



BlueCross BlueShield of Texas

Special Beginnings[®] Maternity Program

You're having a baby!



Each pregnancy can be different, bringing new experiences and questions. The Special Beginnings maternity program is available to you from early pregnancy until six weeks after delivery, at no extra cost.

The program offers you:

- Support to identify any risk factors that could affect your pregnancy
- Help to monitor risk factors throughout your pregnancy
- Assistance in managing high-risk conditions such as gestational diabetes and preeclampsia
- Educational material covering pregnancy and infant care topics
- Personal telephone contact with program staff

The Special Beginnings website is an additional resource that provides week-by-week pregnancy information and a video library. To access the site, log into Blue Access for MembersSM (BAMSM) by visiting bcbstx.com and click on the "My Health" tab.

Give your baby a good start – enroll in Special Beginnings today!



**Enrollment is free, easy and confidential. Call 888-421-7781,
8 a.m. – 6:30 p.m., CT, as soon as you find out you're pregnant.**

Special Beginnings is not a substitute for professional medical guidance. Regular visits are important for your care. The information we receive from you may be shared with your physician to better coordinate your care. Be sure to discuss any health concerns with your physician.

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

748702.1120