

Fold and Tape

BlueCross BlueShield of Tennessee, Inc., an Independent Licensee of the BlueCross BlueShield Association  
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Source: New England Journal of Medicine, "The Costs of Visits to Emergency Departments," 1996.  
Source: American Medical Association, "Physicians Socioeconomic Statistics," 2001.



**\$383**  
Trip to  
the ER



**\$60**  
Trip to the doctor

One fever. Two cures.  
Your choice.

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