

checks, diabetes checks, and such? Don't just decrease the cost (by decreasing the co-pay). Make these critical procedures **FREE!**

I don't think most policy strategists realize that **FREE!** is an ace in their hand, let alone know how to play it. It's certainly counterintuitive, in these times of budget cutbacks, to make something **FREE!** But when we stop to think about it, **FREE!** can have a great deal of power, and it makes a lot of sense.