

Pay a little bit now. Or a whole lot later.



\$30
Head Gear



\$151,587
Head Trauma

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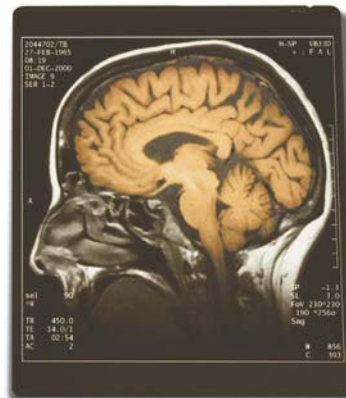


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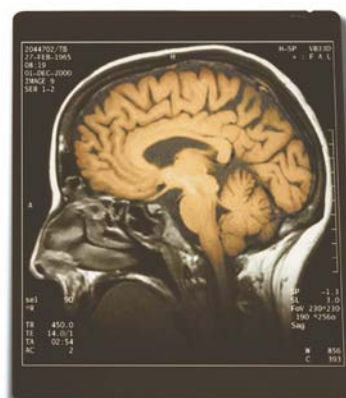


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It's Your Choice

When you prevent injuries, you protect your health. And your pocketbook. Because accidents and injuries are expensive to treat and pay for.

You can help stay safe and hold down costs in some very simple ways. Use helmets. Buckle up. Use the right equipment for the sports that you enjoy. When you take steps to avoid accidents and injuries, you help keep costs down for everyone in your health plan.

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

Source: The National Foundation for Brain Research, "The Cost of Disorders of the Brain," 1992.



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