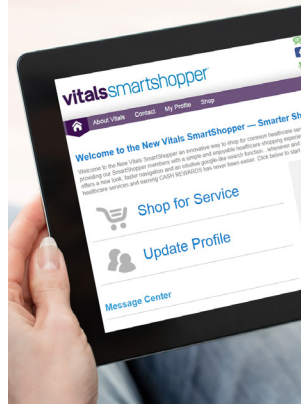


Did you know that prices for the same quality medical services can differ by thousands of dollars within the same neighborhood and the same health plan network? Instead of spending that money, you and your employees can save it, and earn cash. Vitals SmartShopper, offered through Anthem Blue Cross and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

Introducing SmartShopper



SmartShopper is an incentive and engagement program to guide existing Anthem Small Group and Large Group fully insured members¹ 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*	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 1-800-824-9127 or visit SmartShopper online at VitalsSmartShopper.com to search for a 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 earn²

Procedure	Your Reward
Bunionectomy	up to \$150
Carpal Tunnel	up to \$150
Colonoscopy	up to \$150
CT Scan	up to \$100
Ear, Nose and Throat	up to \$150
Gall Bladder Removal	up to \$250
Hernia Repair	up to \$250
Knee Surgery	up to \$250
Mammogram	up to \$50
MRI	up to \$100
Shoulder Rotator Cuff Repair	up to \$250
Spinal Fusion	up to \$500
Ultrasound	up to \$50
Upper GI Endoscopy	up to \$150

For more information, employees can call **1-800-824-9127** or go to **VitalsSmartShopper.com**.

¹The SmartShopper program is included for enrolled Anthem Small and Large Group fully insured employees and dependents; excludes those on SHOP plans and Medicare Supplement plans.

²Services may be added or deleted over time, without notice. Reward payments may be taxable.



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.

For more information, employees can call
1-800-824-9127 or go to
VitalsSmartShopper.com.

The Vitals SmartShopper® program is provided by Vitals, an independent company. Incentives available for select procedures only. Rewards funded by your employer. Payments are a taxable form of income.

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