

It's decision time for GM employees:

WHETHER YOU PUT YOUR NAME ON A TRADITIONAL OR HMO CARD, MAKE SURE OUR NAME'S ON IT, TOO.

STAY WITH THE LEADER.

Here's a tip. Stay with the leader, Blue Cross and Blue Shield of Michigan.

For more than 40 years the "Blues" have provided Michigan residents with the finest health care coverage. Our subscribers are able to choose from thousands of participating hospitals, physicians and other providers of health care all across the state.

OUR OWN HMO STATEWIDE NETWORK.

We are the only carrier with a

statewide network of seven HMO's that cover Michigan. So if you prefer HMO coverage, you can still remain in the Blue Cross and Blue Shield family.

Each of our seven HMO I.D. cards carries the Blue Cross and Blue Shield of Michigan emblem. The emblem that is recognized by doctors, hospitals and pharmacies not only across the state but all over the U.S.A.

Belonging to one Blue Cross and Blue Shield HMO allows you to receive benefits at any of the other six—a vital service no other HMO can duplicate.

THE CHOICE IS EASY TO MAKE.

So, traditional care with Michigan's Caring Card (the I.D. card that's good the world around) or HMO care, ...both are sponsored by Blue Cross and Blue Shield of Michigan. That alone is reason enough to keep your name on the card that has our name.



**Blue Cross
Blue Shield
of Michigan**

CAN YOU AFFORD LESS?

