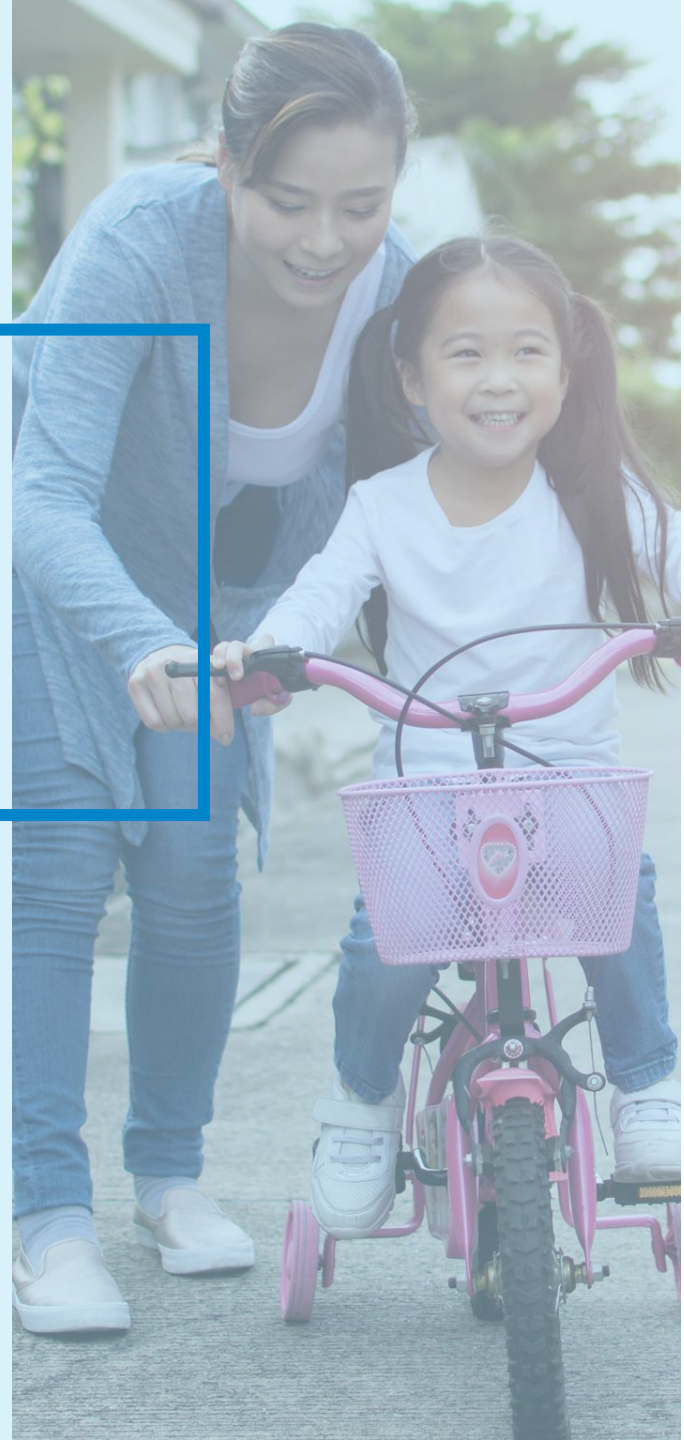


SmartShopper Demonstration



SmartShopper

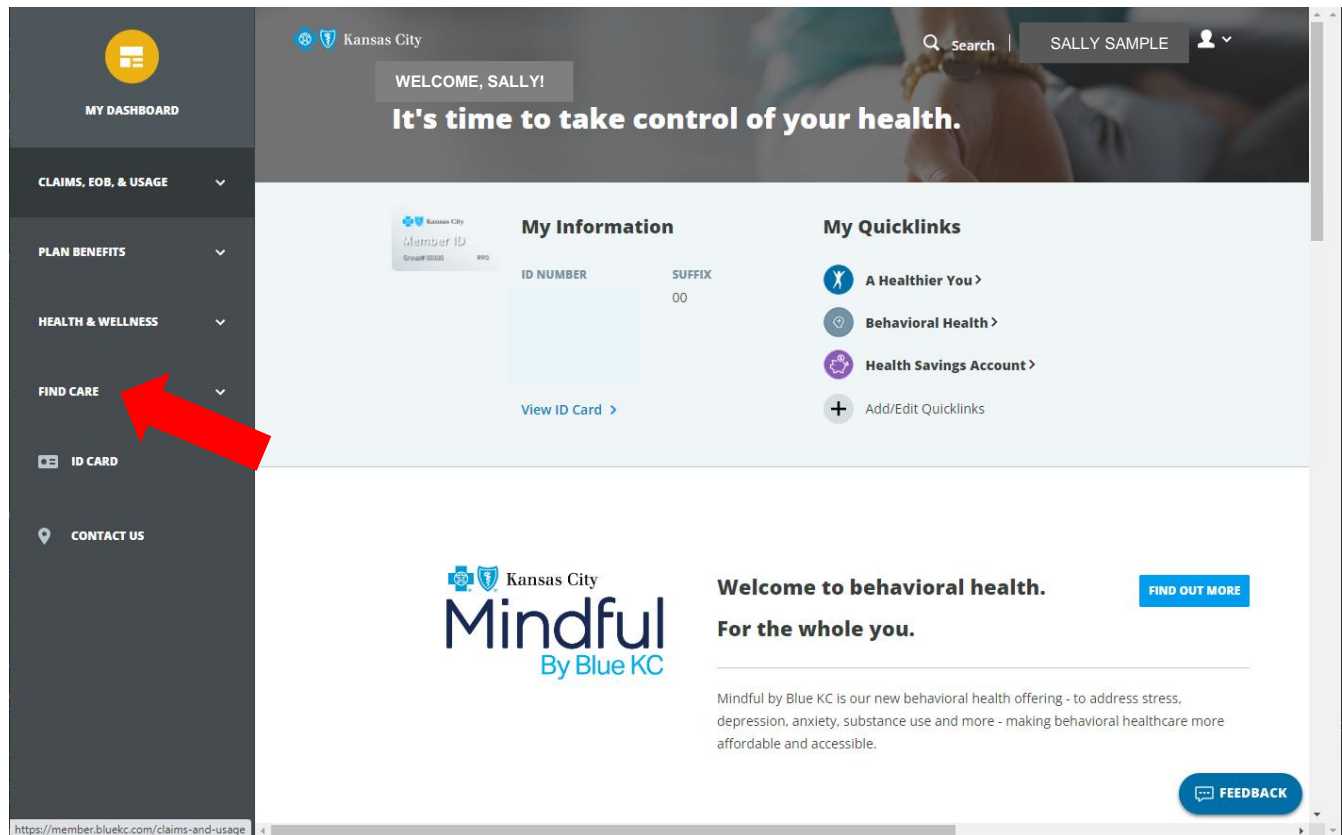
Important information to know about the program

- Each covered individual is eligible to earn up to \$250 per year
- Rewards may be earned for these services:
 - Well visits
 - Preventive and diagnostic testing
 - Hysterectomies and vasectomies

SmartShopper

Steps to being a smart shopper and claiming your reward

- Log into Member Account on BlueKC.com using Member ID
- On home page (or dashboard), click on FIND CARE along the left navigation



The screenshot shows the BlueKC.com member dashboard for Sally Sample. The left navigation menu includes: MY DASHBOARD, CLAIMS, EOB, & USAGE, PLAN BENEFITS, HEALTH & WELLNESS, FIND CARE (highlighted with a red arrow), ID CARD, and CONTACT US. The main content area features a welcome message, "It's time to take control of your health.", and a "My Information" section with fields for ID NUMBER and SUFFIX. Below this is a "View ID Card" link. To the right is a "My Quicklinks" section with links for "A Healthier You", "Behavioral Health", "Health Savings Account", and "Add/Edit Quicklinks". At the bottom, there is a "Mindful By Blue KC" banner with the text "Welcome to behavioral health. For the whole you." and a "FIND OUT MORE" button. A "FEEDBACK" button is located in the bottom right corner. The browser address bar shows "https://member.bluekc.com/claims-and-usage".

SmartShopper

Steps to being a smart shopper and claiming your reward

- You'll arrive at the Find Care landing page
- Click on Find Doctors, Specialists & Hospitals

Find Care

When life calls for high-quality care, Blue KC delivers. Right where you need it most. For 80 years, and counting, we've been the most trusted healthcare partner in the region.

Find Doctors, Specialists & Hospitals

Find the care you need, search in a way that is comfortable to you, and be a smart healthcare consumer. Search and compare providers, estimate your out-of-pocket costs, view information, read reviews, and more. If eligible, you'll see SmartShopper, helping you shop and earn cash-back rewards for choosing cost-effective providers for common medical tests and procedures.

[Find Doctors, Specialists & Hospitals >](#)

Find a Dentist

Search for a dental provider in your local network. You can also use this tool to search for an out-of-area network dentist.

[Find a Dentist >](#)

Learn About Blue KC Virtual Care

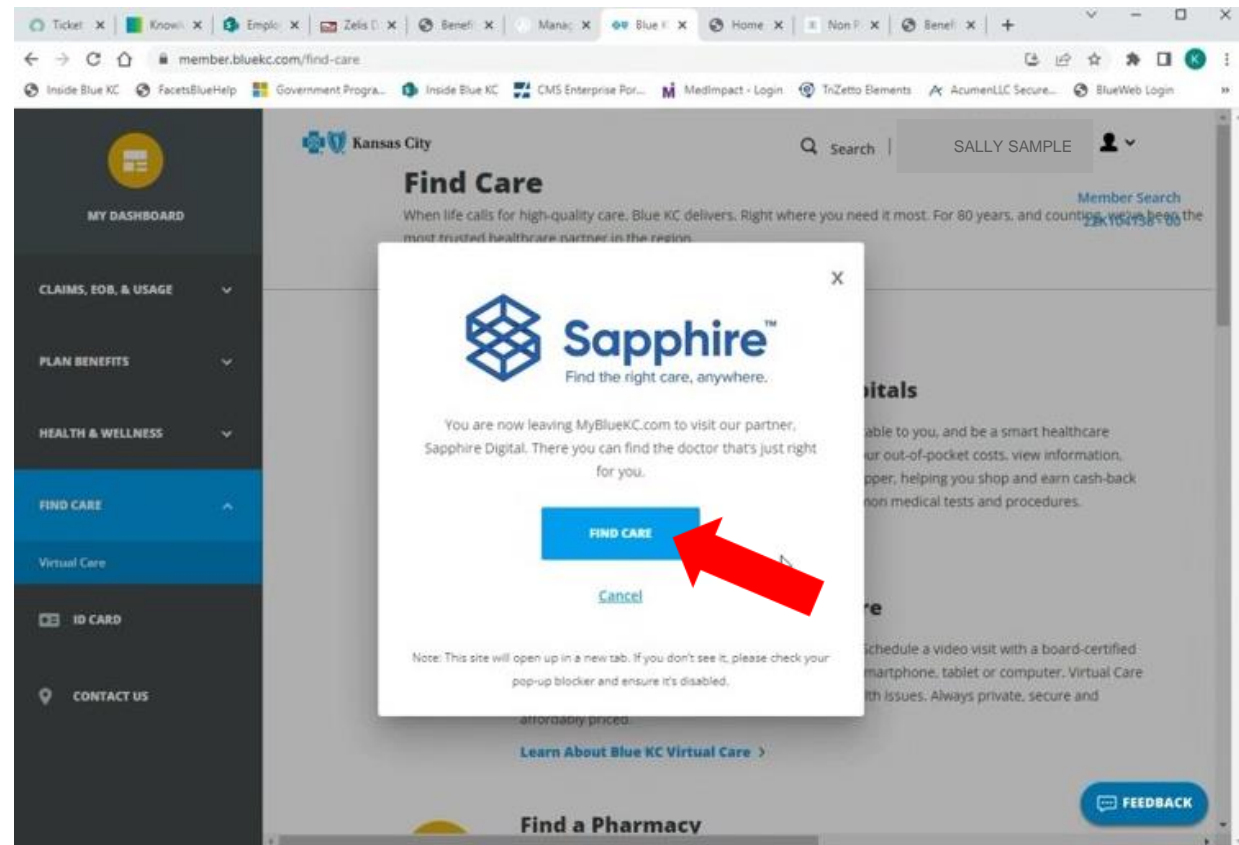
Blue KC Virtual Care can be used anywhere, any time. Schedule a video visit with a board-certified doctor or behavioral health therapist right from your smartphone, tablet or computer. Virtual Care is convenient for everyday medical and behavioral health issues. Always private, secure and affordably priced.

[FEEDBACK](#)

SmartShopper

Steps to being a smart shopper and claiming your reward

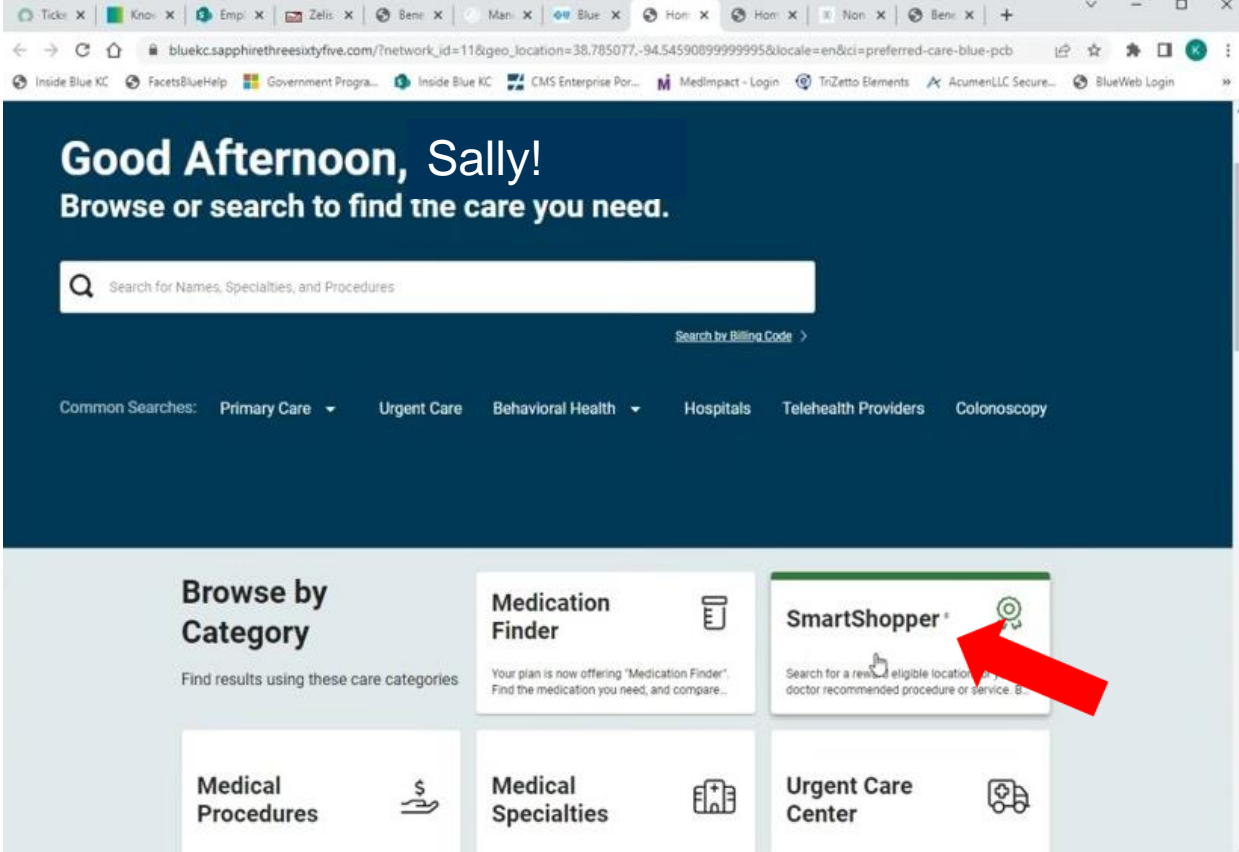
- The Sapphire window will pop up
- Click on FIND CARE button



SmartShopper

Steps to being a smart shopper and claiming your reward

- Member will be directed to this page to find the care they need
- Click on the SmartShopper icon/button



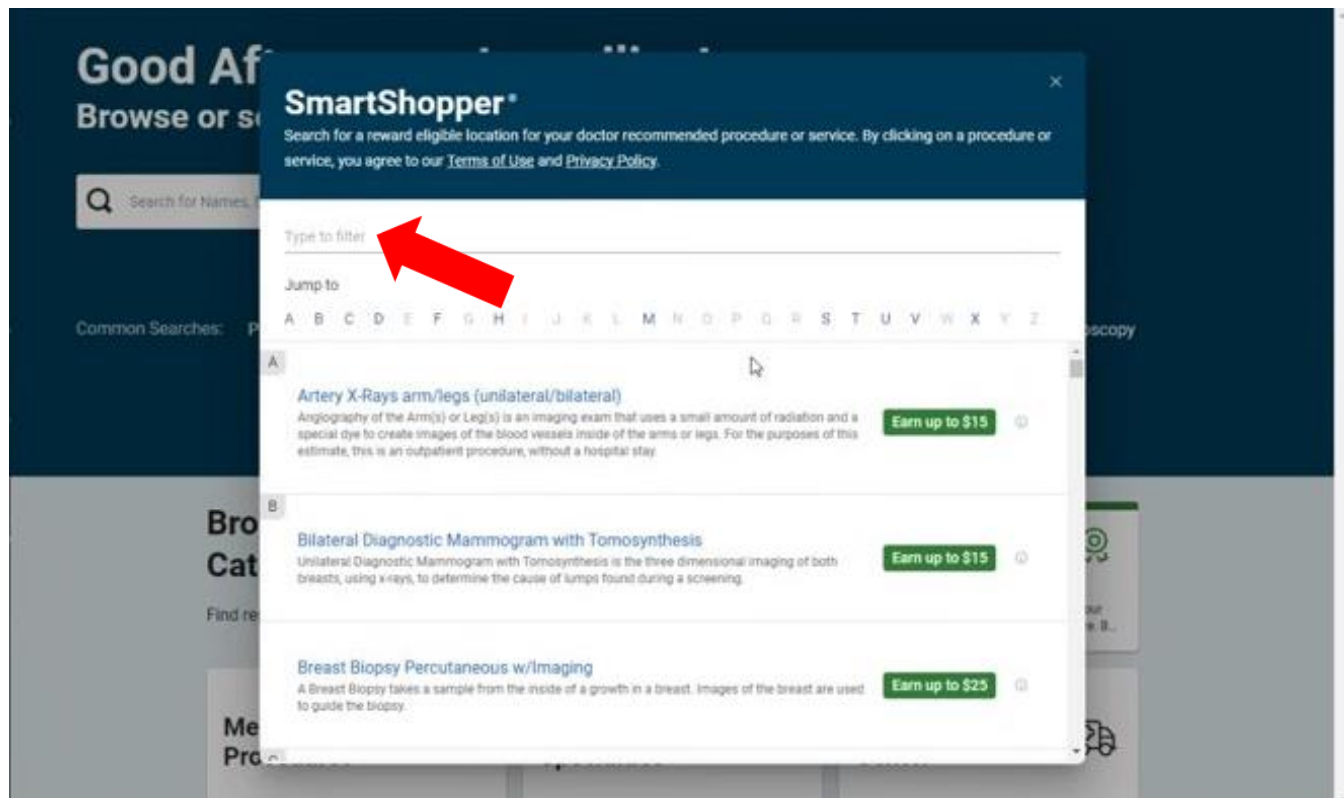
The screenshot shows a web browser window with the URL `bluekc.sapphirethreesixtyfive.com/?network_id=11&geo_location=38.785077,-94.54590899999995&locale=en&ci=preferred-care-blue-pcb`. The page content includes:

- Greeting: "Good Afternoon, Sally! Browse or search to find the care you need."
- Search bar: "Search for Names, Specialties, and Procedures" with a "Search by Billing Code" link.
- Common Searches: Primary Care, Urgent Care, Behavioral Health, Hospitals, Telehealth Providers, Colonoscopy.
- Grid of service tiles:
 - Browse by Category: Find results using these care categories.
 - Medication Finder: Your plan is now offering "Medication Finder". Find the medication you need, and compare...
 - SmartShopper: Search for a reward eligible location or doctor recommended procedure or service. **(Red arrow points to this tile)**
 - Medical Procedures
 - Medical Specialties
 - Urgent Care Center

SmartShopper

Steps to being a smart shopper and claiming your reward

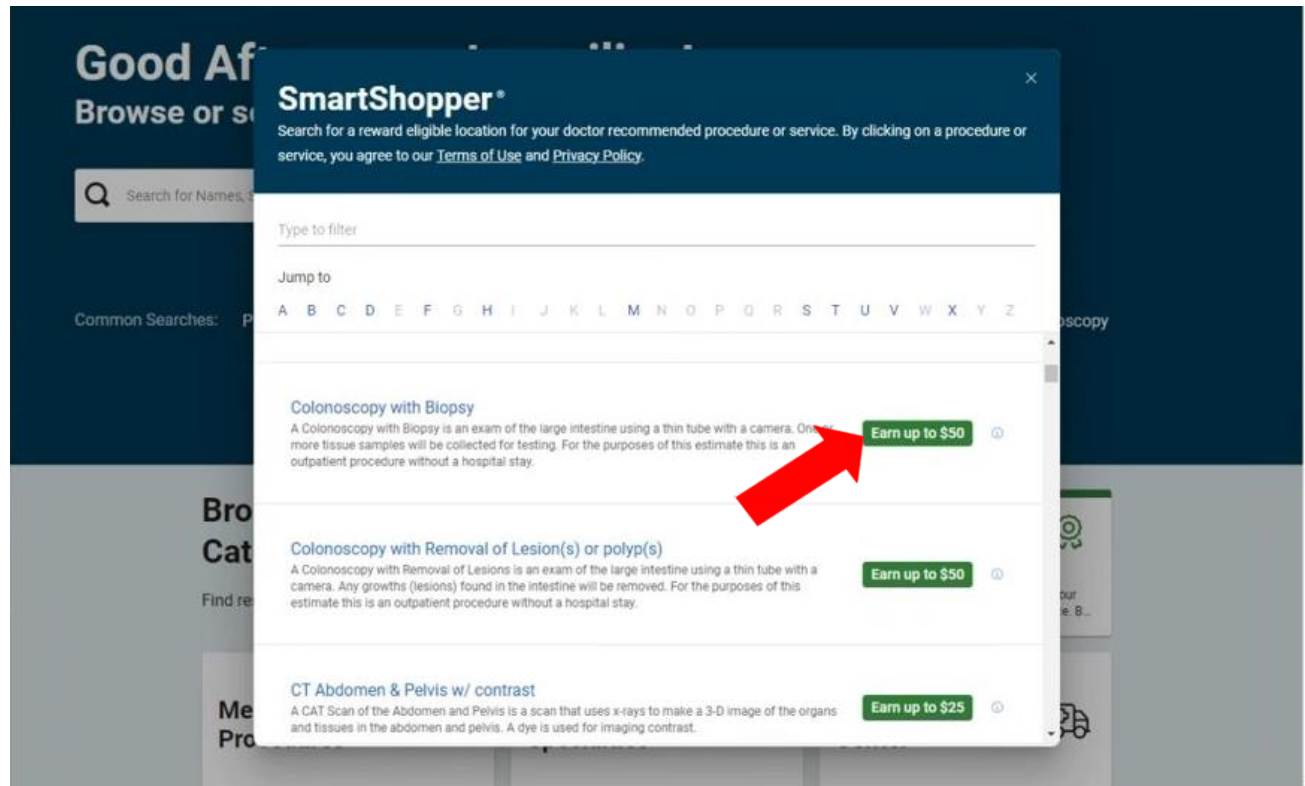
- The SmartShopper dialogue box will open
- Member can then search for the specific care they need by entering a topic (e.g. Colonoscopy) or searching alphabetically.



SmartShopper

Steps to being a smart shopper and claiming your reward

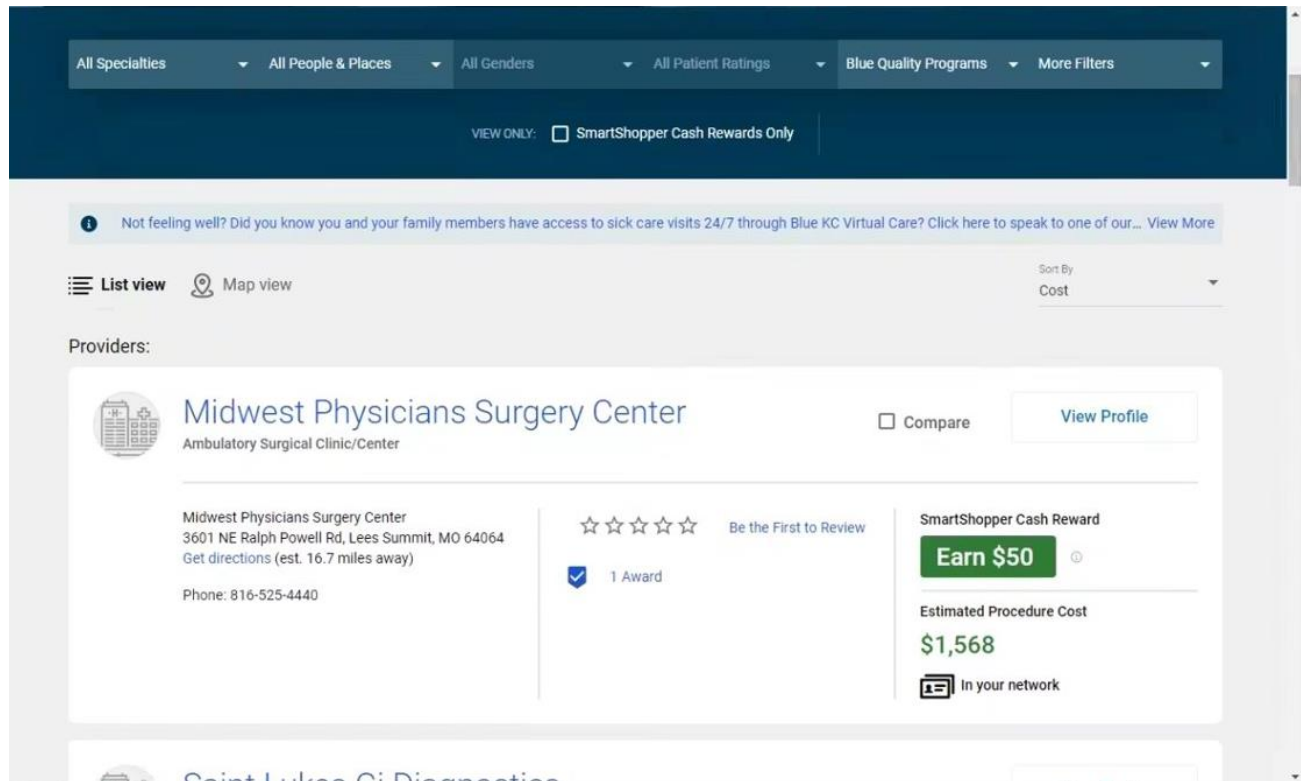
- In this example, the various Colonoscopy procedures pop-up
- Member can then scroll through the list and find the care they need, then click on the “Earn up to \$” button



SmartShopper

Steps to being a smart shopper and claiming your reward

- A list of providers will appear for the member to select from based on their address or the member can filter/sort by different criteria



The screenshot displays the SmartShopper interface with the following elements:

- Filter Bar:** Includes dropdown menus for "All Specialties", "All People & Places", "All Genders", "All Patient Ratings", "Blue Quality Programs", and "More Filters".
- VIEW ONLY:** A checkbox for "SmartShopper Cash Rewards Only" is currently unchecked.
- Notification:** A message at the top asks, "Not feeling well? Did you know you and your family members have access to sick care visits 24/7 through Blue KC Virtual Care? Click here to speak to one of our... View More".
- View Options:** "List view" (selected) and "Map view" are available. A "Sort By" dropdown is set to "Cost".
- Providers:** A list of providers is shown, with the first one being "Midwest Physicians Surgery Center".
- Midwest Physicians Surgery Center Details:**
 - Address:** 3601 NE Ralph Powell Rd, Lees Summit, MO 64064. "Get directions (est. 16.7 miles away)".
 - Phone:** 816-525-4440.
 - Rating:** 5 stars (☆☆☆☆☆) with the text "Be the First to Review".
 - Awards:** 1 Award (checked).
 - SmartShopper Cash Reward:** "Earn \$50".
 - Estimated Procedure Cost:** "\$1,568".
 - Network Status:** "In your network" (checked).
- Other Providers:** The start of "Saint Luke's Diagnostic" is visible below.