

One cold. Two remedies.



\$199

*personalized treatment
in your doctor's office*



\$922

average E.R. visit

When someone in your health plan visits the E.R. for non-emergency care, we all pay more—in higher insurance premiums, co-payments and deductibles.

In an emergency you shouldn't hesitate to go to the E.R., but if your condition isn't urgent, check with your doctor first.

Source: Machlin, S., and Chowdhury, S. *Expenses and Characteristics of Physician Visits in Different Ambulatory Care Settings*, 2008. Statistical Brief #318. March 2011. Agency for Healthcare Research and Quality, Rockville, MD.
http://www.meps.ahrq.gov/mepsweb/data_files/publications/st318/stat318.pdf



NEBRASKA

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