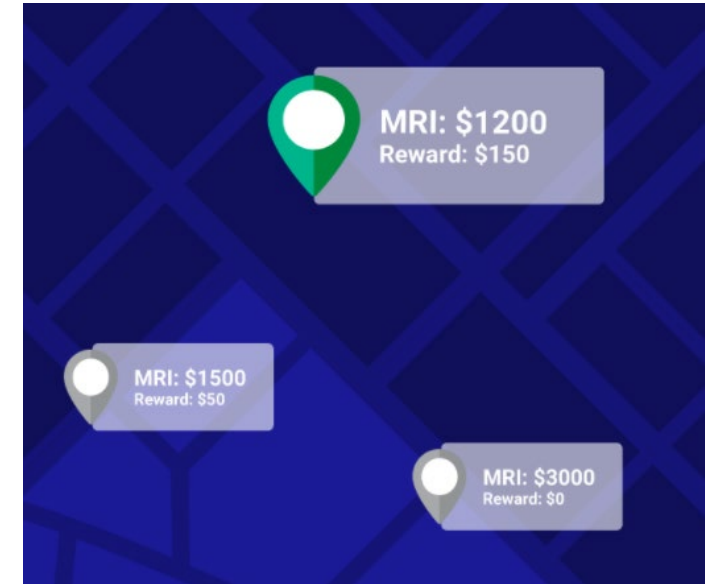


NOW AVAILABLE

SmartShopper is an **incentive and engagement platform** that can save employers and their workforce money on healthcare expenses when a member chooses cost-effective, rewards-eligible care.

- Encourages shopping for healthcare, a new behavior for many members
- Provides simple and straightforward guidance related to healthcare costs
- Embedded in Blue KC's Find Care tool for all eligible members



SAME PROCEDURE. DIFFERENT COSTS.

Costs may vary for the same procedure at different locations; however, many members don't compare costs when scheduling care.



IT PAYS TO SHOP

The reward amount depends on the type of procedure. The most frequently shopped services are CT scans, MRIs, and colonoscopies.



BY THE NUMBERS

The average incentive earned per member is \$92. To glean insights, a minimum of one year of data is needed.

Call **1-855-476-5027** to contact the SmartShopper's Personal Assistant Team.