

\$153
actual cost
family physician visit



It's your call.

\$1,049
actual cost
ER visit



\$153
actual cost
family physician visit



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Using the E.R. for non-emergency care: just one of the reasons healthcare costs are rising. In an emergency you shouldn't hesitate to go to the E.R. or urgent care center. But if your condition isn't urgent, check with your doctor first. When it comes to the cost of healthcare, our choices make a difference.

Visit www.bcbsne.com for more ways each of us can help keep healthcare affordable.

Source: The National Association of Chain Drug Stores, "Industry Statistics," 2003.



**BlueCross BlueShield
of Nebraska**

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