

IT PAYS TO SHOP FOR HEALTHCARE



Did you know that costs can vary for medical procedures depending on where you go? In fact, the same test or procedure can vary by hundreds or even thousands of dollars, depending on where you go.

SmartShopper allows you to shop for routine procedures, preventive exams, imaging scans and scheduled surgeries, compare costs, and earn cash rewards for choosing cost-effective, in-network options. The reward you receive will vary depending on the procedure. To start shopping using SmartShopper, simply log into the Blue KC member portal and go to the Find Care page.

HOW SMARTSHOPPER WORKS



SHOP

When your doctor recommends a medical test or procedure, evaluate your options for care at MyBlueKC.com > Find Care.



GET CARE

Receive care at a reward-eligible location of your choice, in your plan's network.



EARN A REWARD

After your claim is paid, SmartShopper will mail you a reward check.

SHOW ME THE NUMBERS

\$25-\$500

Range of cash rewards
offered depending on type
of procedure

\$200

Average SmartShopper
incentive earned

150+

Number of procedures
eligible for cash rewards

94%

Satisfaction score for
employees who shopped
with SmartShopper

\$0

Cost to use the
SmartShopper program
for Blue KC members



Kansas City

Login to MyBlueKC.com > Find Care to access SmartShopper.