



Special Beginnings[®]

Maternity Program

**Be sure to enroll
in the program as
soon as you find out
you're pregnant.**

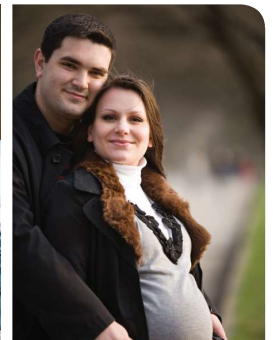
Special Beginnings is not a substitute for professional medical guidance. It is important to share any health concerns with your physician.

Special Beginnings can help you better understand and manage your pregnancy. Available at no additional cost, this maternity program supports you from early pregnancy until six weeks after delivery through:

- **Pregnancy risk factor identification** to determine the risk level of your pregnancy and appropriate range for ongoing communication/monitoring
- **Educational material** including a complimentary book about having a healthy pregnancy and baby
- **Personal telephone contact** with program staff to address your needs and concerns and to coordinate care with your physician
- **Assistance in managing high-risk conditions** such as gestational diabetes and preeclampsia
- **Special Beginnings Online** is an additional resource that provides information for each week of your pregnancy. The site can be accessed through Blue Access for MembersSM

Take good care of yourself and your baby – enroll in Special Beginnings today!

Enrollment is easy and confidential. Just call **888-421-7781**, 8 a.m. – 6:30 p.m., CT.



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