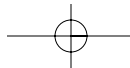
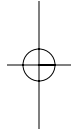


*\$153\**  
actual cost  
family physician visit

It's your call.



*\$1,049\**  
actual cost  
ER visit



**Using the E.R. for non-emergency care**—it's just one of the reasons health care costs are rising. In an emergency, you shouldn't hesitate to go to the E.R. or urgent care center. But if your condition isn't urgent, check with your doctor first. When it comes to the cost of health care, your choices help make a difference.

**Visit [bcbstx.com](http://bcbstx.com) for more ways each of us can help keep health care affordable.**

\* Source: The National Association of Chain Drug Stores, "Industry Statistics," 2003



**TRS-ActiveCare**  
TEACHER RETIREMENT SYSTEM OF TEXAS



**BlueCross BlueShield  
of Texas**

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