



Special Beginnings® Maternity Program

Special Beginnings is a maternity program that is there for you whenever you need it. This program can help you better understand and manage your pregnancy.

Sign up Today

Learn more at
www.bcbstx.com/medicaid



Blue Cross and Blue Shield of Texas, a Division of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association

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Each pregnancy can be different, bringing new experiences and questions.

To help achieve good health for you and your baby, we encourage you to sign up for Special Beginnings during your first trimester. We keep all of your information confidential. You will get:

- **Information and materials** about nutrition and healthy life choices before and after your baby is born. Ask your Service Coordinator about how you can access our online prenatal classes in 15 different languages.
- **Outreach calls** from specially trained staff to talk to you about how you and your baby are doing. The Special Beginnings Service Coordinator will continue to follow-up 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

To sign up with Special Beginnings, or to ask questions, call **1-888-421-7781** (TTY/TDD: **711**). 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.

You may be eligible for a free infant car seat or pack-and-play playard from BCBSTX as a Value Added Service. You must sign up with Special Beginnings to qualify.

Value Added Services may have restrictions and limitations.

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.

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).

Personal, Confidential Help

Your personal Special Beginnings Service Coordinator will call you regularly to ask about your health and activities. They will also help you find more pregnancy-related resources if you need them. During your pregnancy and after delivery, our specially trained staff will:

- Assess your health, lifestyle and possible pregnancy risks
- Check in on you regularly to talk about how you and your baby are doing
- Encourage you to make healthy choices
- Talk to you about your OB provider's treatment plans
- Help you recognize the signs and symptoms of diabetes, high blood pressure, postpartum depression and other pregnancy-related health conditions while you are pregnant
- Provide education about prenatal, postpartum and newborn care