



MASSACHUSETTS

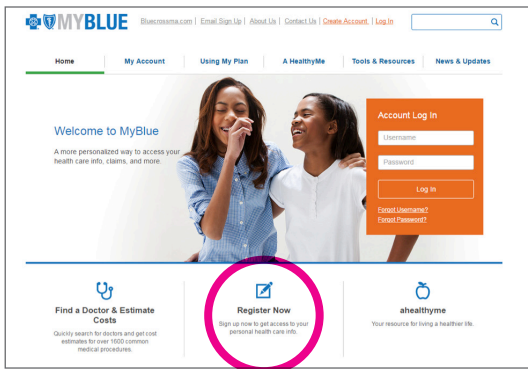
Be smart. Shop smart.

Welcome to SmartShopper[®]

Registering on MyBlue: A How-To Guide

Please read for important information on getting 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 step on the following pages.

Follow the instructions below to complete your initial MyBlue registration:



Register

Click the **Register Now** button located on the MyBlue member home page.

Fill out the registration form

Enter basic information including your name, member ID, and password. When you're done, click **Next**.

A screenshot of the MyBlue Registration form, Step 1: Create Your Profile. The form is titled 'Enter Your Information:' and contains several fields: 'Member ID: Where can I find this?' (with a search icon), 'First Name (exactly as it appears on your ID card)', 'Middle Name or initial', 'Last Name', 'Date of Birth: MM/DD/YYYY', and 'Email Address:'. The form is set against a light blue background.

Security

You must complete one of these options:

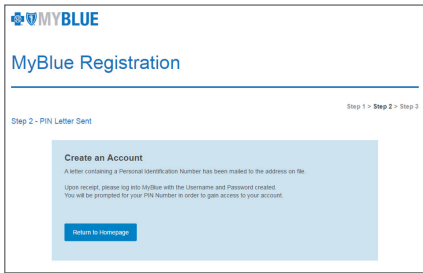
- Fill out the answers to a series of security questions to complete your registration and immediately gain full access to MyBlue.* (If you do this, it's not necessary to request and activate a PIN code.)

OR

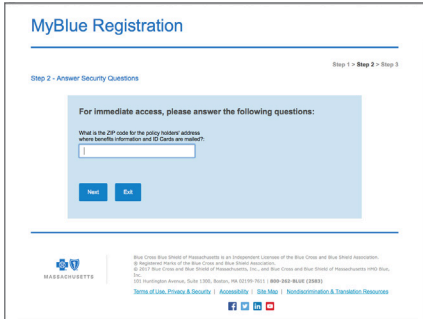
- Request a PIN code to be sent to your mailing address on file. You'll see a PIN letter notification on your screen.

A screenshot of the MyBlue Registration form, Step 1: Answer Security Questions. The form is titled 'We are committed to protecting your personal health information.' and contains two radio button options: 'Immediate Access (Recommended) 3 to 5 minutes to answer security questions' and 'Access upon receipt of Personal Identification Number US Postal delivery within a week'. A blue 'Next' button is located at the bottom left of the form.

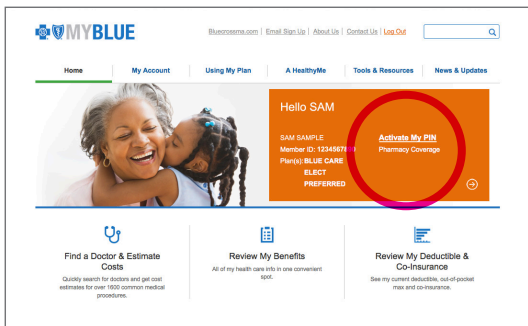
*The security questions option is not available for members with dental-only plans. A PIN code will automatically be generated and mailed if you have a dental-only plan.



Please note: Until you complete your registration and, if necessary, activate your PIN, **you won't have full access to MyBlue.**



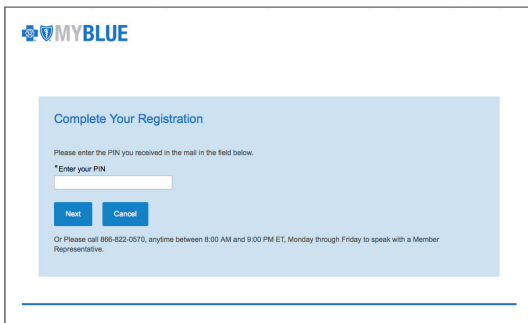
You'll only have access to some of MyBlue's tools, but you won't be able to view your Health Financial Account, claims, or prescriptions.



Activate Your PIN

When your PIN arrives, go to MyBlue and click **Activate My PIN**.

After you've entered your PIN, you'll have full access to MyBlue. If you misplace your PIN code, call **1-866-822-0570** to have the code reset.



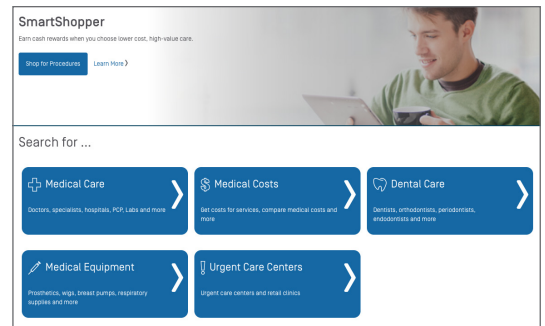
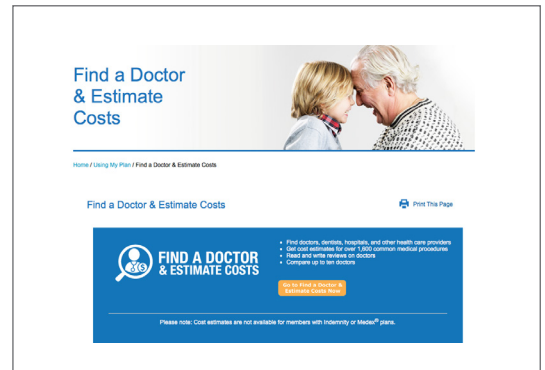
What happens if you answer the security questions incorrectly when trying to log into MyBlue?

A PIN code will automatically be sent to your mailing address on file, and you'll see the "Activate My PIN" link on the home page (as shown above). Without this PIN, you can still log into your MyBlue account but your access will be limited to viewing your benefit information, using Find a Doctor & Estimate Costs, and a few other tools.

Accessing SmartShopper® After You Log In

With SmartShopper from Vitals®, 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. Learn how to access SmartShopper below:

- 1. Go to the Find a Doctor & Estimate Costs home page:** From your MyBlue home page, select the Find a Doctor & Estimate Costs box on the bottom of your screen.
- 2. Enter the Find a Doctor & Estimate Costs tool:** Select the Go to Find a Doctor & Estimate Costs Now button.
- 3. Access SmartShopper:** Select the Shop for Procedures button at 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).

The dollar amount you receive may be considered taxable income. Consult your tax advisor. SmartShopper is managed by Vitals®, 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 Services at the number on the back of your ID card.

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).

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