



*!\$0*  
buckling up

Your trip.  
Your choice.



*!\$50,000*  
back surgery



*!\$0*  
buckling up

Your trip.  
Your choice.



*!\$50,000*  
back surgery



*!\$0*  
buckling up

Your trip.  
Your choice.



*!\$50,000*  
back surgery

**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](http://www.bcbsne.com) for more ways each of us can help keep healthcare affordable.**

*Source: WellStar Health System, April, 2004.*



**BlueCross BlueShield  
of Nebraska**

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

**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](http://www.bcbsne.com) for more ways each of us can help keep healthcare affordable.**

*Source: WellStar Health System, April, 2004.*



**BlueCross BlueShield  
of Nebraska**

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

**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](http://www.bcbsne.com) for more ways each of us can help keep healthcare affordable.**

*Source: WellStar Health System, April, 2004.*



**BlueCross BlueShield  
of Nebraska**

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