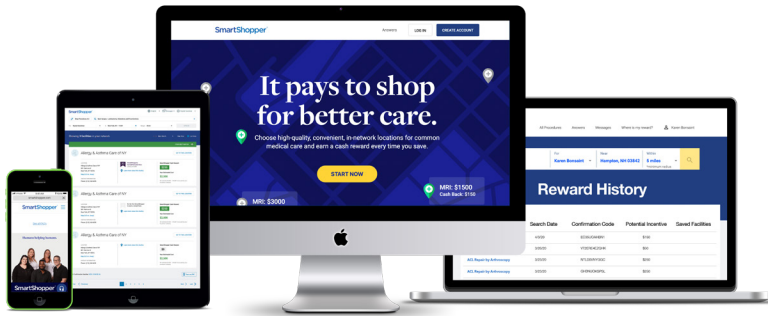


# Plan sponsors save on health care when consumers shop for care



SmartShopper® delivers cost savings to plan sponsors by empowering consumers to find cost-effective care with its digital platform and personalized consumer experience.

## Convenience

- **Consumer-focused user interface** – Engaging and feature-rich to make shopping easy
- **Sophisticated reward algorithms** – Reward-eligible location options convenient to consumers' homes
- **Targeted engagement campaigns** – Plan sponsor customization of content and images on home page

## Confidence

- **Care Concierge Team chat** – Consumers talk, text or chat with the Care Concierge Team
- **Quality ratings** – Ratings, credentials and national industry accreditations
- **SmartShoppers like you** – Consumers can see how many other SmartShoppers have used a facility and earned cash

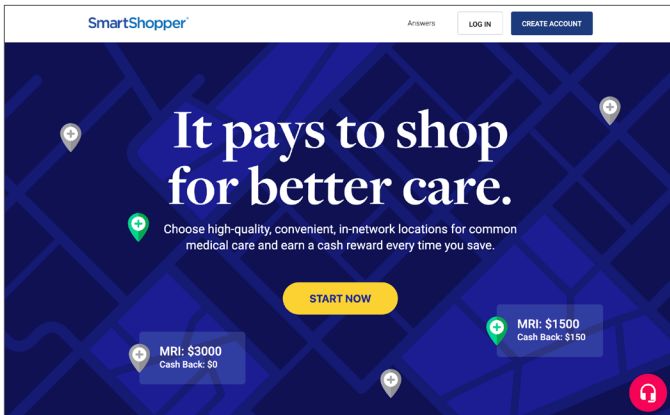


**SmartShopper®**

[bcbsks.com](http://bcbsks.com)

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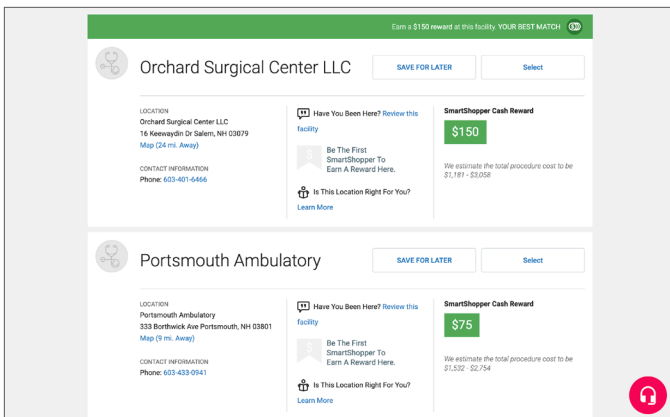
The SmartShopper program is offered by MDX Medical, LLC, a Zelis company. Reward-eligible options and reward amounts are subject to change. Rewards are available for select procedures only. Rewards may be a taxable form of income. MDX Medical, LLC, a Zelis company, does not provide tax advice. Rewards 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. MDX Medical, LLC and Zelis are not affiliated with Blue Cross and Blue Shield of Kansas.



Intuitive home page guides consumers as they shop for care and redirects to best-value options. Consumers can also choose to discuss options with the Care Concierge Team.



**83%** Rate at which an appointment was scheduled when users contacted the Care Concierge Team



Search functionality makes it simple to shop with an A–Z procedure list and auto-fill text field. Easy-to-understand search results format shows consumers quality accreditations and how many “SmartShoppers like me” earned rewards.

## SmartShopper raised the bar

Enhanced digital experience supported by a multi-channel engagement program and advanced analytics to identify savings opportunities and optimize ROI. All proven to drive plan sponsor savings by enabling consumer shopping for better-value, routine medical procedures.

Visit us at [bcbsks.com](http://bcbsks.com)



1133 SW Topeka Blvd, Topeka, KS 66629