

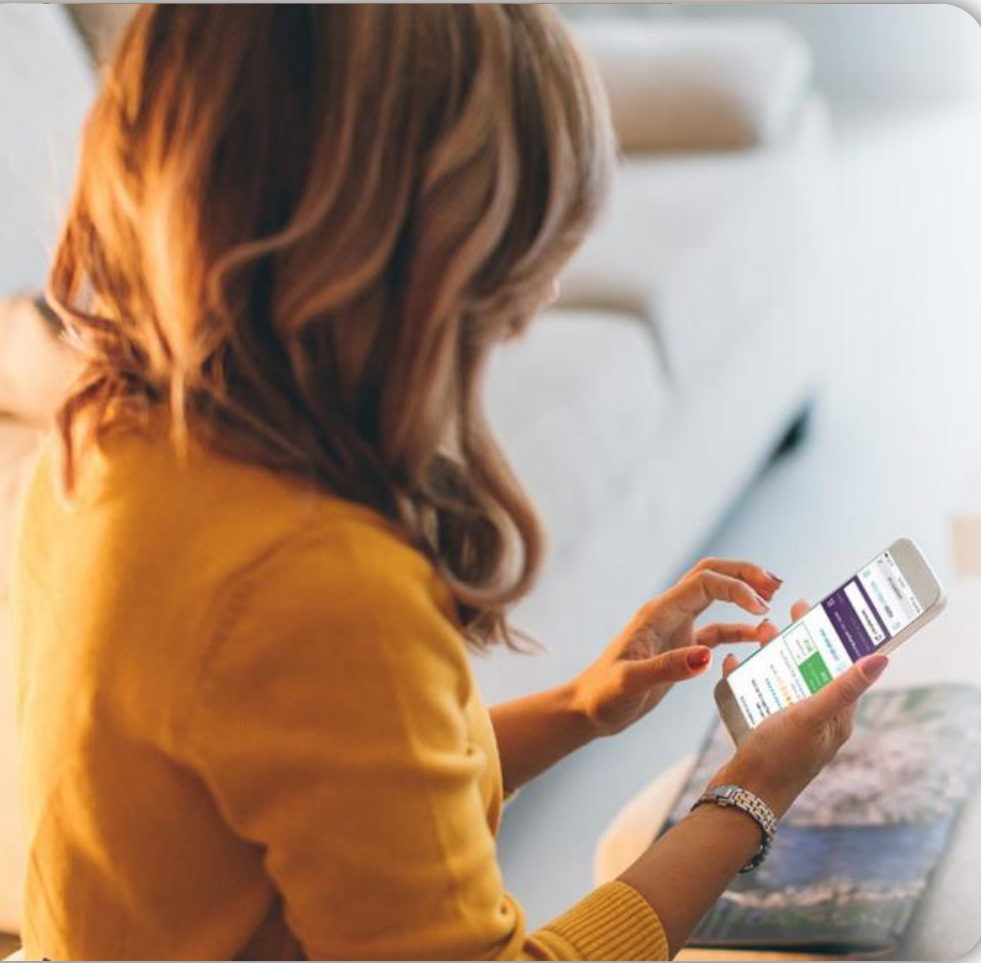
WE MAKE
SAVING
ON HEALTH CARE
A **REWARDING**
EXPERIENCE



Commonwealth of Virginia

vitalssmartshopper®

SmartShopper 101: What is SmartShopper



The medical care **incentive and engagement program** that saves money and gives members:

- Confidence
- Convenience
- Cash

When members shop for and select **better-value care**

SmartShopper 101: How It Works

- ALL COVA CARE AND COVA HDHP MEMBERS ARE ELIGIBLE
- You must shop BEFORE you have an eligible procedure
 - EACH TIME you need a procedure, you must shop to earn a reward
 - You can shop for procedure and then schedule services
 - Must be an approved covered service
- Website: cova.vitalssmartshopper.com
 - Click to register and follow the prompts. Enter your Anthem ID as it is presented on your ID Card
 - Available 24/7
 - Personal Assistant Team (PAT) Chat feature available online
 - Individual profiles – keep them updated!
- Personal Assistant Team (PAT)
 - Phone: **844-277-8991**
 - Monday - Thursday, 8:00am-8:00pm, Friday 8:00am-6:00pm
- Incentives can be expected about 60 days after the claim is paid
 - Procedure must match what was shopped for
 - Claim must be approved by Anthem

SmartShopper 101: How it works

1



Member's doctor recommends an eligible medical service

2



Member has multiple SmartShopper resources to find convenient high-value options

3



Member has procedure at the high-value location of their choice

4



SmartShopper verifies that the location qualifies for an incentive and triggers the reward process

Engagement 101: Personal Assistants are pivotal



Your dedicated Commonwealth of Virginia access line: **1-844-277-8991**

- Concierge-level “white glove” support
- Helps members understand options
- Guides members to the best-value care
- Preferences for convenience, cost & quality
- Schedules appointments, handles reauthorizations
- New PATChat feature popular with members



70% of those who talk with a Personal Assistant earn an incentive

SmartShopper 101: Recap

SmartShopper offers COVA Care and COVA HDHP members a cash benefit

- Cash rewards for choosing better-value care

Members enjoy and appreciate SmartShopper

- 97% of “SmartShoppers” would recommend the service to friends, colleagues and family*

Activate, activate, activate!

- Activation leads to shopping and shopping leads to better-value care

The Personal Assistant Team is the “secret sauce” behind activation & choice of better-value care

- Member searches with a Personal Assistant are 33% of total searches - but 70% of better-value care selections

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Thank You!

* 2017 Vitals survey results



Call to Action

Encourage members to call a Personal Assistant should they need an eligible service

1-844-277-8991

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