



MASSACHUSETTS

smartshopper®



# Welcome to SmartShopper!

It's exciting! We're up and running with a great new program that saves money and helps you earn a cash reward when you have a qualifying routine medical procedure.

Get the most from SmartShopper, managed by Vitals, an independent company. Call a Personal Assistant to help you:

- Find a quality, convenient, eligible location for your procedure
- Schedule the eligible procedure at the location of your choice
- Save money on out-of-pocket costs
- Earn cash for having an eligible procedure

"I had two procedures done and it was quick and easy to get my reward checks. Great experience and I definitely recommend"  
- Carol, SmartShopper Member

## How it works



**1. SHOP**  
by phone or online



**2. GO**  
to a reward eligible location



**3. EARN**  
up to \$250 in cash rewards

# Don't miss out on this great new program!

Call your Personal Assistant at 1-877-281-3722  
or login to [myblue.bluecrossma.com](http://myblue.bluecrossma.com) and click on the Find a Doctor link to access SmartShopper.

Blue Cross Blue Shield of Massachusetts complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, sex, sexual orientation or gender identity.  
ATTENTION: If you don't speak English, language assistance services, free of charge, are available to you. Call Member Service at the number on your ID Card (TTY: 711).

ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia con el idioma. Llame al número de Servicio al Cliente que figura en su tarjeta de identificación (TTY: 711).  
ATENÇÃO: Se fala português, são-lhe disponibilizados gratuitamente serviços de assistência de idiomas. Telefone para os Serviços aos Membros, através do número no seu cartão ID (TTY: 711).

Some plans and services may require a referral from your doctor. Be sure to check your benefits or call Member Service at the number on the back of your ID card. The money you receive may be considered taxable income. Consult your tax advisor. Members with coverage under Medicaid or Medicare (including as secondary payer) are not eligible to receive incentive rewards under the SmartShopper Program. For HMO Blue New England plans, only network providers located in Massachusetts, Rhode Island, New Hampshire, and Vermont may qualify for rewards under the SmartShopper program. For HMO Blue plans, only network providers located in Massachusetts may qualify for rewards.

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