

Members Can Shop for Cost-Efficient Health Care Using SmartShopper

Published: Dec 1, 2018

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:

1. A member's doctor recommends a medical service
2. The member logs on to *SmartShopper*, or calls Anthem, to find lower-cost, high-quality options in their area
3. The member has the procedure at the preferred location
4. 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).

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

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December 2018 Anthem Ohio Provider Newsletter