



Important information enclosed.

John Smith
123 Main Street
Anytown USA



Don't forget your SmartShopper card.

smartshopper®

SAVE MONEY and EARN CASH when you shop for routine medical care services



1. SHOP



2. GO



3. EARN

Call 1-877-702-6661 or visit
BLUECROSSNC.COM/SMARTSHOPPER

Welcome to smartshopper®

Hello,

Through Blue Cross Blue Shield of North Carolina you already have SmartShopper. As a new SmartShopper member, you can shop for medical care, compare costs and earn a cash reward.

Call your Personal Assistant at 1-877-702-6661 or visit the member portal at BlueCrossNC.com/SmartShopper.



Your Personal Assistant will help you get started on your account, and get the most from SmartShopper:

- Discuss all your options and find the right place for your procedure
- Schedule the procedure at the location of your choice
- Assist with changing your doctor authorization

How it works



1. SHOP

When your doctor recommends a medical procedure, call a SmartShopper Personal Assistant or visit us online.



2. GO

Have your procedure at a cost-effective location of your choice. You can earn rewards on routine services and common procedures.



3. EARN

Once your procedure is complete and your claim is paid, a reward check is mailed to your home. No forms. No hassles. It's that easy.

Don't miss out on this great program you already have.

Get started today!

Call your Personal Assistant 1-877-702-6661, or log in to BlueCrossNC.com/SmartShopper

The Personal Assistant Team is available M-Th 8am-8pm and F 8am-6pm

The SmartShopper program is offered by Vitals, 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.

Your health plan benefit coverage conditions apply. Some limitations and exclusions for the SmartShopper program may apply. Consult with your legal or tax advisor on the tax treatment of any rewards.

Blue Cross®, Blue Shield® and the Cross and Shield Symbols are registered marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans. Blue Cross NC is an independent licensee of the Blue Cross and Blue Shield Association.

