



Welcome to SmartShopper!

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

Get the most from SmartShopper. Call a Personal Assistant to help you:

- Find a quality, convenient location for your procedure
- Schedule the procedure at the location of your choice
- Save money on out-of-pocket costs
- Earn financial incentives for your choices

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

How it works



1. SHOP
by phone or online



2. GO
to a cost-effective location



3. EARN
up to \$250 in financial incentives

Don't miss out on this great new program!

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



HARVARD UNIVERSITY
GROUP HEALTH PLAN



Call your Personal Assistant at **1-877-281-3722**
or login to **myblue.bluecrossma.com**



Harvard Pilgrim
Health Care

Call your Personal Assistant at **1-844-274-0746**
or login **HarvardPilgrim.VitalsSmartShopper.com**

Members with coverage under Medicaid or Medicare (including as secondary payer) are not eligible to receive incentive rewards under the SmartShopper program. The Vitals SmartShopper® program is provided by Vitals, an independent company. Incentives available for select procedures only.

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).

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. SmartShopper is managed by Vitals®, an independent company. 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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