

One fever. Two cures.

\$60

Trip to the doctor



\$383

Trip to
the ER

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It's Your Choice

When people in your health plan use the ER for everyday care, we all pay more. Higher rates. Higher copays. And higher out-of-pocket costs. Use the ER when you have an emergency. But call or see your doctor when you need routine care.

Get the kind of care you need. And save the ER for emergencies.

For other ways to keep your health care costs down, see your Benefits Manager or visit www.bcbst.com.

Source: New England Journal of Medicine, "The Costs of Visits to Emergency Departments," 1996.
Source: American Medical Association, "Physicians Socioeconomic Statistics," 2001.



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