

One cold. Two remedies.



\$1,049*

One-time
treatment
in the E.R.



\$153*

Personalized
treatment in your
doctor's office

* National average cost.

Pay for the cold relief, not for all the medical services you aren't using.

When someone in your health plan visits the E.R. for non-emergency care, we all pay more. Unnecessary E.R. visits raise 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.

For more information about keeping health care affordable visit www.bcbstx.com.

Source: New England Journal of Medicine, "The Costs of Visits to Emergency Departments," 1996.

Source: American Medical Association, "Physicians Socioeconomic Statistics," 2001.



TRS-ActiveCare

TEACHER RETIREMENT SYSTEM OF TEXAS

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**BlueCross BlueShield
of Texas**