

# **Your** health care dollars... **and sense**

**FACT:** Emergency rooms don't offer "Frequent Visitor" discounts.

*Use the ER for emergencies.*

**FACT:** Breakfast is the most important meal of the day -- if you eat right.

*Choose a healthy lifestyle.*

Visit our Web site at [www.bcbsks.com](http://www.bcbsks.com) to learn more about why health care costs are going up, and what you can do to help.