

One cold. Two remedies.



\$1,049*
One-time treatment
in the E.R.



\$153*
Personalized treatment
in your doctor's office

When someone in your health plan visits the E.R. for non-emergency care, we all pay more – in higher insurance premiums, copayments and deductibles. In an emergency you shouldn't hesitate to go to the E.R., but if your condition isn't an emergency, check with your doctor first. Visit www.bcbstx.com for more information about keeping health care affordable.



TRS-ActiveCare
TEACHER RETIREMENT SYSTEM OF TEXAS



**BlueCross BlueShield
of Texas**

Source: Wellmark Inc., "Provider Economics," 2003.

* National average cost

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