

One cold. Two remedies.



\$1,049

One-time
treatment
in the E.R.



\$153

Personalized
treatment in your
doctor's office

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Pay for the cold relief, not for all the medical services you aren't using. When someone in your health plan visits the E.R. for non-emergency care, we all pay more. Unnecessary E.R. visits raise 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.

For more ways each of us can help keep healthcare affordable, please visit www.bcbsne.com.

Source: Wellmark Inc., "Provider Economics" 2003



BlueCross BlueShield of Nebraska

A Not-For-Profit Mutual Insurance Company and an Independent Licensee of the Blue Cross and Blue Shield Association.

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