

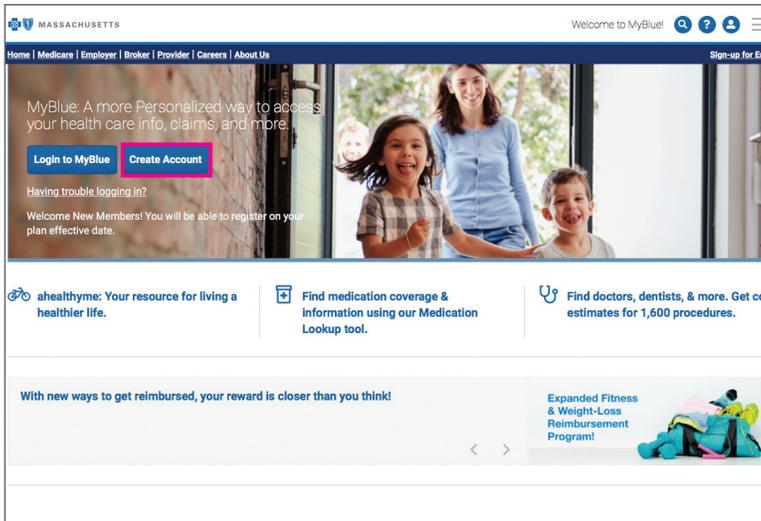
Be smart. Shop smart.

# Welcome to SmartShopper<sup>®</sup>

## Registering on MyBlue: A How-To Guide

Please review the following steps to get full access to your health plan information on MyBlue. To view and manage your information online, you must complete the entire MyBlue registration process, including the security steps.

Follow the instructions below to complete your initial MyBlue registration:



## Register

Click the **Create Account** button on the MyBlue member home page.

## Fill out the registration form and verify your account

Enter basic information including your name, member ID, and password. When you're done, click **Continue**. Then, click the **Verify Account Now** button that appears on the left side of the home page banner.

A screenshot of the MyBlue registration and verification process. The top section is titled "Register Now" and includes an "Email\* (This will be your username)" field with the value "john.sample123@yopmail.com". Below this is a "Use your mobile number instead" option. The "Password\*" field is masked with dots and has a "Show" button. A "Password Requirements" section lists: "At least 8 characters", "Must include a number", "Must include an upper case letter", and "Must include a special character (!@#\$%^&\*()+~)". There is a checkbox for "Yes, I wish to receive" with a "Learn More" link. Below this is a "By clicking 'Continue', I agree to the Terms of Use and Privacy Policy" section with a "Confidentiality" link. The bottom section is titled "Verify Your Account to Access:" and includes a "Verify Account Now" button. The background of the bottom section shows the MyBlue member home page banner.

MASSACHUSETTS

Enter your Member ID Number

**Member ID\***

Member ID is required  
12 digit member ID

MASSACHUSETTS

PPO Saver Deductible

**JOHN SAMPLE**  
ABC123456789

Member Service  
1-800-000-0000  
Rx:Bin: 000000 PCN: 00  
Rx:GRP: AAAA

CHOICE plan

Copays  
OV 15  
BH 15  
ER 40  
PV 25

Rx

**Member ID**

Continue

\*Field is required.

## Security

Answer some simple security questions to complete your registration and gain immediate access to MyBlue.

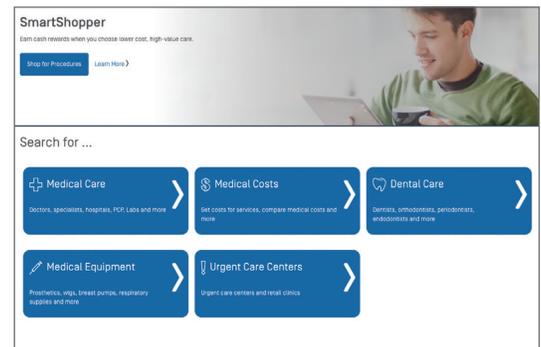
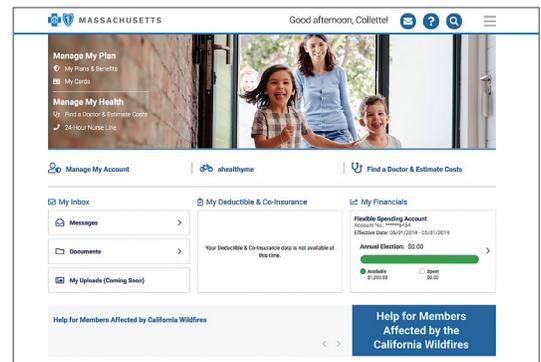
Then, click **Continue**.

## Accessing SmartShopper after you log in to MyBlue

With SmartShopper from Sapphire Digital®, an independent company, you can comparison shop for the most competitively priced care, and earn up to **\$250** in cash rewards after each eligible procedure.

After you register and log in to MyBlue, you can access SmartShopper by following these steps:

- Go to the Find a Doctor & Estimate Costs home page:** From your MyBlue home page, select the Find a Doctor & Estimate Costs tool on the right side of your screen.
- Access SmartShopper:** Select the **Shop for Procedures** button near the top of the screen.



Blue Cross Blue Shield of Massachusetts complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, sex, sexual orientation, or gender identity.

ATTENTION: If you don't speak English, language assistance services, free of charge, are available to you. Call Member Services at the number on your ID card (TTY: 711).

ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia con el idioma. Llame al número de Servicio al Cliente que figura en su tarjeta de identificación (TTY: 711).

ATENÇÃO: Se fala português, são-lhe disponibilizados gratuitamente serviços de assistência de idiomas. Telefone para os Serviços aos Membros, através do número no seu cartão ID (TTY: 711).

The dollar amount you receive may be considered taxable income. Consult your tax advisor. SmartShopper is managed by Sapphire Digital®, an independent company. Members with coverage under Medicaid or Medicare (including as secondary payer) are not eligible to receive incentive rewards under the SmartShopper program. For HMO Blue New England plans, only network providers located in Massachusetts, Rhode Island, New Hampshire, and Vermont may qualify for rewards under the SmartShopper program. For HMO Blue plans, only network providers located in Massachusetts may qualify for rewards. Some plans and services may require a referral from your doctor. Be sure to check your benefits or call Member Service at the number on the back of your ID card.