

Your trip. Your choice.



\$0
buckling up



\$50,000*
back surgery

Preventable injuries—they're just one of the reasons health care 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 health care, your choices help make a difference.

Visit bcbstx.com for more ways each of us can help keep health care affordable.



* Source: WellStar Health System, April, 2004