



BlueCross BlueShield of Texas



Special Beginnings[®]

Maternity Program

for CHIP Members

Special Beginnings is a maternity program that is there for you whenever you need it. This program can help you to better understand and manage your pregnancy. To help achieve good health for you and your baby, we encourage you to join Special Beginnings. It is best if you can join during your first trimester. We keep all of your information confidential. When you join, you will get:

- ★ **Two pregnancy risk interviews.** These may help us to find out if your pregnancy is high risk.
- ★ **Information and materials** about nutrition and healthy life choices before and after your baby is born. You will also receive information on how your unborn baby is growing, newborn care, and well-child information that is helpful for new parents.
- ★ **Personal phone calls** from specially trained staff to talk to you about how you and your baby are doing. The Special Beginnings Care Coordinator will continue to call you for six weeks after your baby is born.
- ★ **24-hour, toll-free access** to a telephone hotline staffed by experienced registered nurses and maternity nurses (**1-844-971-8906**). The 24 Hour Nurse Advice Line includes access to an audio library with health information.

Personal, Confidential Help

Your personal Special Beginnings representative will call you regularly to ask you questions about your health and activities. The representative will also help you find more pregnancy-related resources if you need them. Through your entire pregnancy, our specially trained staff will:

- ★ Assess your health, lifestyle, and possible pregnancy problems
- ★ Teach you to avoid problems that can happen when you are pregnant
- ★ Check in on you regularly to talk to you about how you and your baby are doing
- ★ Encourage you to make healthy changes
- ★ Talk to you about your OB provider's treatment plans
- ★ Help you if you develop diabetes or high blood pressure while you are pregnant
- ★ Teach you about prenatal, postpartum, and newborn care

Join Today

To join Special Beginnings, or to ask questions, please call **1-888-421-7781** (TTY/TDD **7-1-1**). The information you get from the Special Beginnings program does not replace the care you get from your OB provider. It is important to see your OB provider to get the medical care you need. ★

If you are a BCBSTX CHIP member and you are pregnant, you may be eligible for a free infant car seat or pack and play playard from BCBSTX. You must join Special Beginnings to qualify. ★

www.bcbstx.com/chip

Blue Cross and Blue Shield of Texas complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-855-710-6984 (TTY: 7-1-1).

CHÚ Ý: Nếu bạn nói Tiếng Việt, có các dịch vụ hỗ trợ ngôn ngữ miễn phí dành cho bạn. Gọi số 1-855-710-6984 (TTY: 711).

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