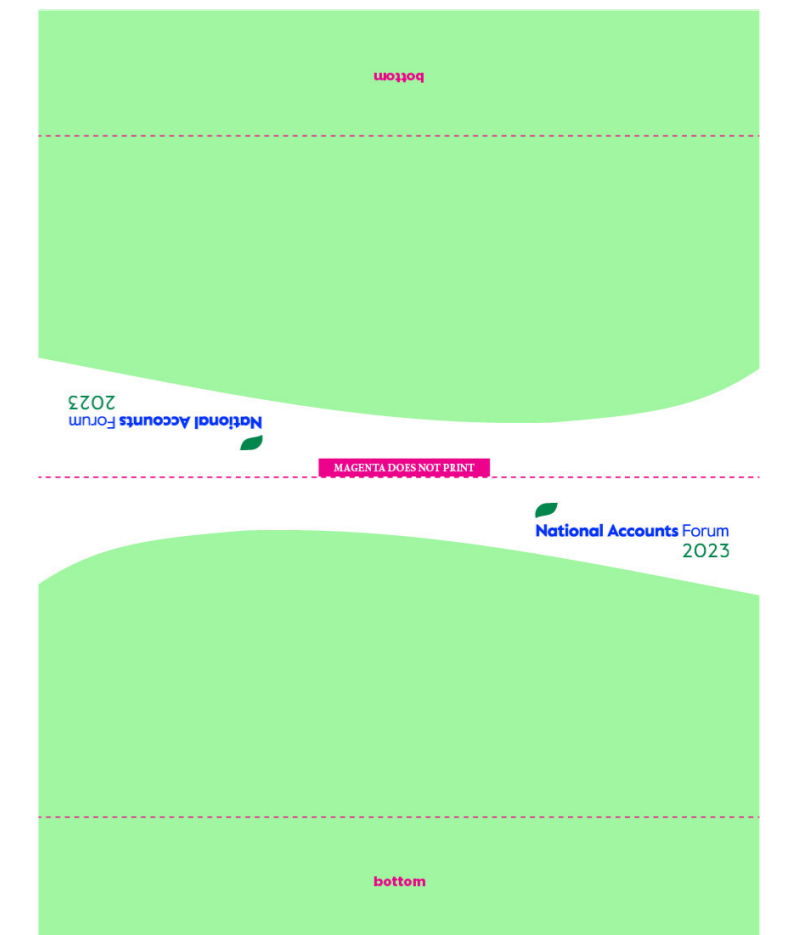
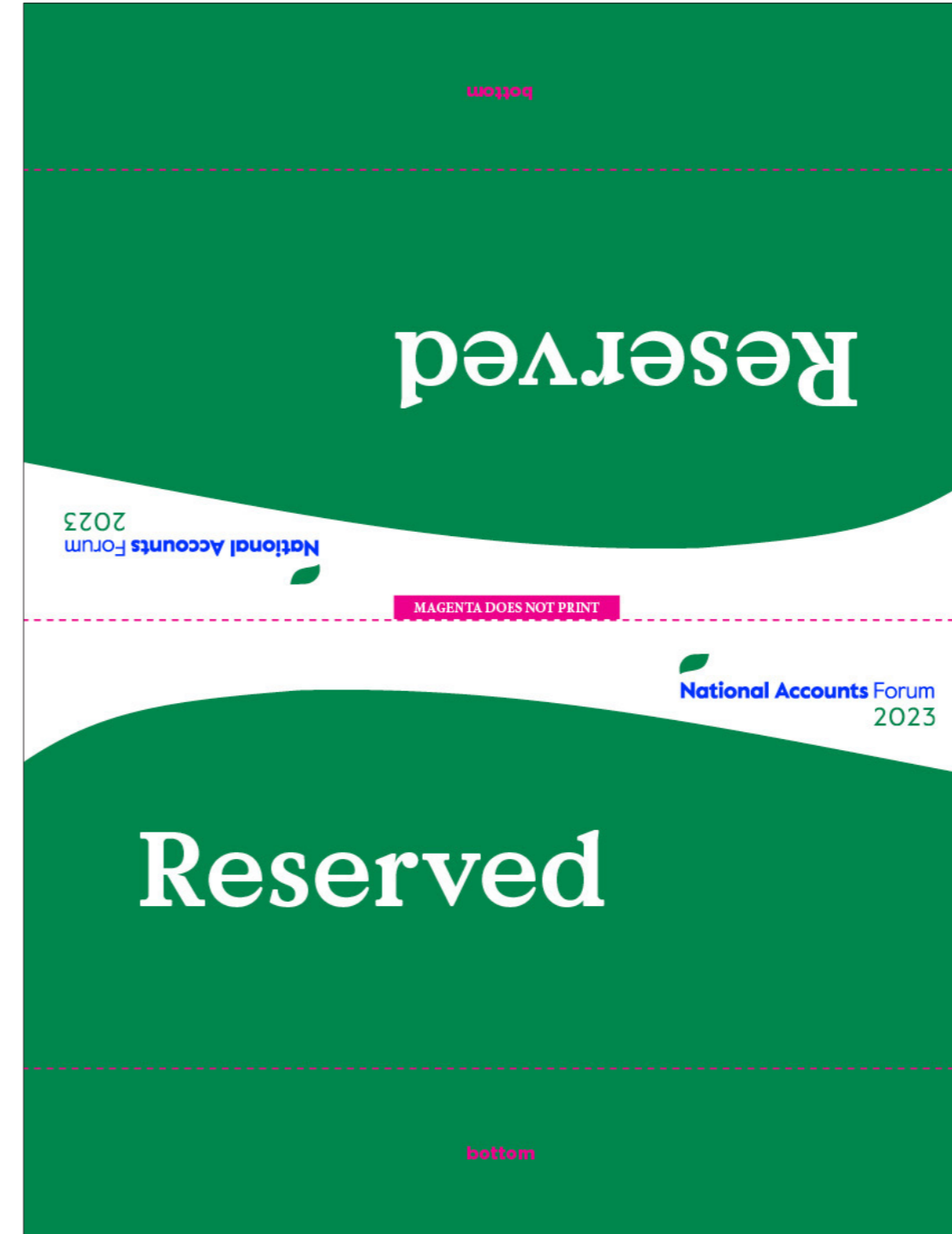
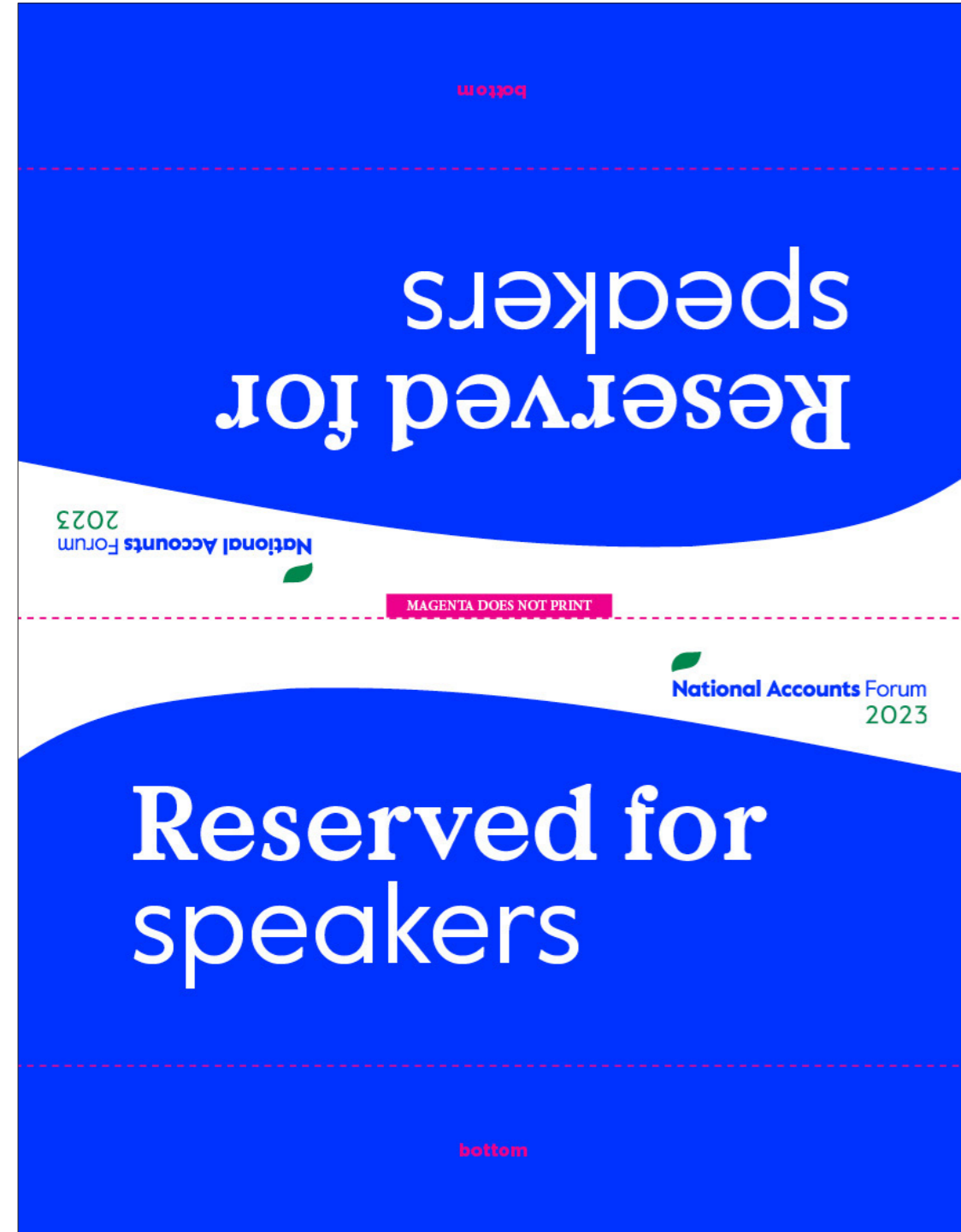
BACK



# WIFI CARD

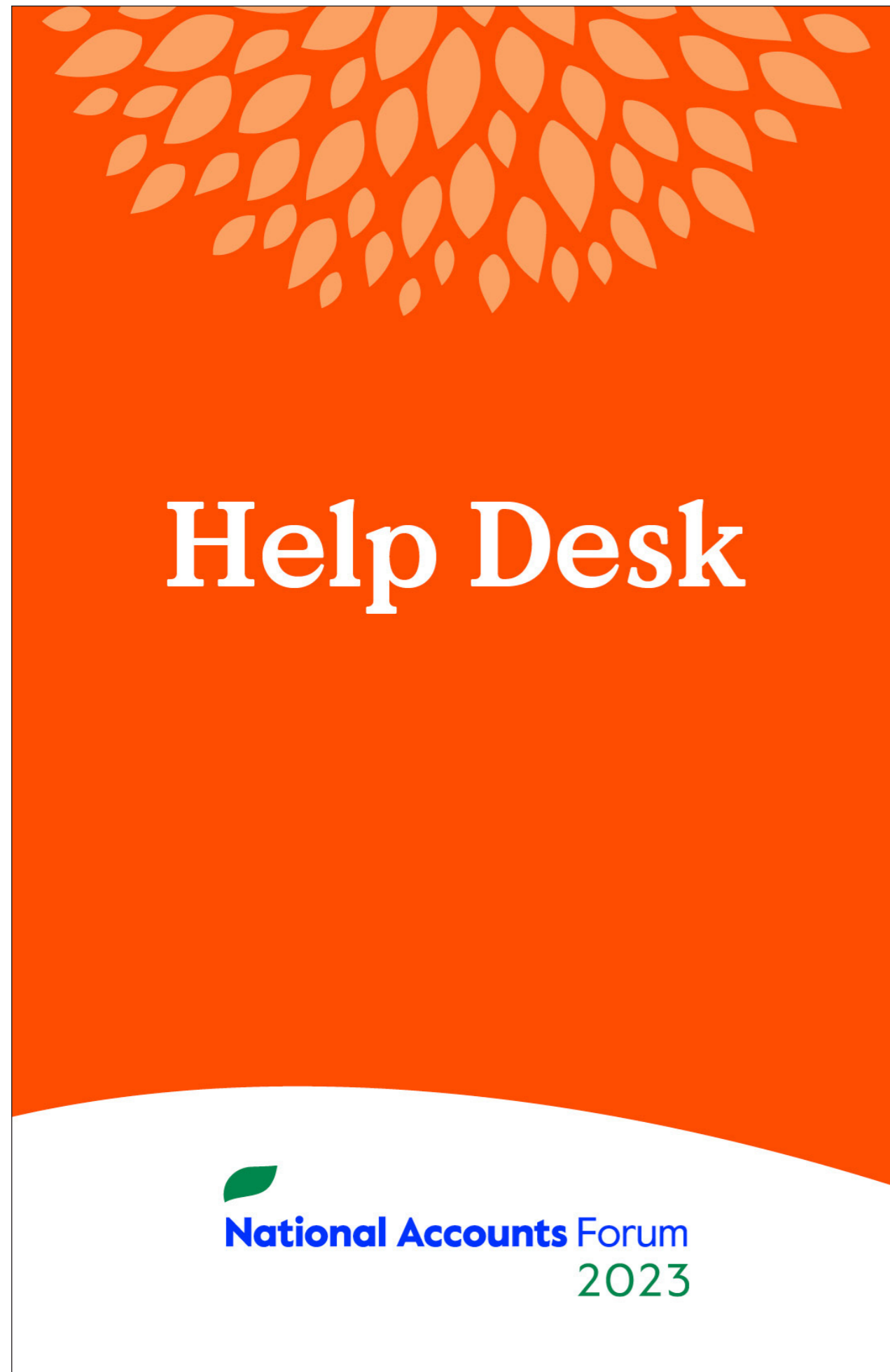


# TABLE TENTS



BLANK

## TABLE TOP SIGNS



# SIGNAGE

Dining

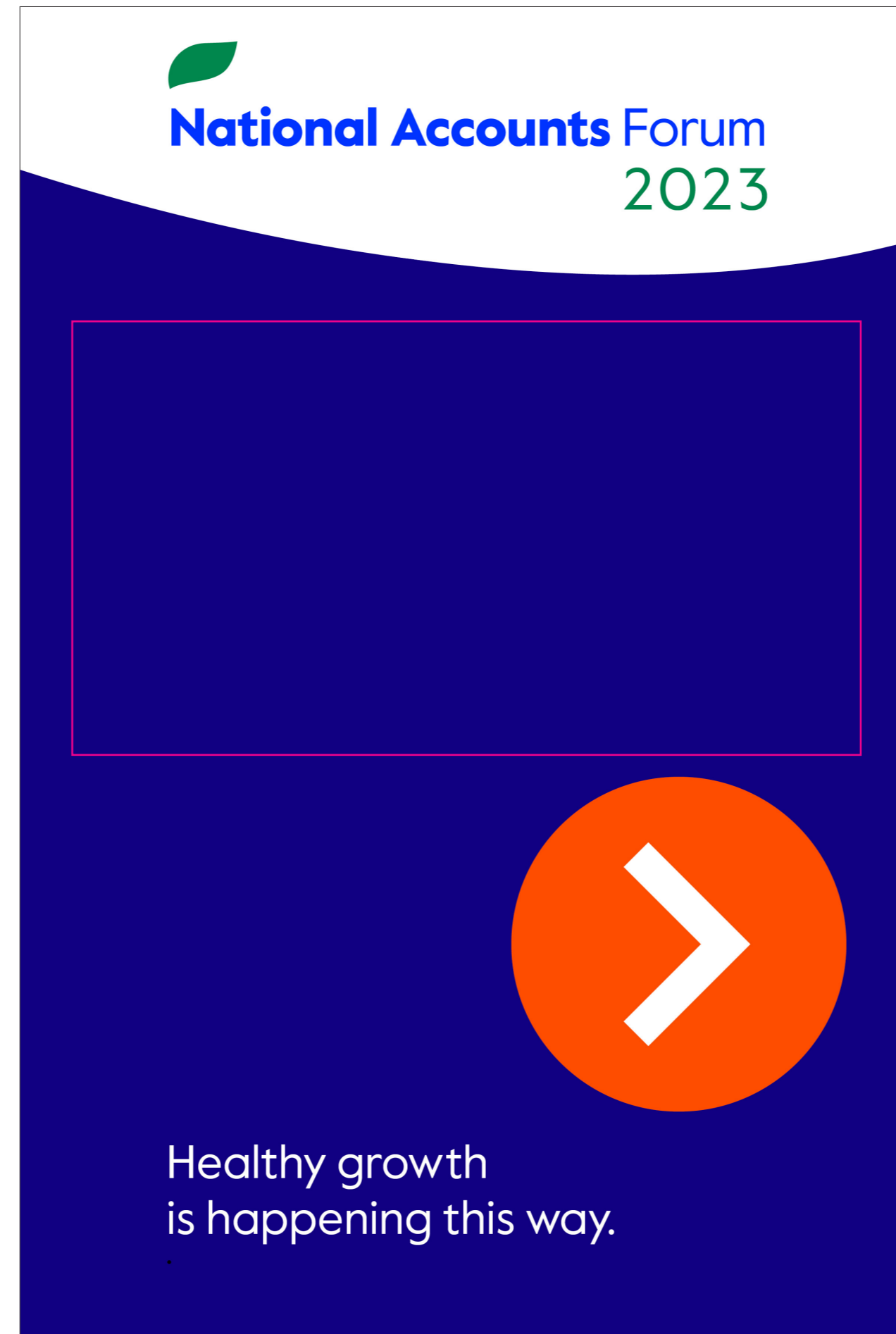
Speaker  
entrance

Event  
registration

WELCOME



DIRECTIONAL



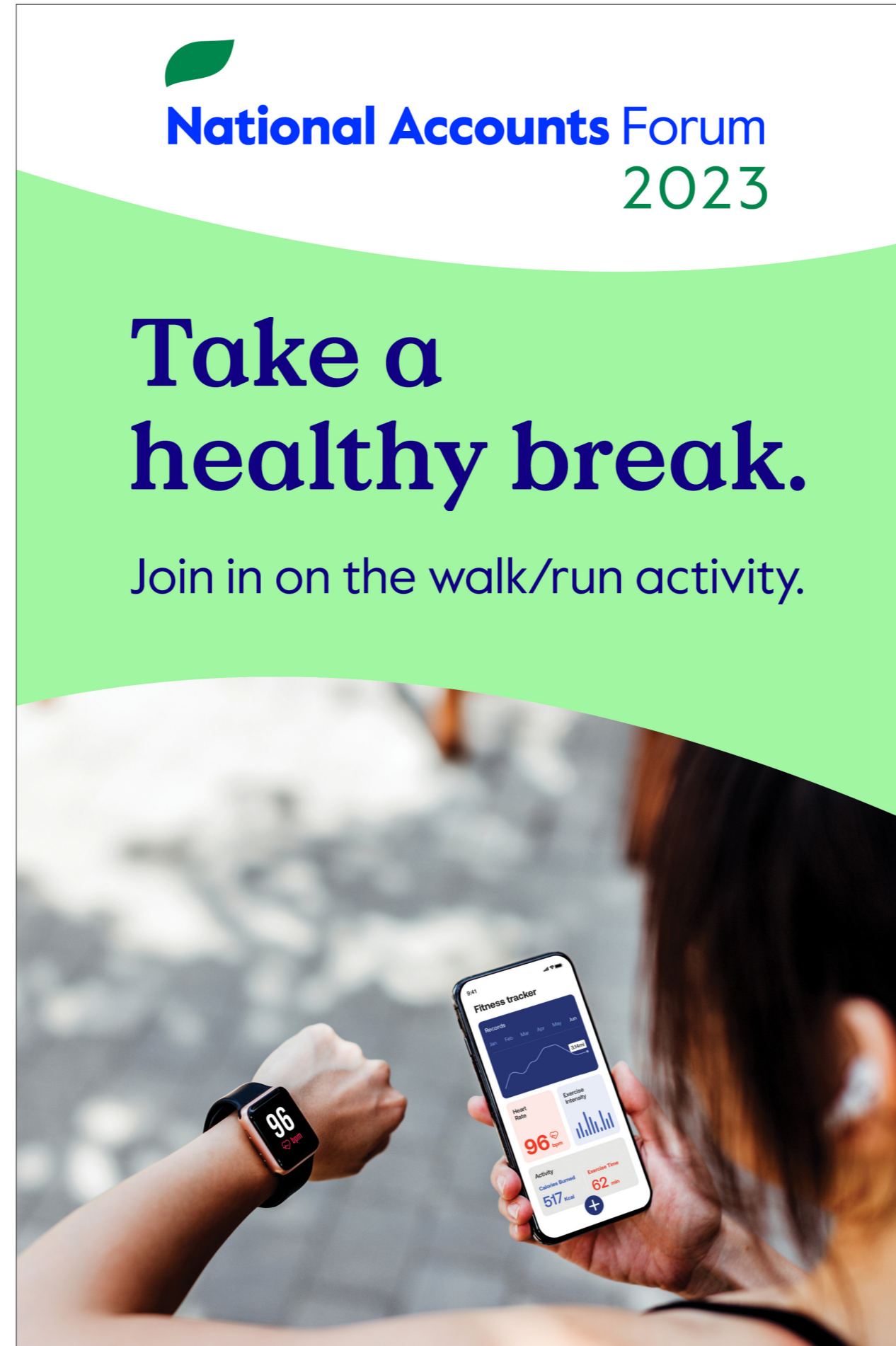
11X17  
INTERCHANGEABLE  
PLATE

9X9  
MOVABLE  
ARROW

BREAK OUT



## SIGNAGE





# BREAKOUT SIGNAGE


**National Accounts**  
Forum 20  
23

**Breakout:**  
Pharmacy Solutions  
That Help Improve  
Benefit Affordability  
and Performance



**National Accounts**  
Forum 20  
23

**Breakout:**  
Advancing Health  
Equity through Action



**National Accounts**  
Forum 20  
23

**Breakout:**  
The View from  
Washington



**National Accounts**  
Forum 20  
23

**Breakout:**  
Advancing Access to  
Behavioral Health Care

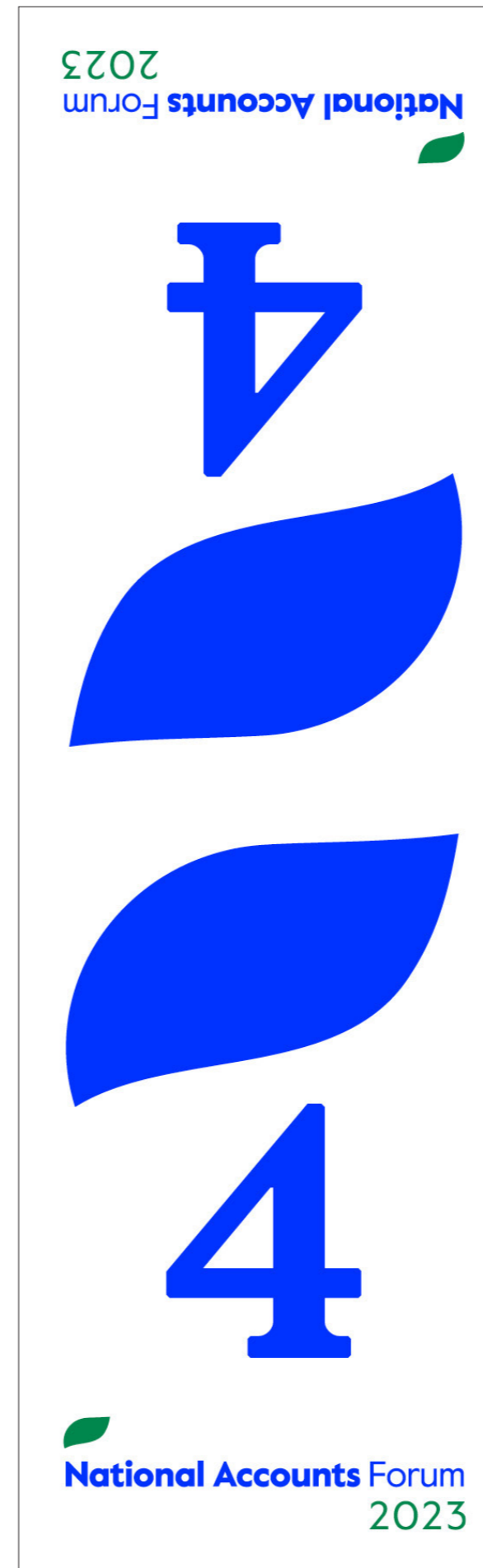
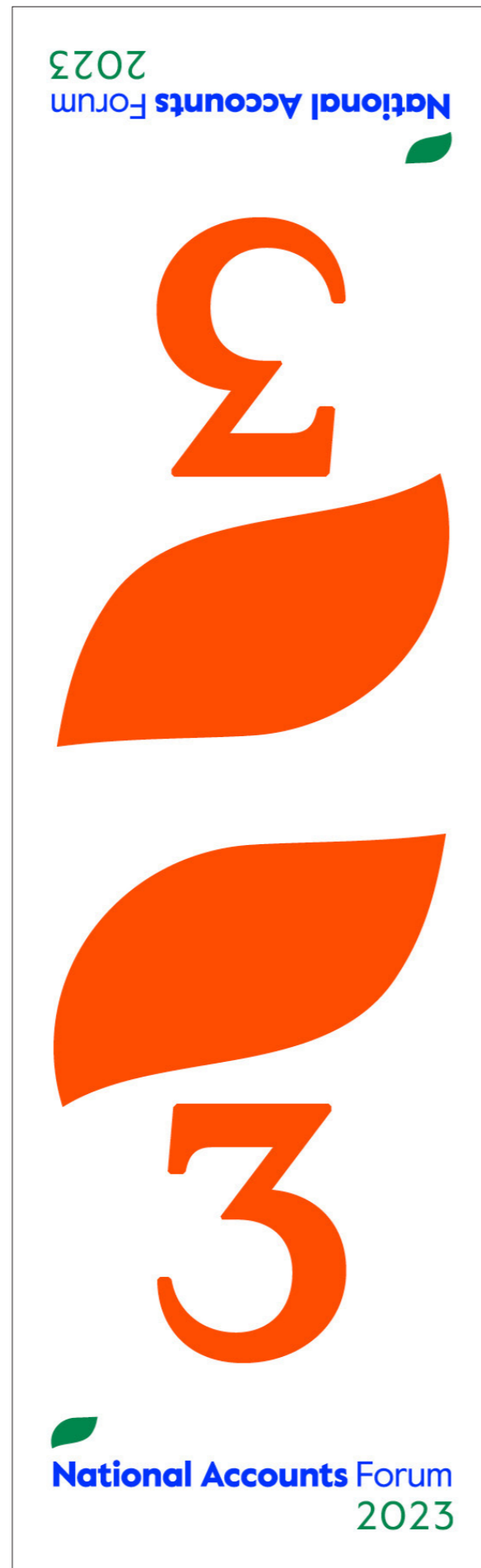
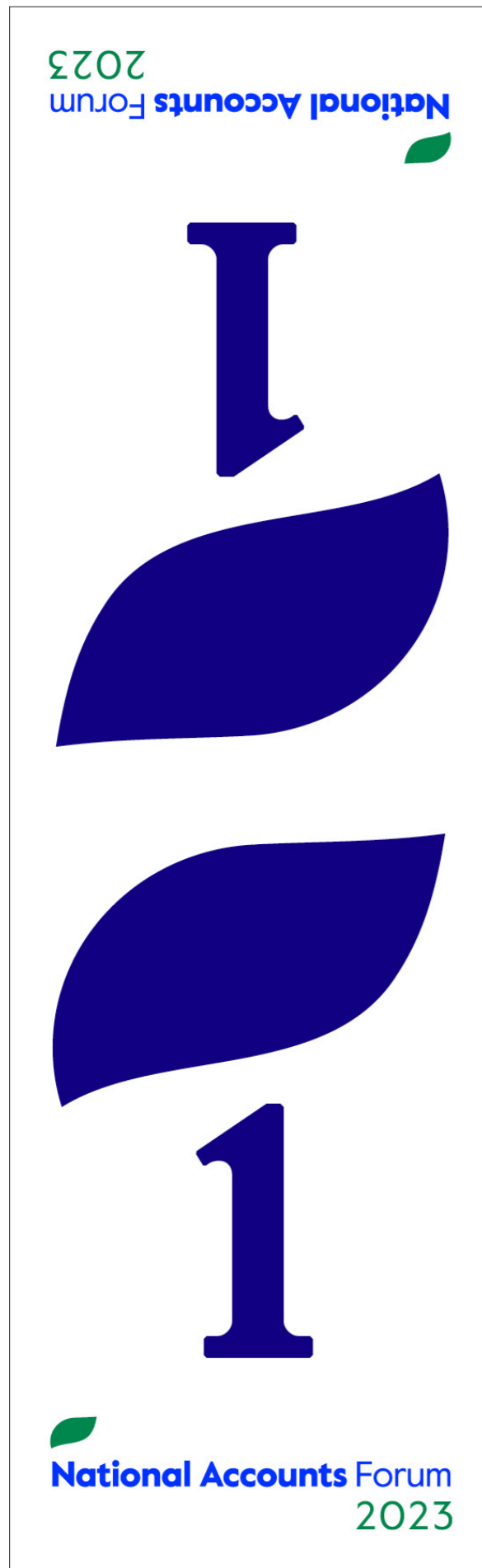


**National Accounts**  
Forum 20  
23

**Breakout:**  
Health Plan  
Financial Levers

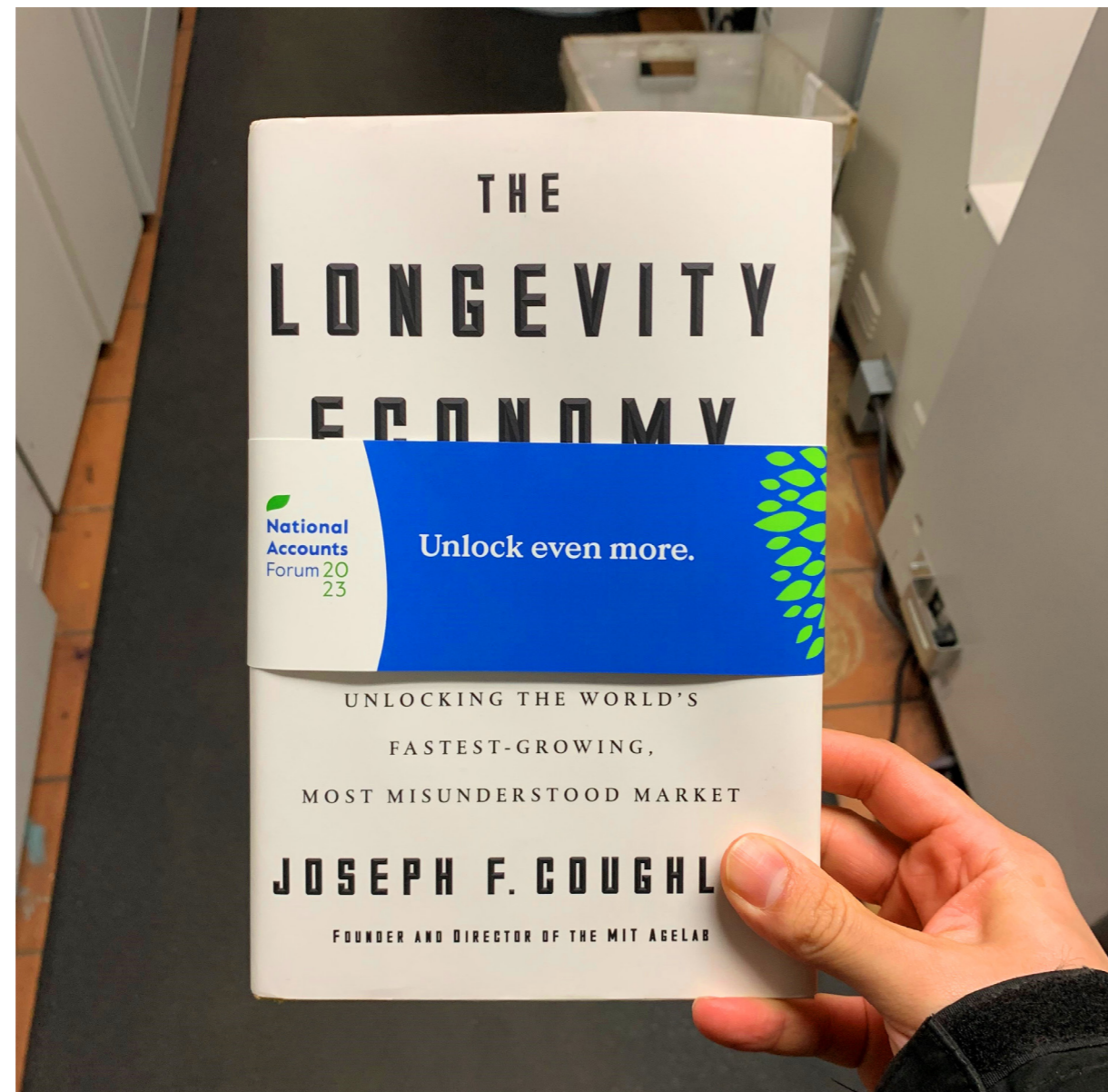
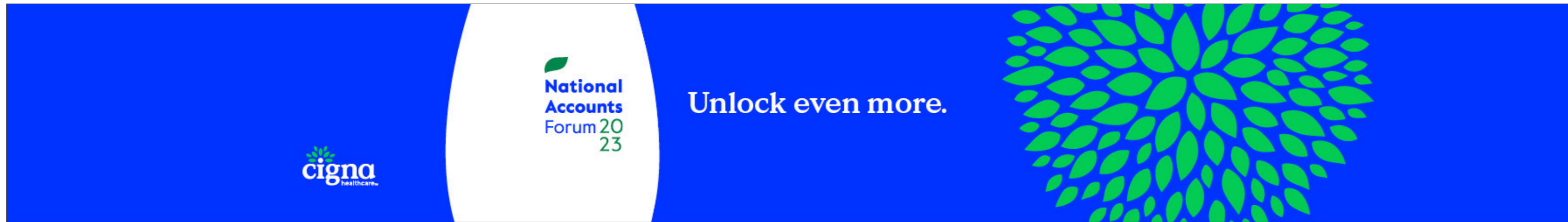


# SPEAKER PADDLES



# BOOK GIVEAWAY ASSETS

BELLY BAND

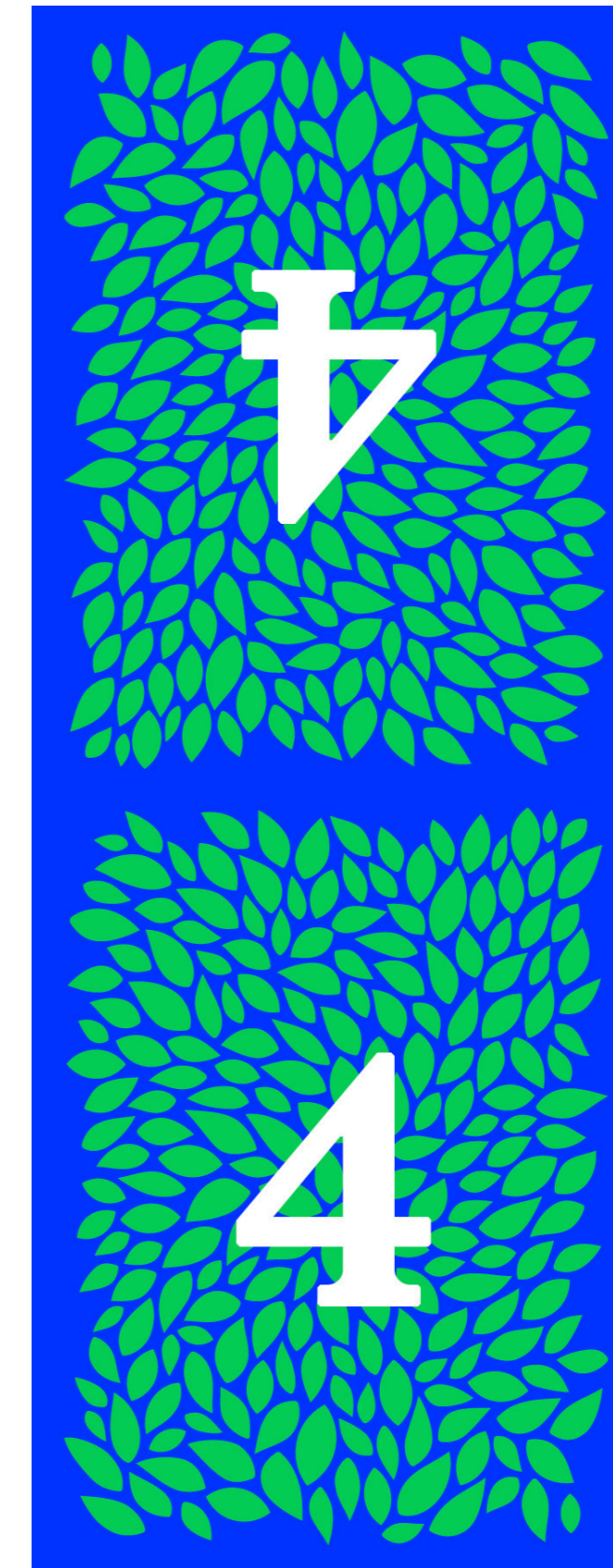
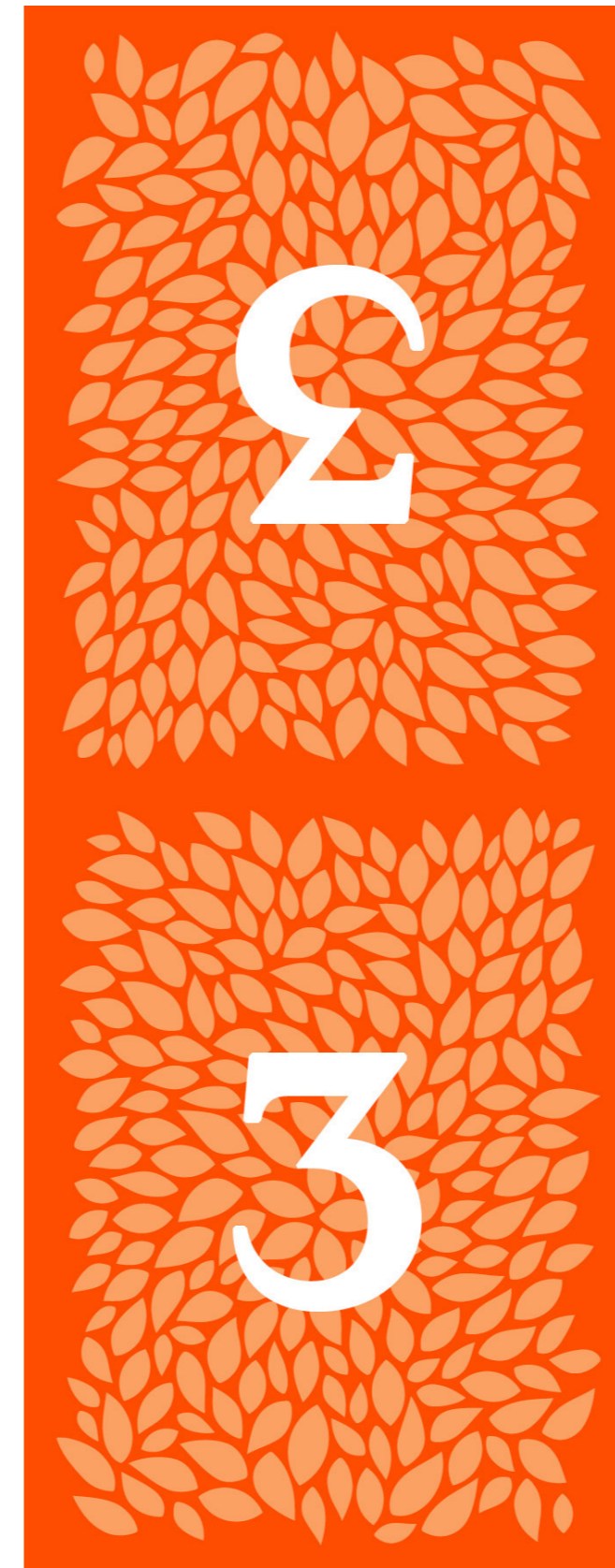
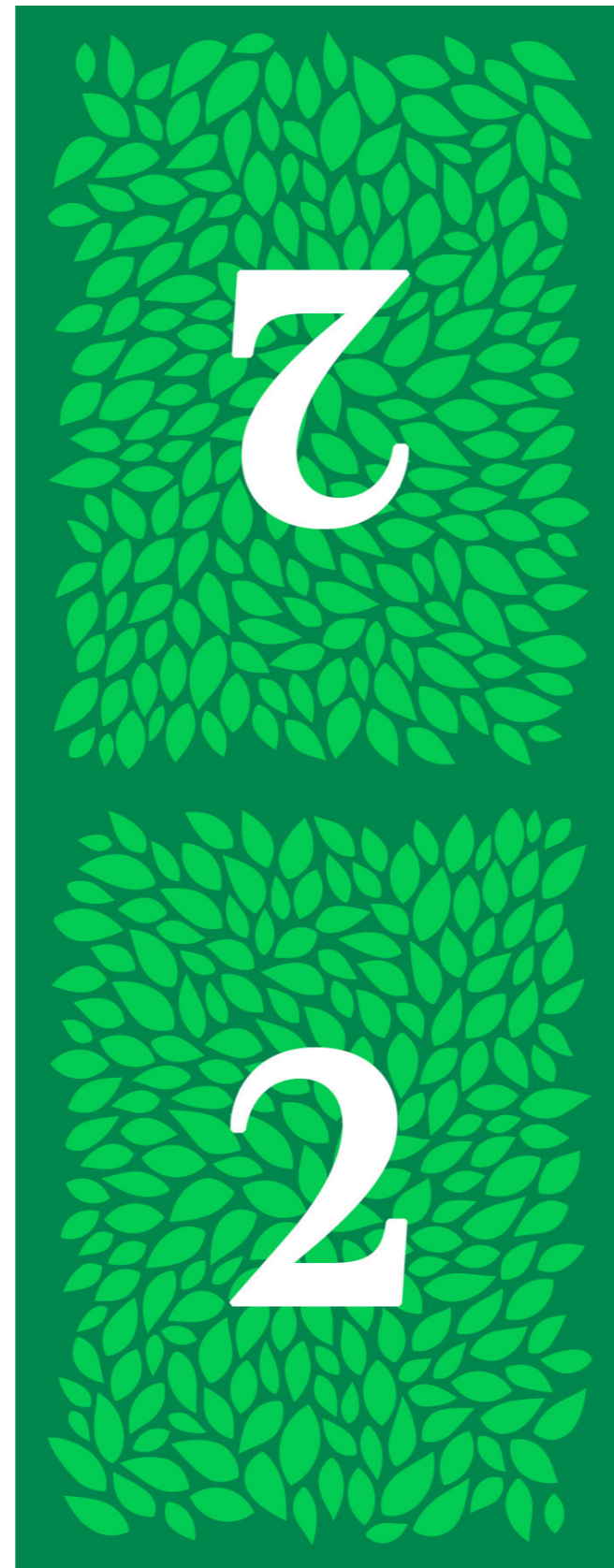
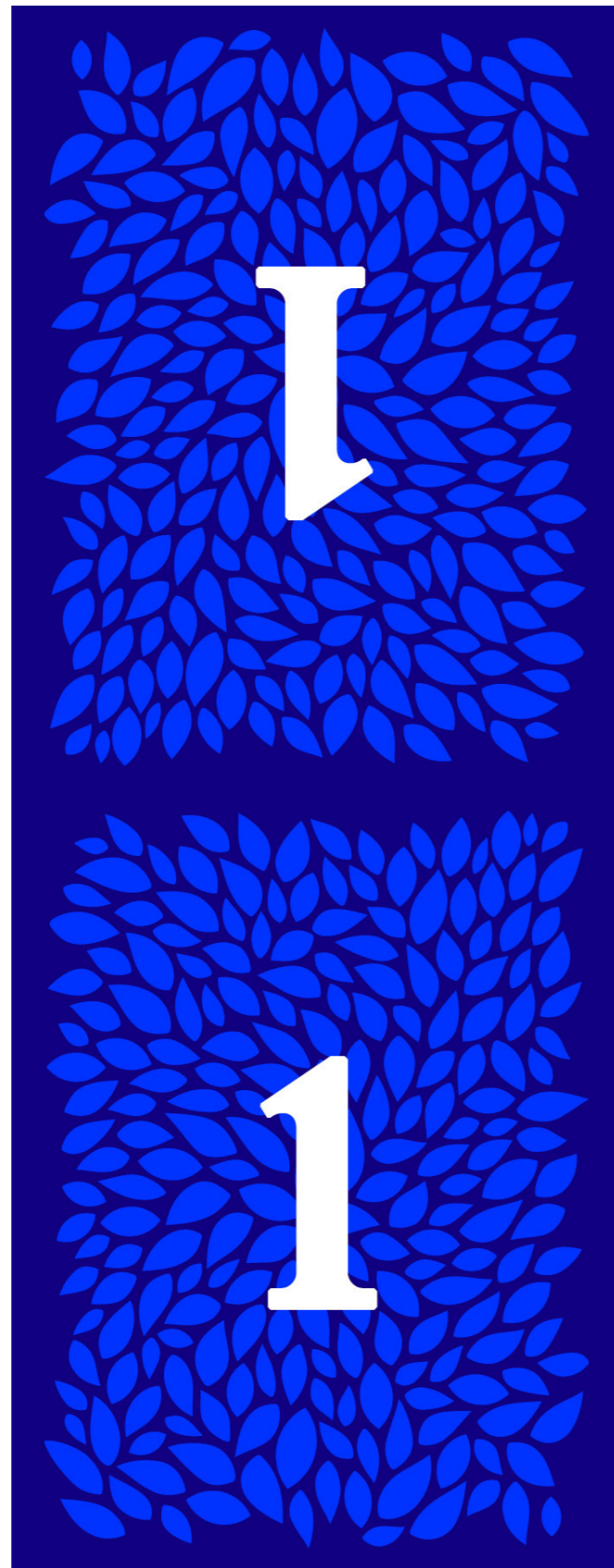


BOOK MARK



A.

## TABLE NUMBERS



**DIGITAL/VIDEO**

# DIGITAL SIGN WELCOME



# DIGITAL SIGNS

Event registration

General session

Breakout sessions

National Accounts Forum 2023

This digital sign is blue with white text and icons. It features three main sections: 'Event registration' with an up arrow, 'General session' with a right arrow, and 'Breakout sessions' with a left arrow. The National Accounts Forum 2023 logo is at the bottom.

National Accounts Forum 2023

Experience Lab

This digital sign has a white top section with the National Accounts Forum 2023 logo and a blue bottom section with the text 'Experience Lab'.

General session

Day one

Kelly Dill  
Mike Triplett  
Dana Peterson  
Chris DeRosa  
Jill Vaslow  
Tammy Fennessy

National Accounts Forum 2023

This digital sign is blue with white text. It lists the speakers for Day one of the General session. The National Accounts Forum 2023 logo is at the bottom.

General session

Day two

David Cordani  
David Braller  
Clive Fields  
Jade Simmons

National Accounts Forum 2023

This digital sign is green with white text. It lists the speakers for Day two of the General session. The National Accounts Forum 2023 logo is at the bottom.

General session

Day three

Dr. Coughlin  
Chris DeRosa

National Accounts Forum 2023

This digital sign is dark blue with white text. It lists the speakers for Day three of the General session. The National Accounts Forum 2023 logo is at the bottom.

Thank you for attending.

Have a safe trip home and we'll see you next year.

National Accounts Forum 2023

This digital sign is dark blue with a white pattern at the top. It features a 'Thank you for attending.' message and a farewell note. The National Accounts Forum 2023 logo is at the bottom.

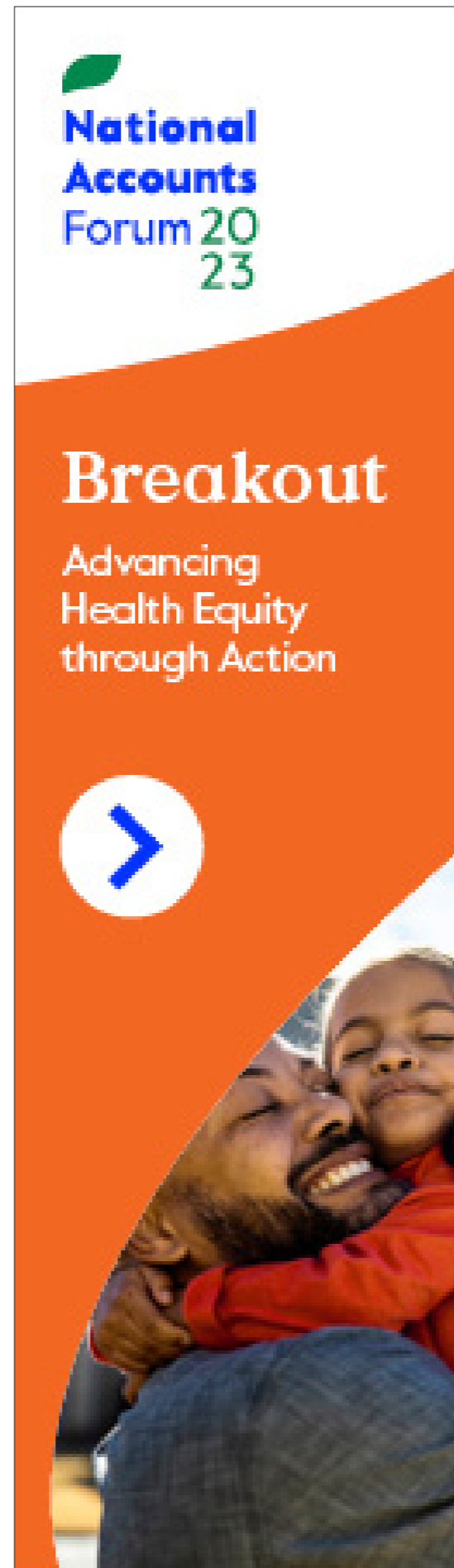
# DIGITAL SIGNS BREAKOUT



**National Accounts Forum 2023**

## Breakout

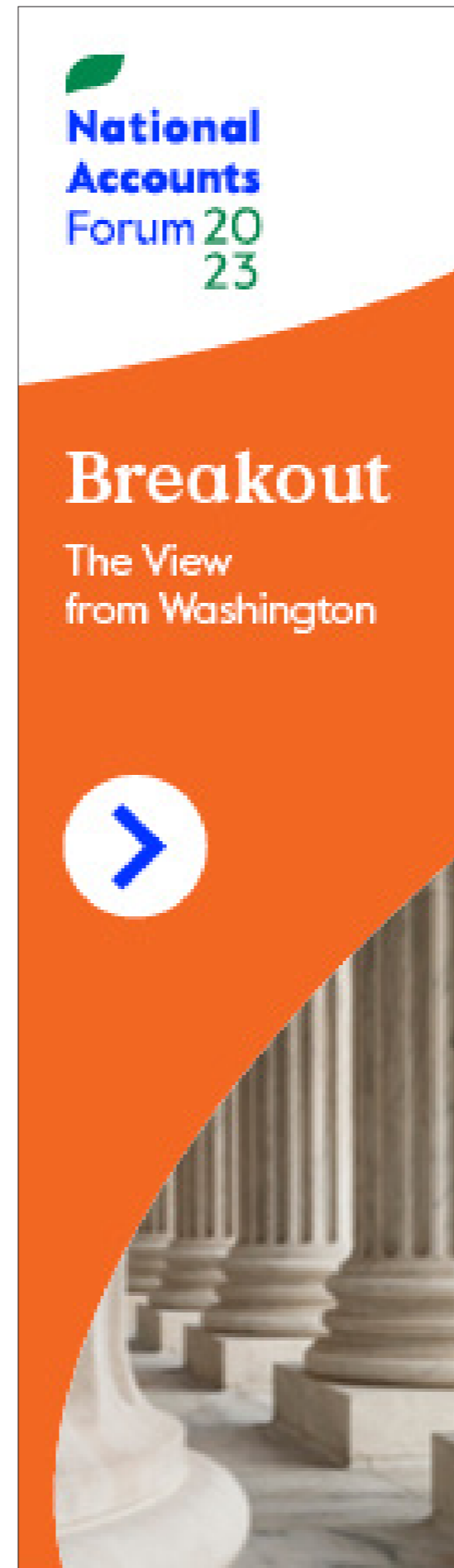

Pharmacy Solutions That Help Improve Benefit Affordability and Performance



**National Accounts Forum 2023**

## Breakout

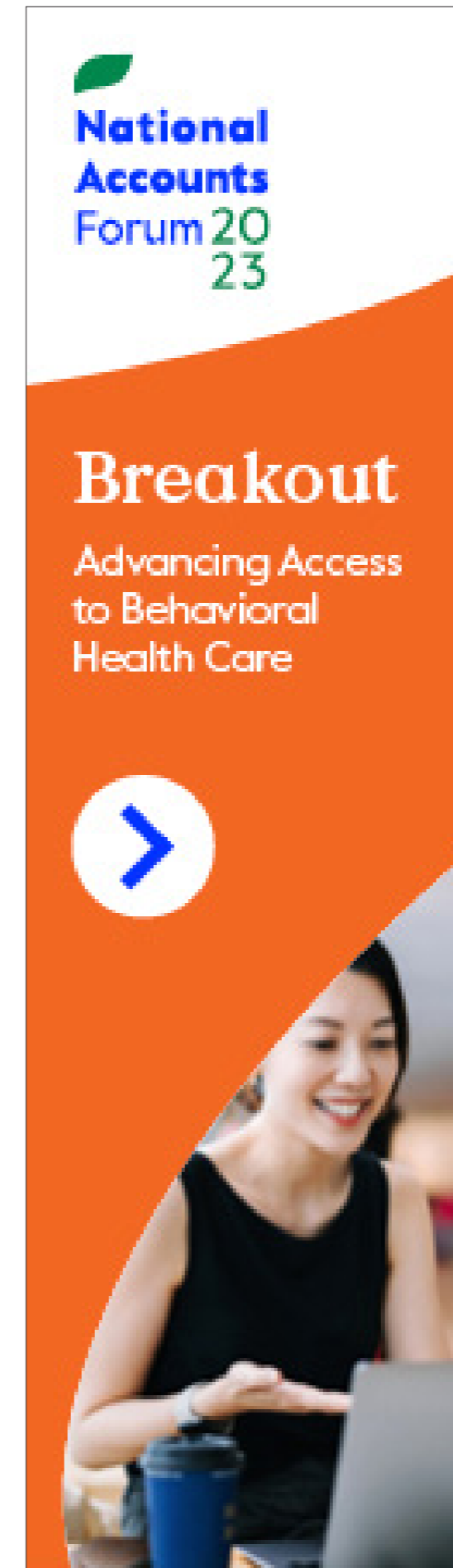

Advancing Health Equity through Action



**National Accounts Forum 2023**

## Breakout

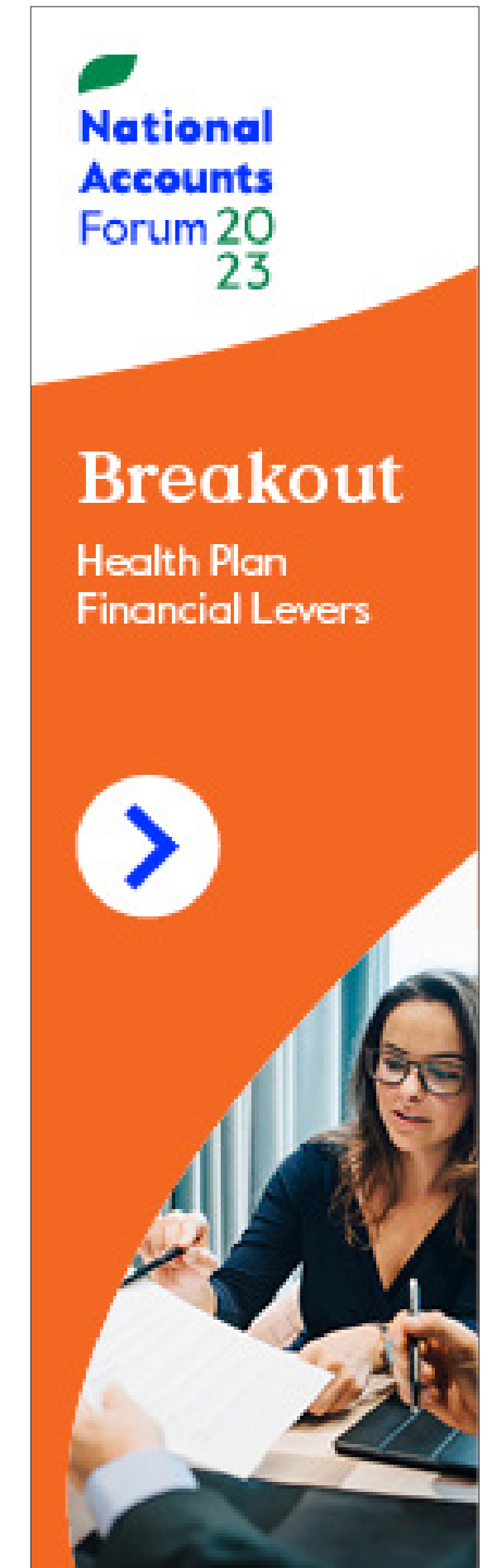

The View from Washington



**National Accounts Forum 2023**

## Breakout


Advancing Access to Behavioral Health Care



**National Accounts Forum 2023**

## Breakout

Health Plan Financial Levers





## GLOW BAR



# AVENTI SCREENS

## PHONES



## TABLETS



LOADING SCREEN 1536x2048



LOADING SCREEN 2048x1536

# XPO HOTEL SCREEN

\*\*\* image will change each day\*\*\*  
\*\*\* color will change each day\*\*\*



National Accounts Forum  
2023

# Walk-in animation loop | Day 1

ANIMATION SEQUENCE

Open on panoramic image



\*\*\* Opening image will change each day\*\*\*

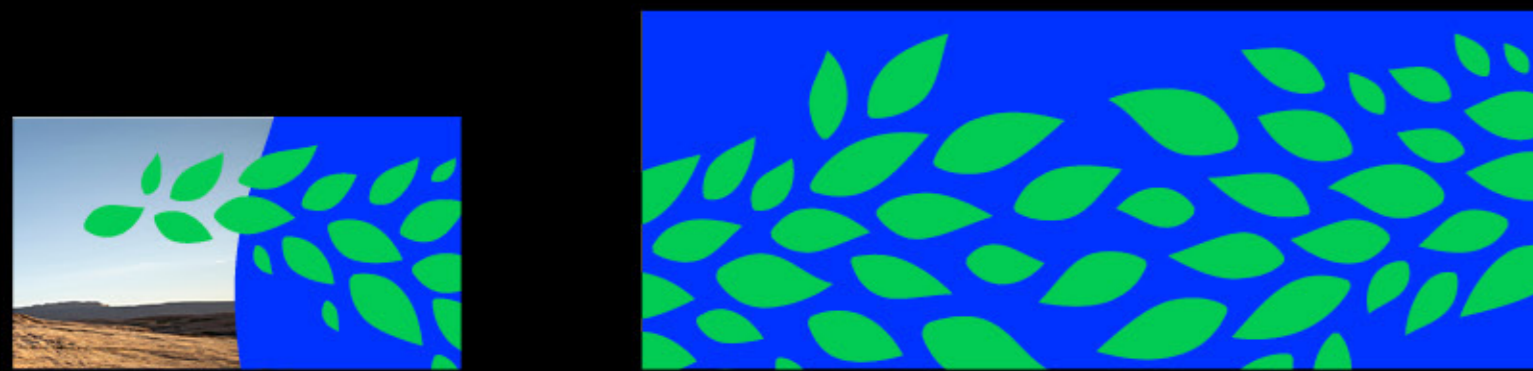
Guiding leaves grow across screens



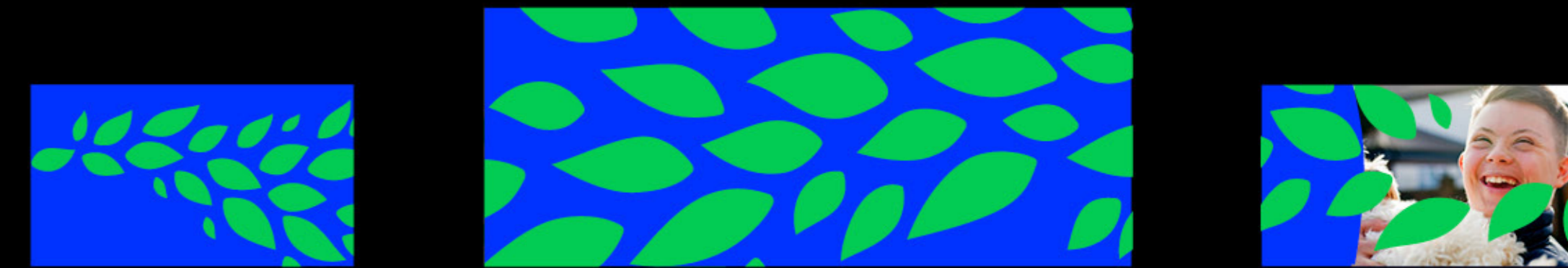
Guiding leaves grow across screens (Continued)



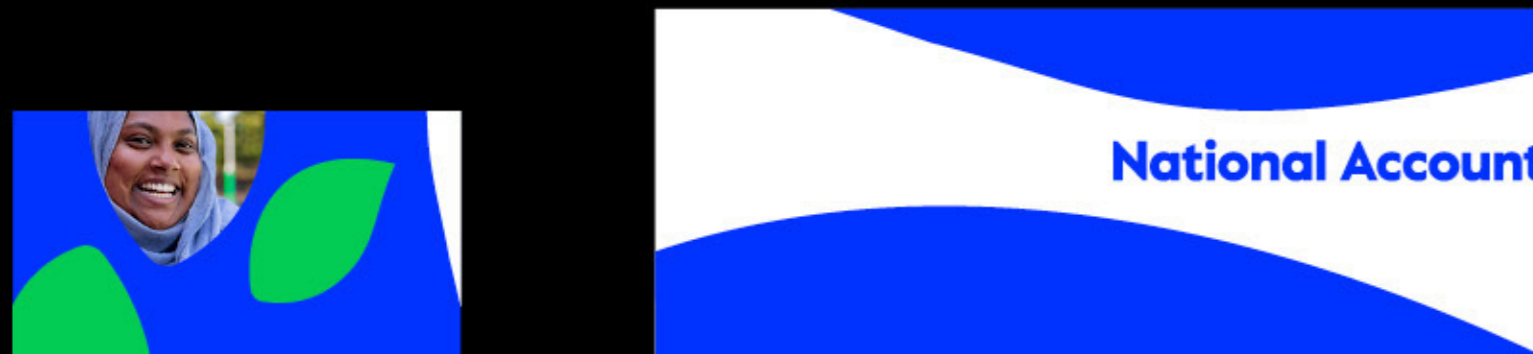
Guiding leaves grow across screens (Continued) / Background image transitions to action blue.



Guiding leaves grow across screens (Continued) / Background introduces portrait imagery



Guiding leaves begin to settle. Frame photography / NAF Mark appears



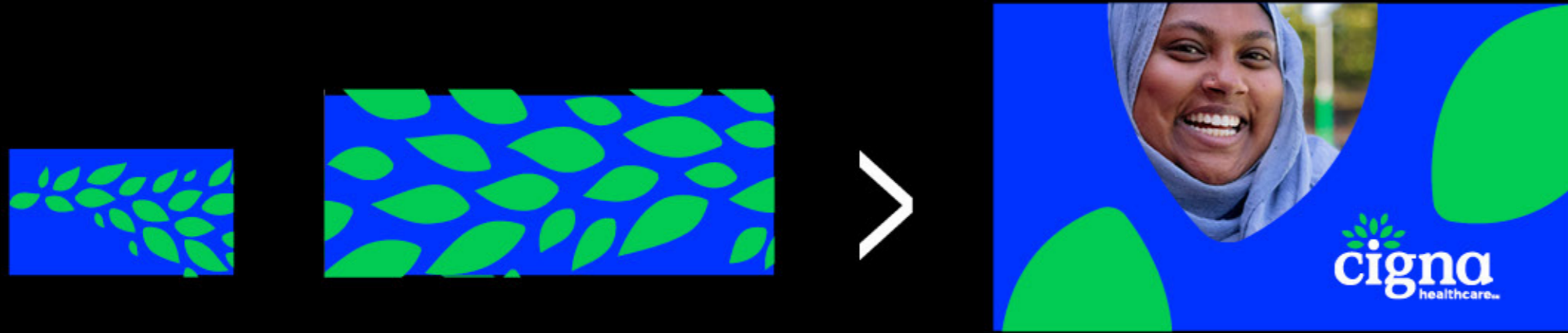
Final Frame. Leaf Rests on NAF mark



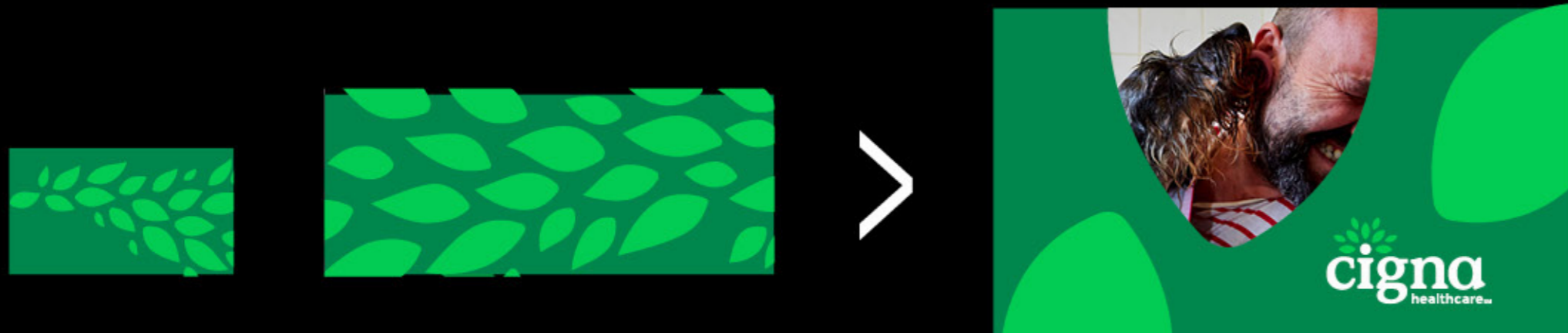
\*\*\* Portraits will change each day\*\*\*

Walk-in animation loop  
DOMINANT COLOR BY DAY

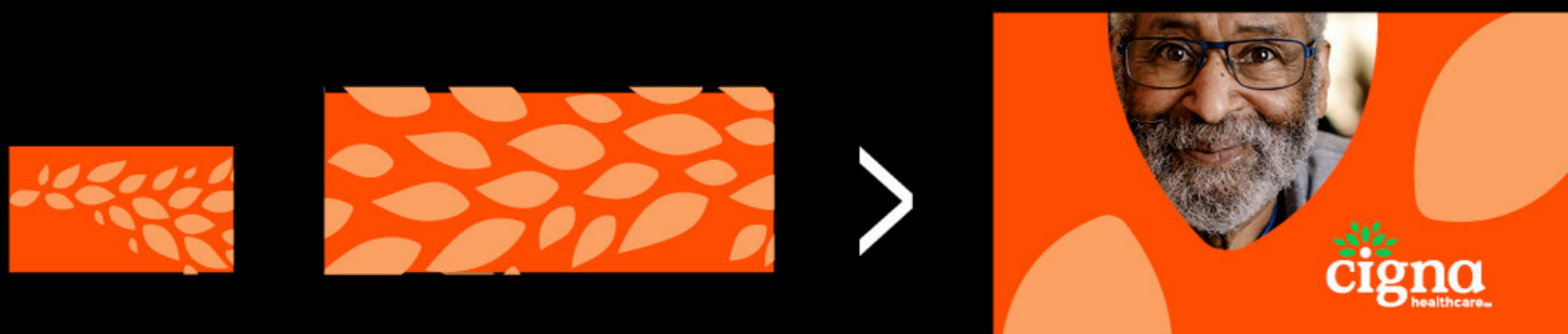
Day 1



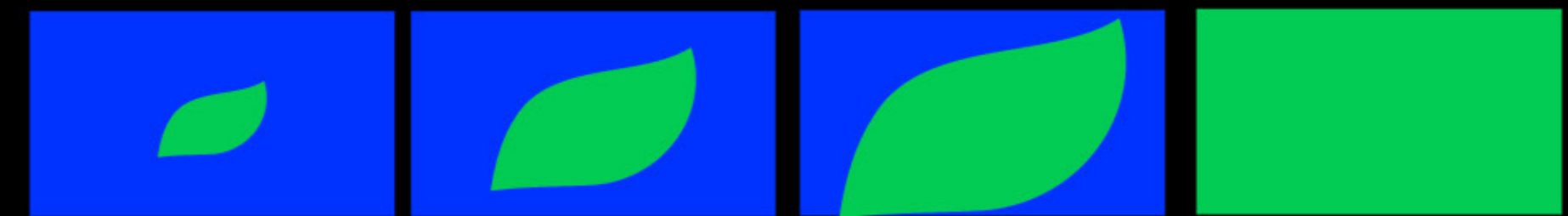
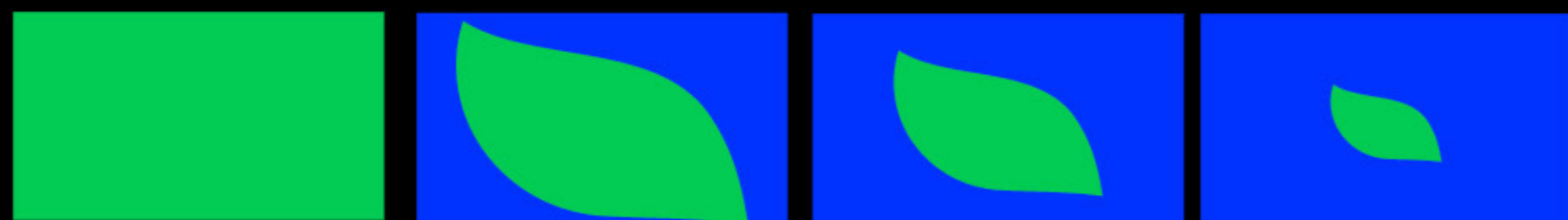
Day 2



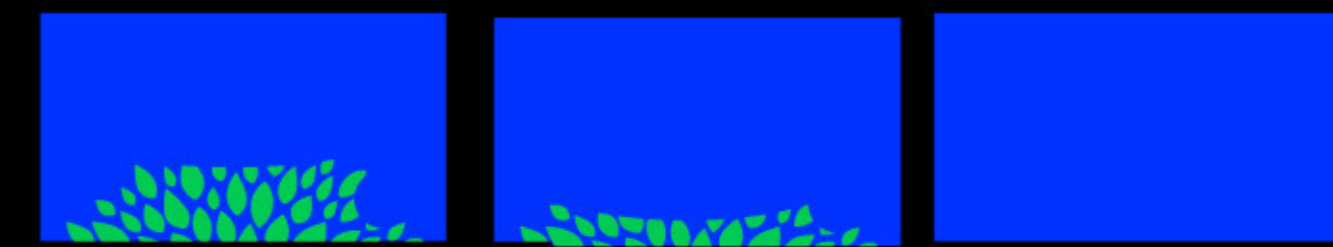
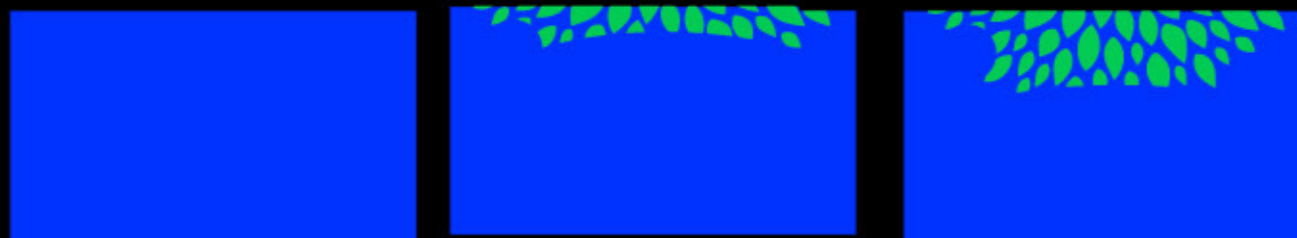
Day 3



Sit down animation



ID / Title (panels)



Final walk out



We'll see you at the

JW Starr Pass  
Tucson, Arizona  
February 12 - 14, 2024

Until next year,

stay healthy.



# BIG REVEAL VIDEO

[GREEN RESOLVES TO NAF MARK] [LEAF SHAPE TRANSITIONS / TYPE SLIDES IN]

MUSIC: Upbeat, energetic, feel good. [NAF MARK] Thank you for being a part of this year's event. It's been exciting

[LEAF SHAPE TRANSITIONS / FADE TO WHITE] [LEAF SHAPE TRANSITIONS / TYPE SLIDES IN]

and enlightening to connect and learn ways we can keep our employees and businesses healthier.

CONTINUED > 1

[X goes FULL SCREEN TO REVEAL IMAGE. IMAGES RAPID FIRE TRANSITION]

Now it's time to find out the location of next year's event. Mark your calendars and get ready to reconvene

[LEAF SHAPE TRANSITIONS / TYPE SLIDES IN]

even stronger and healthier in 2024. We'll see you at the JW Starr Pass Tucson, Arizona February 12 - 14, 2024

CONTINUED > 2

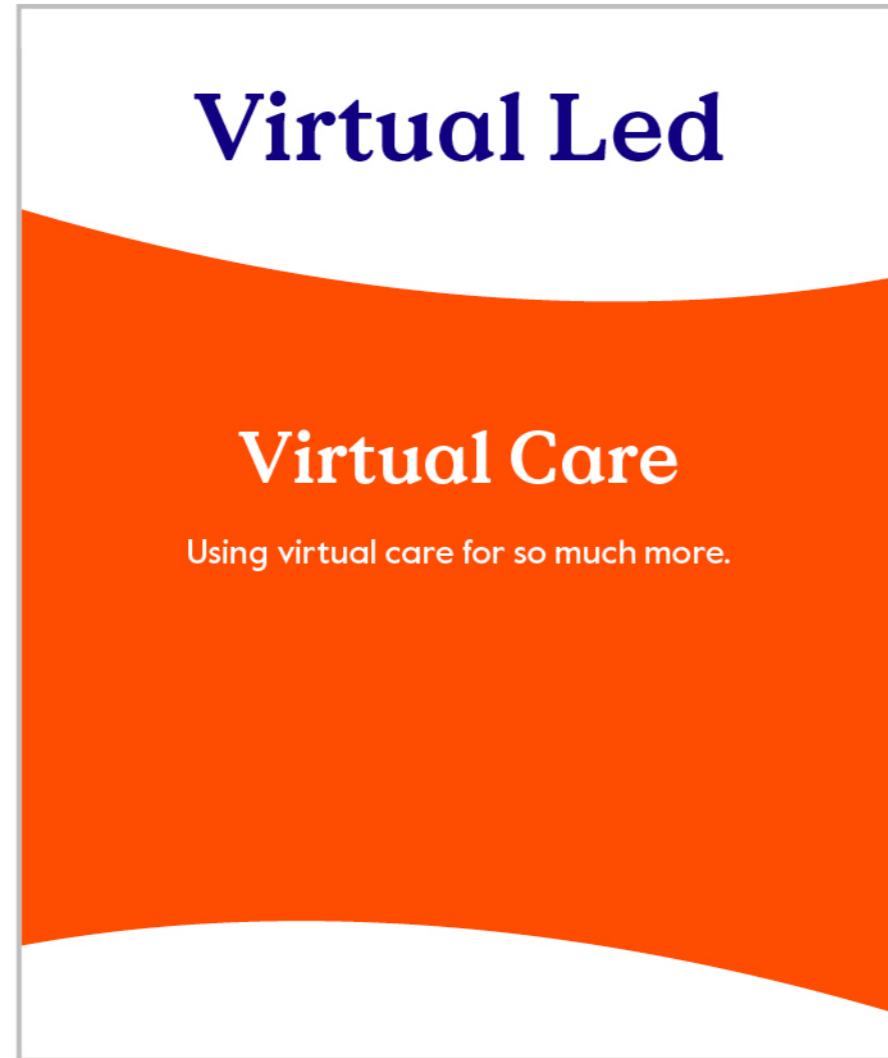
[LEAF SHAPE TRANSITIONS / LOGO UP]

Until next year, stay healthy. stay cigna healthcare. [CHC Logo]

**EXPERIENCE LAB**

# KIOSKS

ACTUAL ARTWORK



3D MOCKUP



# KIOSKS

**Virtual Led**

**Behavioral Care Journey**  
Supporting customers with the right care.

**Virtual Led**

**Virtual Care**  
Using virtual care for so much more.

**Virtual Led**

**On-Demand Medical Exams**  
Making check-ups happen at home.

**Data Informed**

**The Future of Digital**  
Innovating, personalizing and always improving.

**Digital First**

**Find Care**  
Locating care in a click.

**Digital First**

**Pharmacy**  
Improving medication management.

**Digital First**

**Pathwell Bone & Joint**  
Personalizing plans for pain.

**Data Informed**

**Digital Client Resources**  
Managing your account made easier.

**THANK YOU**