

Special Beginnings®



Prenatal Program



BlueCross BlueShield of Illinois

Experience. Wellness. Everywhere.™

Learn about us. 1

Special Beginnings, an overview. 2

Questions frequently asked. 4



Matria Healthcare LLC has been awarded Full Patient and Practitioner Oriented Accreditation from the National Committee on Quality Assurance for its asthma, chronic obstructive pulmonary disease, cardiovascular disease, congestive heart failure, diabetes, depression, high risk pregnancy and musculoskeletal disease management programs.

The Special Beginnings program is administered by Alere through a contractual arrangement between Blue Cross and Blue Shield of Illinois and Matria Women’s and Children’s Health, LLC d/b/a Alere. The relationship between Blue Cross and Blue Shield of Illinois and Alere is that of independent contractors.

Learn | *About us*



Blue Cross and Blue Shield of Illinois

Generations of expectant parents have come to rely on Blue Cross and Blue Shield of Illinois for health care coverage. The accessible and dependable service that Blue Cross and Blue Shield of Illinois is known for is reassuring during this exciting time.

Our focus on members includes helping you make choices that could improve your health. If you are an expectant mother, staying healthy is important for you and your baby.

The Special Beginnings Advantage

From the moment of conception, your baby needs the special care that only you can provide. Special Beginnings is designed to provide you with educational information and support throughout your pregnancy.

In cooperation with your contracting physician, Special Beginnings helps you understand the active role that you can take to avoid risks and make the informed choices that will give your baby the greatest chance of being born strong and healthy.

Special Beginnings | *An Overview*

Special Beginnings gives you:

- educational materials specific to your needs
- access to a 24-hour, toll-free BabyLine® staffed by maternity nurses
- an e-mail newsletter
- an online health information library

You may also be offered a maternity nurse to coordinate your care, depending on your needs.

Getting started is easy

The first step to having a healthy baby is getting prenatal care. Be sure to call the number on the back of your ID card as soon as you find out you're pregnant. Once you are pre-certified for coverage, you will be contacted either by phone or mail with an invitation to enroll in the program and to complete a confidential health assessment. You'll be asked about your medical and obstetrical history, your current pregnancy and information about your lifestyle that could affect your baby. Once enrolled, you'll receive a welcome packet with additional information about Special Beginnings.





You and your contracting health care provider (with your consent) will receive the results of the assessment, along with the results of a follow-up assessment you'll be asked to complete halfway through your pregnancy. The information you provide allows us to customize the educational materials that you'll receive.

As a participant in Special Beginnings, you'll also have access to BabyLine, which allows you to speak to a maternity nurse 24 hours a day, seven days a week. BabyLine is available to you for six weeks after your delivery.

Information during your pregnancy

In addition to your customized materials, you'll receive an e-mail newsletter every two weeks beginning at week 13 of your pregnancy. The newsletter will have information on a baby's development at specific stages.

An online health information library is also available to you and your family. It contains information on various medical conditions and how they can affect pregnancy. Your welcome packet will include the Web site address to your online Special Beginnings program, and the BabyLine phone number.

If you pre-certify for coverage and complete the Special Beginnings initial health risk assessment you may be eligible to receive *The Good Housekeeping Illustrated Book of Pregnancy and Baby Care*. You also may be eligible to receive a \$50 gift card valid at any Toys "R" Us or Babies "R" Us, when you complete and return the final questionnaire. Check with your employer for specific coverage.

We look forward to helping you better understand and manage the various stages of your pregnancy.

Questions

Frequently asked

Will I still need to see my provider regularly?

Yes, Special Beginnings does not take the place of your health care provider. Regular visits are important for your care. With your consent, the information we receive from you is shared with your provider to better coordinate your care. It's also important that you discuss all your health concerns and treatment options with your provider.

When should I call BabyLine?

BabyLine is there any time you have a question between doctor visits, when you need clarification regarding your care or when you have a question about the Special Beginnings program. BabyLine is available up to six weeks after your delivery.

Is my privacy protected if I use the Internet?

Yes, the Web site is secure and your information is transmitted confidentially. You'll be asked to create your own password when you enroll.

What if I don't have access to the Internet?

You can enroll in the Special Beginnings program over the phone or through a paper form that is in the welcome packet.

You can also receive the newsletter and other materials through the mail.

Welcome

to Special Beginnings

For more information on your benefit coverage,
see your employer.





BlueCross BlueShield of Illinois

Experience. Wellness. Everywhere.™

www.bcbsil.com