

Which would you rather have every day?

$\$1.68$ per serving
fruit medley



$\$71.41$ per month
blood pressure medicine



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Getting five servings of fresh fruits and vegetables daily: just one of the ways you can reduce your risk of costly health problems. Unhealthy lifestyles add nearly one thousand dollars in extra medical costs for every family in America every year. 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: Medispan, 2004



**BlueCross BlueShield
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