

It's Your Choice.

Don't Watch Your Wallet Go Up In Smoke

Smoking is a habit that affects your wallet as well as your health, because smoking and tobacco use are a leading cause of preventable illness and death in America. The more money you spend on cigarettes and tobacco, the more money you may end up spending on treating your health problems down the road. So being hooked on cigarettes can raise health care costs for you and everyone in your health plan.

Today lung cancer is the No. 1 cancer killer in the U.S. More than 157,000 people will die from it this year, according to the American Cancer Society. The main culprit is cigarette smoking, which causes about 80 percent of these deaths, as well as deaths from other types of cancer, lung disease, and heart disease.

When you choose to stop smoking, you improve your chances to live a long and healthy life. You also help hold down your medical costs, and the costs for everyone in your health plan.

Make a plan to stop smoking. Then plan on living a healthier life and enjoying more time with your friends and family. For more ways each of us can help keep health care affordable, visit www.bcbst.com or talk to your Benefits Manager.

When it comes to the cost of health care, it's your choice. And your choices make a difference.

