

## How much are we spending?

According to the National Coalition on Health Care, the amount we spend on health care is rising at the fastest rate in our history.

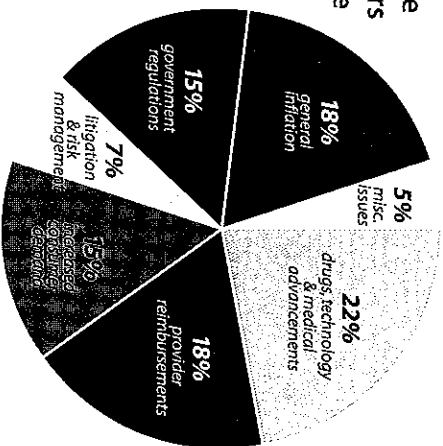
In the past decade, consumer spending on health care has increased over 86.7 percent.

National health expenditures are projected to reach \$3.6 trillion in 2014.

## Why are premiums increasing?

We know you want access to the best care possible for you and your family. That includes the latest medications and innovative treatments. Yet, this comes with a price. In order to provide you the coverage you need to receive that care, we must increase our rates.

Some of the main factors driving rate increases:



**Drugs, technology & medical advancements.** Prescription drug costs and usage continue to escalate, significantly adding to premium costs. As advances are made in technology and treatment, the cost of health coverage rises too, because providers charge insurance companies more for use of this technology and the increased cost gets passed on to you.

**Provider reimbursements.** Physicians and hospitals continue to increase the cost of their services as they try to recoup their rising costs. For an idea of how much services cost physicians and hospitals please see the chart below.

Physician Office Visit	\$159
ER Visit	\$330
Brain MRI	\$2,218
Routine Baby Delivery	\$5,021
Appendectomy	\$11,360
Coronary Bypass	\$54,236
Heart Transplant	\$207,524

## Increased consumer demand.

Consumers are diagnosing themselves and seeking specific treatments, leading to additional physician visits and procedures. The vast amount of health information at our fingertips via the Internet is making this practice easier than ever before.

## Government regulations.

Although well-intentioned, government legislation requiring health plans to cover specific services ultimately drives the cost of health care coverage higher. In 1965, there were 8 mandates across all state lines. Today, there are 1500 existing mandates across the country and even more being proposed by Congress.

**Litigation & risk management.** Legal actions, class action lawsuits and large jury awards increase risk and administrative costs for both providers and private payers.

## How can we all make a difference?

Fortunately, we have the opportunity to make health care more affordable by making simple changes in our behavior.

**Exercise regularly and eat healthy.** Engaging in just 30 minutes of exercise, five days a week, can help you maintain a basic level of fitness. Eat a balanced diet that includes whole grains and lots of fruits and vegetables.

**Don't smoke.** Smoking is responsible for approximately one in five deaths in the United States. If you smoke, quit now. If you need help quitting, Anthem offers discounts on smoking cessation products.

**Choose generic drugs.** By using generic drugs whenever available, you save money. Our Online Drug Listing at Anthem.com helps members select a drug that will provide appropriate treatment for the best value.

**Become a better health care consumer.** Base health care choices on quality of outcome and cost, like any other purchase. Use your family doctor for non-emergency care instead of going to the emergency room.

**Practice prevention.** By simply buckling seatbelts, getting yearly checkups and taking advantage of free health screenings, you could save thousands of dollars in related medical expenses.

