

## When your employees can shop, everyone saves

Did you know that prices for the same quality medical services can differ by thousands of dollars from provider to provider? Instead of spending that money, you and your employees can save it, and your employees can even earn cash<sup>1</sup> back when they use lower-cost doctors and facilities found through SmartShopper.

SmartShopper is an incentive and engagement program that guides your employees to cost-effective health care services so everyone saves money.<sup>2</sup>

- Helps your employees better control their own health care costs
- Gives your employees access to comparison shopping right away
- Provides a simple, innovative health care shopping experience with highly trained Personal Assistants

Medical Procedure	Provider A Cost	Provider B Cost	Provider C Cost
Colonoscopy	\$1,182	\$2,932	\$4,749

Examples shown are for specific locations and time periods and are not intended to represent costs for procedures in your area.

## How does SmartShopper work?



### Sample procedures and rewards

Procedure	Reward
Carpal Tunnel	up to \$150
Colonoscopy	up to \$150
Hernia Repair	up to \$250
Knee Surgery	up to \$250
Mammogram	up to \$50
Orthopedic procedure	up to \$250
Ultrasound	up to \$50

For more information, your employees can call the Personal Assistant Team or go to [smartshopper.com](http://smartshopper.com).

<sup>1</sup>Reward payments may be taxable.

<sup>2</sup>Availability may vary; please contact your Anthem rep to see if you're eligible for this program.

The SmartShopper program is provided by Sapphire Digital an independent company. Incentives available for select procedures only. Payments are a taxable form of income. Rewards may be delivered by check or an alternative form of payment. Members with coverage under Medicaid or Medicare are not eligible to receive incentive rewards under the SmartShopper program. Rewards are for select procedures only and reward payments may be taxable.

Anthem Blue Cross and Blue Shield is the trade name of: In Colorado: Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc. In Connecticut: Anthem Health Plans, Inc. In Georgia: Blue Cross Blue Shield Healthcare Plan of Georgia, Inc. In Indiana: Anthem Insurance Companies, Inc. In Kentucky: Anthem Health Plans of Kentucky, Inc. In Maine: Anthem Health Plans of Maine, Inc. In Missouri (excluding 30 counties in the Kansas City area): RightCHOICE® Managed Care, Inc. (RIT), Healthy Alliance® Life Insurance Company (HALIC), and HMO Missouri, Inc. RIT and certain affiliates administer non-HMO benefits underwritten by HALIC and HMO benefits underwritten by HMO Missouri, Inc. RIT and certain affiliates only provide administrative services for self-funded plans and do not underwrite benefits. In Nevada: Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc., dba HMO Nevada. In New Hampshire: Anthem Health Plans of New Hampshire, Inc. HMO plans are administered by Anthem Health Plans of New Hampshire, Inc. and underwritten by Matthew Thornton Health Plan, Inc. In Ohio: Community Insurance Company. In Virginia: Anthem Health Plans of Virginia, Inc. trades as Anthem Blue Cross and Blue Shield in Virginia, and its service area is all of Virginia except for the City of Fairfax, the Town of Vienna, and the area east of State Route 123. In Wisconsin: Blue Cross Blue Shield of Wisconsin (BCBSWI), underwrites or administers PPO and indemnity policies and underwrites the out of network benefits in POS policies offered by CompCare Health Services Insurance Corporation (CompCare) or Wisconsin Collaborative Insurance Corporation (WCIC). CompCare underwrites or administers HMO or POS policies; WCIC underwrites or administers Well Priority HMO or POS policies. Independent licensees of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.