



Health Care Dollars and \$ense

We can combat rising health care costs.

1,800 reasons to quit.

The average smoker spends over \$1,800 on cigarettes every year*, and that's not counting higher costs for health care, life insurance and dry cleaning. Quitting smoking isn't just good for your wallet, it's good for your health.

Once you quit smoking, you will add years to your life and significantly lower your risk of death from lung cancer and other diseases.

The positive effects of quitting begin 20 minutes after you stop smoking and continue long after you've quit.

- **Your blood pressure, pulse and body temperature, which were abnormally elevated by nicotine, return to normal.**
- **Carbon monoxide and oxygen levels in your blood return to normal.**
- **Nerve endings start to regrow; your ability to taste and smell improves.**
- **Your breathing passages relax, lung capacity goes up and your breathing becomes easier.**
- **Your circulation improves and your lungs become stronger, making it easier to walk.**
- **Lung function returns to normal and coughing, sinus congestion, fatigue and shortness of breath decrease.**
- **Your overall energy level increases.**

Visit www.smokefree.gov or call **1-800-QUITNOW** to find a smoking cessation program that best fits your needs.

Your choices can help you get and stay healthy while combatting the rising costs of health care. To learn more about what Horizon BCBSNJ is doing to keep health care affordable for our members, or for more strategies to help you maximize your health insurance coverage, please visit our **Health Care Dollars and \$ense** microsite at www.HorizonBlue.com/Informed.



Horizon Blue Cross Blue Shield of New Jersey

Making Healthcare Work.



* Assumes one pack per day at \$5 per pack.

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