

zelis[®]

SmartShopper[®]

Bringing compassion to
the care journey



We all know that complex provider directories, long wait times, and unexpected costs make it harder for members to get care. But what if they are also dealing with anxiety, questions about their MRI, or unique scheduling issues?



That's when compassionate care-finding can help. Humanizing care-finding recognizes and prioritizes members' diverse needs so they feel supported and understood throughout their healthcare journey.

A compassionate approach to care-finding means:

- **User-friendly technology** - intuitive searches, easy navigation
- **Personalized guidance** - suggestions and reminders based on individual needs
- **Empathetic listening** - live support from a person
- **Clear communication** - consistent, customized programming

By focusing on these elements, you can create a supportive and trustworthy environment for your members—so they can focus on their health.



The power of technology with a human touch

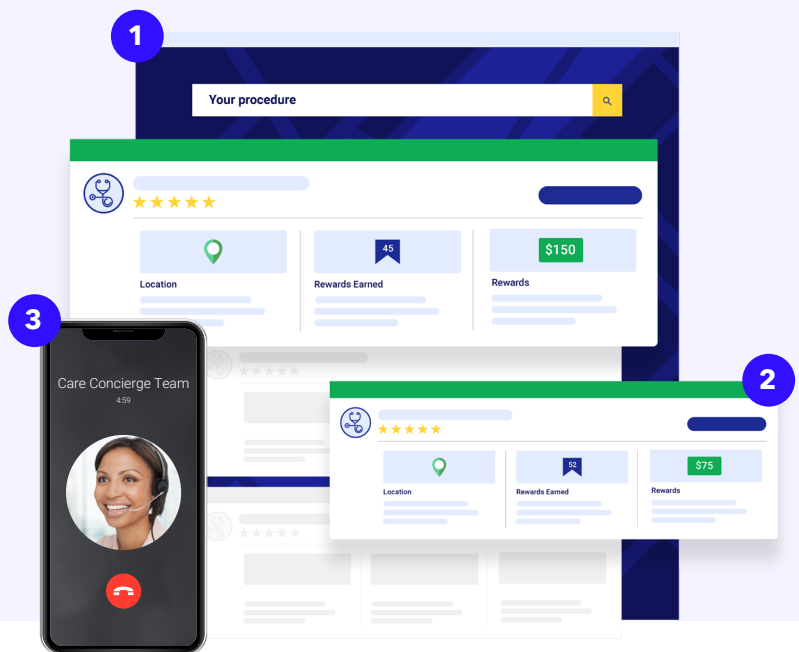
SmartShopper Solution

[SmartShopper](#)® is a solution that makes healthcare more accessible and affordable by offering easy navigation and price transparency. Our platform ensures seamless scheduling and proactive outreach, making it easy for members to schedule appointments and receive timely follow-ups based on their unique needs. When members complete appointments booked via SmartShopper, they are rewarded.

How SmartShopper Works

Making healthcare decisions clear and simple in three easy steps.

- 1 Consumers can shop for a procedure by name via the **quick and intuitive search bar**.
- 2 Care options are displayed with **procedure estimates, SmartShopper cash rewards, and provider information**.
- 3 Consumers can **select a provider and schedule an appointment on their own** or through **calling the SmartShopper Care Concierge Team**.



Care Concierge Team

Our Care Concierge Team (CCT) provides personalized support so members can navigate their healthcare options and make informed decisions. The CCT is the backbone of SmartShopper, offering guidance to ensure members receive the best possible care.

The Care Concierge Team can help with:

- Program education and navigation
- Shopping for cost-effective, high-quality facilities
- Updating orders, authorizations, and scheduling
- Researching rewards, member eligibility, and member requests

The impact of the CCT has been profound.



Success Stories

Perla's Reassurance

Perla, a Care Concierge Team member, spent extra time reassuring a nervous member about an upcoming procedure.



“While I let him talk, I took a moment to write up a card to wish him the very best on his surgery.”

“

...who knows what would've happened if I hadn't called in to you.

”

Life-Saving Diagnosis

A member called back to their CCT representative to express gratitude, stating that SmartShopper saved their life. SmartShopper's CCT found a quality doctor that had immediate availability for the member to be seen. Instead of an inguinal hernia, it turned out that the member had a significant staph infection, which was promptly diagnosed and treated.

Stress-free MRI

Another member used SmartShopper to find an affordable, open-air MRI due to claustrophobia.

“

The care concierge was so helpful, and she found me exactly what I needed at a very reasonable cost... plus the reimbursement that they provide made it an even better deal.

”



Humanizing care-finding

SmartShopper makes healthcare more human by removing barriers to care. We ensure that members get the care they need without unnecessary complexity.

By the numbers

A personalized approach works



86%

rate at which appointment was scheduled after interacting with CCT

Our Care Concierge Team has an impressive 86% success rate in scheduling appointments after interacting with members.

Everyone benefits from cost savings



\$979

average saved per incentive

Plans can pass significant cost savings to members, with an average of \$979 saved per incentive through SmartShopper's Care Concierge Team's efforts.

Members are happy



NPS

88



CSAT

95%

Our high Net Promoter Score (NPS) and Customer Satisfaction Score reflects the positive experiences and trust members have with SmartShopper.



Add a human element to your digital member experience.

Read the **SmartShopper Performance and Savings Report** or learn more by visiting our **SmartShopper** page.



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