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Who can control the cost of health care?

- ☐ My Congressman
- ☐ My doctor
- ☐ Me
- ☐ I honestly don't know

It's hard to believe you can help control the cost of quality health care. But you can.

Even though health care costs have risen faster than almost anything in the past ten years, the rate these costs go up can be controlled—through better use of hospitals, clinics, staff and equipment.

How can you help? Start by asking questions. Is that extra time you spend with a doctor absolutely necessary? Should you stay that extra day in the hospital? If you have questions about your treatment—don't be afraid to ask your doctor.

We think you should know why health care costs have risen so dramatically and what you can do to help curb them. We have a free booklet on this and other health care subjects. We hope you will read it. If you have questions, we hope you will ask us. Because the more you know about the causes of rising health care costs, the sooner they can be brought under control. For everyone.

For a free booklet on "What You Should Know About Health Care," call 277-9522.

Or write Blue Cross, P.O. Box 2480-G, 101 Loussac Sogn Building, Anchorage, Alaska 99510.

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