

Special Beginnings®



Maternity Program for You and Your Baby

Special Beginnings is a voluntary, confidential maternity program that's there for you whenever you need it. As part of the **Blue Care® Connection program**, Special Beginnings can help you better understand and manage your pregnancy.

It is ideal for you to enroll in the program during your first trimester. When you enroll, you'll receive:

- A pregnancy risk assessment to determine the risk level of your pregnancy and provide you with appropriate monitoring through a series of follow-up calls from an experienced obstetrical nurse.
- Pregnancy-related educational materials on topics such as prenatal and postpartum nutrition, healthy life choices, fetal development, newborn care, and post-pregnancy and well-child information that's helpful for new parents.
- Personal telephone contact with an experienced obstetrical nurse from when you enroll until six weeks after delivery.
- A welcome packet full of congratulatory gifts* including:
 - ❖ Baby bath and soap samples
 - ❖ Cleansing cloths
 - ❖ Nursing pads
 - ❖ Coupons for baby products, and
 - ❖ Magazines that help you learn more about pregnancy and parenting.

Caring Support for You

Special Beginnings provides you frequent, personal contact with a nurse case manager. During scheduled follow-up calls, the case manager will assess your health and lifestyle factors, provide guidance on prenatal care, educate you on possible pregnancy risks and provide assistance on how to use other pregnancy-related resources.

Enroll Today

To enroll in Special Beginnings, or ask questions about the program, please call toll-free at **1-800-462-3275**.



**BlueCross BlueShield
of Texas**

Special Beginnings

*Prenatal Education
for Healthier Moms
and Healthier Babies*



In addition to the Special Beginnings program, you can take advantage of important health and wellness online resources from Blue Cross and Blue Shield of Texas.

Personal Health Manager

With Personal Health Manager, the support and resources you need to manage your health online are just a click away. By logging into Blue Access® for Members and clicking on Personal Health Manager you can:

- Earn **Blue PointsSM** every time you use the health and wellness features in the **For Your Health** section. Receive up to 1,000 points a week when you set up and track the progress of an exercise or meal program, read and rate health and wellness related articles or e-mail your health-related questions to licensed professionals.
- Complete a health risk assessment to evaluate your health status.
- Request fitness and weight loss advice with **Ask A Dietitian**.
- Receive help on managing stress, workplace conflicts or other issues with **Ask A Life Coach**.
- Ask registered nurses health related questions online with the **Ask A Nurse** feature.
- Set up a personal health record to keep track of health information in one secure Web location.
- Receive targeted wellness information via e-mail to help manage specific medical conditions, including alerts for screening tests, and set up reminders for medical appointments and medication refills.
- Access wellness tracking tools, videos and interactive tutorials.
- Get information on exercise, nutrition and lifestyle issues in the **For Your Health** section.

Blue Access® for Members

For personalized information about your health care benefits and coverage, log in to Blue Access for Members where you'll find:

- Confirmation of when claims are paid and payment amounts
- Physician, hospital and pharmacy network directories
- Information on prescription drugs and a link to the Member Preferred Drug List
- Help desk assistance is available at **1-888-706-0583**

www.bcbstx.com