



Healthy Blue Beginnings

Support for you and your healthy pregnancy

Do you have a high-risk pregnancy?

If so, Blue Cross and Blue Shield of Louisiana is here for you and your little bundle of joy.

With our maternity support program, **Healthy Blue Beginnings**, our nurses will provide you with information and support throughout your pregnancy, to help keep you and your baby healthy. Best of all, it's available at no extra cost to you.

Do you want to know if you might be at risk for complications during your pregnancy?

Our nurses can help moms-to-be identify early warning signs of potential problems and special challenges. You might be at risk if you have had a premature baby before, or if you have diabetes or hypertension. Talk to your doctor about whether you could be at risk.

How does Healthy Blue Beginnings work?

If Blue Cross identifies that you may have a high-risk pregnancy from your claims, we will contact you to ask a few simple screening questions and give you the option to speak with a nurse. Or, you can call Blue Cross and ask to speak with a nurse. Your doctor can also refer you to Healthy Blue Beginnings.

Blue Cross nurses with Healthy Blue Beginnings offer:

- Confidential support
- Resources specific to your individual needs

Our nurses are here to help. You can reach a Healthy Blue Beginnings nurse by calling:

- Call 1-800-317-2299
- Press 1 to speak with a nurse

Text4baby

Whether or not you join Healthy Blue Beginnings, we encourage you to join **text4baby**. You'll get free text messages with



health and safety tips for your pregnancy and baby's first year. The messages are tailored just for you based on your due date or your baby's birth date. Just text the word **BABY** (BEBE for Spanish tips) to **511411** on your cellphone. You

can cancel the messages at any time. For more information, go to **www.text4baby.org**.

Best wishes on your journey into motherhood and beyond! Let Blue Cross help you make the trip as smoothly as possible.



**BlueCross BlueShield
of Louisiana**

**Healthy Blue
BEGINNINGS**