

Members Can Shop for Cost-Efficient Health Care Using SmartShopper

Published: Dec 1, 2018 - **Administrative**

Starting January 1, 2019, Anthem will be offering *SmartShopper*, a new program that lets members shop for cost-efficient health care. *SmartShopper* is a full-service incentive and engagement program where members can earn a cash reward, up to \$500, when they shop online or by phone for better-value medical services.

How *SmartShopper* works:

A member's doctor recommends a medical service

The member logs on to *SmartShopper*, or calls Anthem, to find lower-cost, high-quality options in their area

The member has the procedure at the preferred location

Once the procedure is complete and the claim is paid, a reward check is mailed to the member

SmartShopper makes it easier than ever for Anthem members to find cost-effective care with its high-tech digital platform and high-touch member services. For more info, check out this overview or visit [VitalsSmartShopper.com](https://vitalsmartshopper.com).

URL: <https://providernews.anthem.com/indiana/article/members-can-shop-for-cost-efficient-health-care-using-smartshopper>

Featured In:

December 2018 Anthem Wisconsin Provider Newsletter, December 2018 Anthem Ohio Provider Newsletter, December 2018 Anthem Indiana Provider Newsletter

Anthem Blue Cross and Blue Shield is the trade name of: In Colorado Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc. In Connecticut: Anthem Health Plans, Inc. In Georgia: Blue Cross Blue Shield Healthcare Plan of Georgia, Inc. In Indiana: Anthem Insurance Companies, Inc. In Kentucky: Anthem Health Plans of Kentucky, Inc. In Maine: Anthem Health Plans of Maine, Inc. In Missouri (excluding 30 counties in the Kansas City area): RightCHOICE® Managed Care, Inc. (RIT), Healthy Alliance® Life Insurance Company (HALIC), and HMO Missouri, Inc. RIT and certain affiliates administer non-HMO benefits underwritten by HALIC and HMO benefits underwritten by HMO Missouri, Inc. RIT and certain affiliates only provide administrative services for self-funded plans and do not underwrite benefits. In Nevada: Rocky Mountain Hospital and Medical Service, Inc. HMO products underwritten by HMO Colorado, Inc. dba HMO Nevada. In New Hampshire: Anthem Health Plans of New Hampshire, Inc. HMO plans are administered by Anthem Health Plans of New Hampshire, Inc. and underwritten by Matthew Thornton Health Plan, Inc. In Ohio: Community Insurance Company. In Virginia: Anthem Health Plans of Virginia, Inc. trades as Anthem Blue Cross and Blue Shield in Virginia, and its service area is all of Virginia except for the City of Fairfax, the Town of Vienna, and the area east of State Route 123. In Wisconsin: Blue Cross Blue Shield of Wisconsin (BCBSWI), which underwrites or administers the PPO and indemnity policies and underwrites the out of network benefits in POS policies offered by CompCare or WCIC; CompCare Health Services Insurance Corporation (CompCare) underwrites or administers the HMO policies and Wisconsin Collaborative Insurance Company (WCIC) underwrites or administers Well Priority HMO or POS policies. Independent licensees of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem

Insurance Companies, Inc. The Blue Cross and Blue Shield names and symbols are registered marks of the Blue Cross and Blue Shield Association. Use of the Anthem websites constitutes your agreement with our Terms of Use.
