

Special Beginnings[®]



Maternity Program



BlueCross BlueShield of Texas

Experience. Wellness. Everywhere.[®]

A Healthy Start for Mothers and Babies

Every pregnancy carries some risk, with one in eight babies born preterm.* Blue Cross and Blue Shield of Texas, a division of Health Care Service Corporation, offers expectant members a confidential maternity program to help safeguard the health of both mother and baby. **Special Beginnings** provides you the education and support you need throughout your pregnancy – at no additional cost.

In cooperation with your physician, you will understand how to avoid risks and make informed choices, giving your baby the greatest chance of being born strong and healthy.

And since the first step to having a healthy baby is getting prenatal care, be sure to enroll in the program as soon as you find out you are pregnant.

*Medline Plus, a service of the U.S. National Library of Medicine and the National Institutes of Health. March of Dimes.



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The Special Beginnings Advantage

Throughout every stage of pregnancy, you receive:

- **Pregnancy risk factor identification** to determine the risk level of your pregnancy and the appropriate range for ongoing communication/monitoring
- **Educational material** on topics such as prenatal and postpartum nutrition, healthy lifestyle choices, fetal development, newborn care, and post-pregnancy/well-child information
- **Personal telephone contact** with program staff from the time of enrollment until six weeks after delivery
- **Assistance in managing high-risk conditions** such as gestational diabetes and preeclampsia

Regardless of your risk level, you will receive scheduled follow-up calls before and after delivery to:

- Identify any risk factors that might adversely affect your pregnancy
- Determine progress in self-management techniques
- Provide education on prenatal, postpartum and newborn care
- Reinforce your physician's treatment plan
- Help manage high-risk conditions
- Offer assistance on how to access other pregnancy-related resources

Getting Started Is Easy

After calling the toll-free number, you will be contacted by either phone or mail to complete a confidential questionnaire. You will be asked about your medical and obstetrical history, your current pregnancy and information about your lifestyle that could affect your baby.

Once you are enrolled, you will receive a comprehensive, pregnancy and infant care educational book, *The Simple Guide to Having a Baby*.

The information provided during the questionnaire helps us to determine your risk level and ongoing communication/monitoring needs throughout your pregnancy.



Enroll Today

Call **(888) 421-7781**, 8 a.m. – 6:30 p.m., CT, to enroll or ask questions about the program.

For questions about your health care coverage, please consult your plan booklet, see your group benefits administrator or call the Customer Service number listed on the back of your member ID card.

Special Beginnings is not a substitute for professional medical guidance. Regular visits are important for your care. With your consent, the information we receive from you is shared with your physician to better coordinate your care. Be sure to discuss any health concerns with your physician.



Additional Resources

Take advantage of these additional support resources available to Blue Cross and Blue Shield of Texas members:

- **Personal Health Manager** – an online suite of wellness resources to help you manage your health and adopt healthier behaviors, including access to online health libraries for researching pregnancy health and medical information
- **24/7 Nurseline** – around-the-clock, toll-free access to registered nurses for health care questions and information



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