



Meet your new favorite health benefit

SmartShopper helps you find and compare in-network facilities so you can get the same high-quality care for less. Yes, it's included in your plan!

Save on out-of-pocket costs and earn rewards.

Believe it or not, the cost of medical care depends on where you go. When you use SmartShopper to shop for your next procedure, everyone saves - and you get rewarded!

Here's how it works



Compare prices

In-network prices vary. Compare prices and rewards by calling or shopping online.



Have appointment

Let SmartShopper help you schedule or reschedule your appointment.



Earn cash

Receive your cash reward by having your appointment within the year.

Visit bluecrossma.org or call the SmartShopper Personal Assistant Team at **1-877-281-3722**.

The Personal Assistant Team is available Monday through Thursday from 8 a.m. to 8 p.m. and Friday from 8 a.m. to 6 p.m. ET.

Go green today by calling a Personal Assistant or going online to update your email preferences!



MASSACHUSETTS

The SmartShopper program is offered by Sapphire Digital, 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.

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).

ATTENCIÓN: 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 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 plans, only network providers located in Massachusetts may qualify for rewards.

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MIIA | Nonprofit
Locally based
Member driven

Serving Massachusetts' communities since 1982

SmartShopper®