

one cold. two remedies.



\$560
one-time
treatment
in the E.R.



\$121
personalized
treatment
in your doctor's
office

Pay for the cold relief, not 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, co-payments and deductibles. In an emergency, you shouldn't hesitate to go to the E.R., but if your condition isn't urgent, check with your doctor first.

Visit blueshieldca.com/hw for more ways each of us can stay healthy and help keep health care affordable.