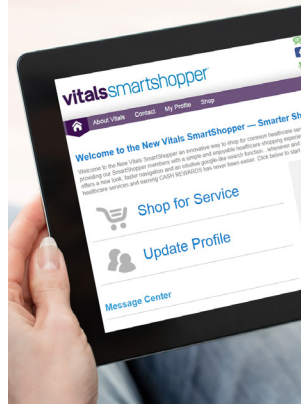


Did you know that prices for the same quality medical services can differ by thousands of dollars within the same neighborhood and the same health plan network? Instead of spending that money, you and your employees can save it, and earn cash*. Introducing Vitals SmartShopper, a new program offered through Anthem Blue Cross and Blue Shield that lets you shop for cost-efficient health care.

Introducing SmartShopper



SmartShopper is an incentive and engagement program to guide existing Small Group Anthem members to cost-effective options with the goal of achieving potential measurable results for you and your employees.

- Compare it to when you're parking your car—you can choose the \$30 lot, or the \$15 one, just a few blocks away.
- Vitals SmartShopper allows you to shop for certain health care services in a similar way, and as the following examples show, the differences in price can be significant.
- Best of all—shopping with Vitals SmartShopper could minimize your out-of-pocket costs and earn you a cash reward*.

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

Medical Procedure ¹	Cost Variance	Provider A Cost	Provider B Cost	Provider C Cost
MRI of the Knee	\$682 to \$3,849	\$682	\$2,723	\$3,849
Colonoscopy	\$1,182 to \$4,749	\$1,182	\$2,932	\$4,749

How Does Vitals SmartShopper Work?

1



Your doctor recommends a medical service.

2



Call the Personal Assistant Team at 1-844-328-1582 or visit SmartShopper online at VitalsSmartShopper.com to search for a reasonably priced location in your area for your medical service or procedure.

3



Have your procedure at the location of your choice.

4



Once your procedure is complete and your claim is paid, SmartShopper verifies that the location qualifies for an incentive and mails you a reward check* to your home.

Here are some **Cash Rewards** that you could earn

Procedure	Your Reward
Cataract Removal	up to \$150
Colonoscopy	up to \$150
CT Scan**	up to \$150
Nasal/Sinus - Endoscopy - Sinus Surgery	up to \$150
Gallbladder Removal	up to \$250
Hernia Repair	up to \$250
Hip Replacement	up to \$500
Knee Surgery (Arthroscopic)	up to \$250
Mammogram	up to \$50
MRI**	up to \$150
Shoulder Surgery (Arthroscopic)	up to \$250
Ultrasound	up to \$50
Upper GI Endoscopy	up to \$150

**Effective 2/1/2018

For more information, employees can call **1-844-328-1582** or go to **VitalsSmartShopper.com**.

*Reward payments may be taxable.
The Vitals SmartShopper program is available to PPO and HMO Maine SG plans only.
Anthem Blue Cross and Blue Shield is the trade name of Anthem Health Plans of Maine, Inc. Independent licensee of the Blue Cross and Blue Shield Association. ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross and Blue Shield names and symbols are registered marks of the Blue Cross and Blue Shield Association..

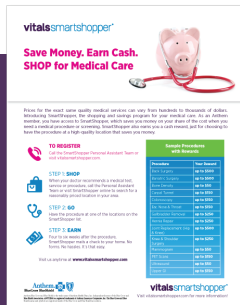


vitalssmartshopper®

Employee Engagement

Getting employees engaged in making choices about their health care has never been easier.

Launch Postcard will be mailed to employees' homes. These brochures explain the program and take the members through how to use SmartShopper



Workplace posters, flyers and emails can also be used as part of the launch to educate your employees on the program and encourage them to use it.

Postcards, flyers, emails, posters and web banners can be used throughout the year to communicate the benefits of SmartShopper. The outreach schedule to the right highlights some of the campaigns for 2018.

Month	Communication
Jan	Welcome to SmartShopper
Feb	Personal Assistant Team
Mar	Rewards for Colonoscopies
May	Don't Leave Money on the Table
July	Don't Take a Vacation from Cash
Oct	Rewards for Mammograms

For more information, employees can call **1-844-328-1582** or go to **VitalsSmartShopper.com**.

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