



Getting a colonoscopy is a smart decision

Make an even smarter one by using SmartShopper first. SmartShopper, a program offered by an independent company that partners with Blue Cross Blue Shield of Massachusetts members, compares costs between providers so you won't overpay for your medical care. And you can earn cash back, too. It's like getting paid to have a colonoscopy, so there's no excuse for delaying this potentially life-saving screening.

Colonoscopies save lives

60% of colorectal cancer deaths could be prevented with a colonoscopy.** We know they aren't fun, but at least you have SmartShopper to make it easy. Sit back while a Personal Assistant takes care of the legwork – and they can even schedule your procedure for you too. How easy is that?

Turn on SmartShopper!



Compare providers at bluecrossma.org or call the Personal Assistant Team at **877-281-3722**.



Schedule your appointment or let the Personal Assistant Team do it for you.



Earn cash back by having your appointment within the year.



The Personal Assistant Team is ready to support you. From selecting to scheduling to prior authorizations, they make next steps = no sweat. Call today!

Go Green by going paperless! Scan the QR code or contact us to register your email today.



The Personal Assistant Team is available Monday through Thursday from 8 a.m. to 8 p.m. and Friday from 8 a.m. to 6 p.m. ET.*



MASSACHUSETTS



SmartShopper

*Summer hours: The Personal Assistant Team closes at 3 p.m. ET on Fridays from May 26 to September 1, 2023.
**fightcolorectalcaner.org

The SmartShopper program is offered by MDX Medical, LLC dba Sapphire Digital, a Zellis company. Reward-eligible options and reward amounts are subject to change. Rewards are available for select procedures only. Rewards may be a taxable form of income. Sapphire Digital does not provide tax advice, consult your tax advisor. Rewards may be delivered by check or an alternative form of payment. Members with coverage under Medicaid or Medicare (including as secondary payer) are not eligible to receive incentive rewards under the SmartShopper program.

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 Service 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).

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. 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. Blue Cross Blue Shield of Massachusetts is an Independent Licensee of the Blue Cross and Blue Shield Association. ® Registered Marks of the Blue Cross and Blue Shield Association. ®, ® Registered Marks are property of Sapphire Digital. © 2018 Blue Cross and Blue Shield of Massachusetts, Inc., and Blue Cross and Blue Shield of Massachusetts HMO Blue, Inc.