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Preventable injuries: just one of the reasons healthcare costs are rising.

Not using the right protective equipment can result in serious injuries and medical treatments. That costs all of us, in higher insurance premiums, copayments and deductibles. 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: Wellmark Inc., 2003.



**BlueCross BlueShield
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A Not-For-Profit Mutual Insurance Company and an Independent Licensee
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