

people don't  
shop for  
healthcare  
services  
the same  
way they  
shop for  
jeans.

**maybe they  
should.**

smartshopper<sup>®</sup>

Compare prices for medical procedures **and save!**

Blue Cross and Blue Shield of Louisiana is an independent licensee of the Blue Cross and Blue Shield Association and incorporated as Louisiana Health Service & Indemnity Company.  
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Louisiana

# Uncovering the cost of care so you can shop smart

Blue Cross and Blue Shield of Louisiana is working to create more transparency in the healthcare industry. By making healthcare costs easier to find and understand, we can help empower you to make more informed and effective healthcare decisions. And together, we can work to reduce healthcare costs.



## Shop and save on medical procedures

SmartShopper® is a price comparison tool that lets you compare the costs of common medical procedures.

As a Blue Cross customer, you can shop and compare price ranges for procedures in nearly 300 categories. The tool lets you compare procedures based on price, location (ZIP Code) and facility.

It's important to know that not all facilities displayed in SmartShopper may be in your plan's network. You can call Customer Service at the number on the back of your member ID card to check which hospitals, clinics and healthcare providers are in your plan's network.

## Compare and save on your out-of-pocket costs

You can save by using SmartShopper and comparing prices for your medical procedures. **If you have a high-deductible health plan, you can often save a great deal when you choose a facility in your network that costs less.**

Costs for medical care can vary widely from one facility to the next. For example, the cost of a routine colonoscopy screening could differ by as much as \$2,000, or an MRI by \$500 or more, depending on where you get it.

Your insurance covers a certain percentage or amount of these costs, depending upon your plan. **But the lower the cost of the procedure, the less you may pay up front and out of your own pocket to cover deductibles or coinsurance.**

It pays to shop!

You can be confident of the care you receive, no matter which facility you choose. All of the facilities in your network meet our quality standards. And all healthcare providers listed on the SmartShopper tool are appropriately licensed to provide the services offered at those locations.

## How SmartShopper Works

Access SmartShopper at [bcbsla.vitalssmartshopper.com](https://bcbsla.vitalssmartshopper.com).

Create an online account on your first visit to the site. You'll need your member ID card # to sign-up. This information will be used to verify your membership.

Each time you visit SmartShopper, you'll log back in. Once you're on the site, you can shop for medical procedures and compare costs from a secure portal.

As with any medical service, you should follow your doctor's clinical guidance when deciding what types of care you need.

## Who can use SmartShopper?

The SmartShopper site is open to any Blue Cross and Blue Shield of Louisiana customer 18 or older. It's also available to Blue Cross network providers.\*

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*\*SmartShopper is not available to Federal Employee Program members.*

*Vitals is an independent company that provides a website called SmartShopper. This website enables Blue Cross and Blue Shield of Louisiana members to compare doctors, facilities and costs of healthcare services.*



## NOTICE

Free language services are available. If needed, please call the Customer Service number on the back of your ID card. Hearing-impaired customers call 1-800-711-5519 (TTY 711).

Tiene a su disposición servicios lingüísticos gratuitos. De necesitarlos, por favor, llame al número del Servicio de Atención al Cliente que aparece en el reverso de su tarjeta de identificación. Clientes con dificultades auditivas, llamen al 1-800-711-5519 (TTY 711).

Des services linguistiques gratuits sont disponibles. Si nécessaire, veuillez appeler le numéro du Service clientèle figurant au verso de votre carte d'identification. Si vous souffrez d'une déficience auditive, veuillez appeler le 1-800-711-5519 (TTY 711).

### Nondiscrimination Notice

Blue Cross and Blue Shield of Louisiana and its subsidiaries, HMO Louisiana, Inc. and Southern National Life Insurance Company, Inc., comply with applicable federal civil rights laws and do not exclude people or treat them differently on the basis of race, color, national origin, age, disability or sex in its health programs and activities.