

HEALTHY START PRENATAL SUPPORT GIVES YOU:

- *Pregnancy tips* – important advice to help you know what to expect
- *Expert guidance* – speak with a registered nurse at least once per trimester
- *Convenient phone calls* – that fit your schedule and timed to your due date
- *Caring support* – for you and your baby during and after your pregnancy

GET STARTED TODAY

It's easy. Take the Healthy Pregnancy Assessment at myhealthystart.org or call us to complete it over the phone.

(651) 662-1818

Toll free at: **1-866-489-6948**

TTY users call **711**

Email: Healthy_Start@bluecrossmn.com

bluecrossmn.com



A HEALTHY START
FOR MOM AND BABY
Healthy Start® Prenatal Support



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HEALTHIER PREGNANCIES MEAN HEALTHIER BABIES

Give your baby the best possible start in life.

There are few things in life as remarkable as your pregnancy and your child's birth. That's why it's so important to get excellent prenatal care.

START HEALTHY. STAY HEALTHY.

Healthy Start is a special program designed to support moms who have a high-risk pregnancy. With a high-risk pregnancy, you may have additional needs, questions and concerns. Healthy Start matches you with a registered nurse who will help you throughout your pregnancy and for six weeks after birth. Along with your OB/GYN or midwife, your prenatal support nurse will be an important part of your team during and after your pregnancy. This program is at no cost to you.*

*The program is included in your plan benefits at no additional cost to you.

THE FIRST STEP

Take the online Healthy Pregnancy Assessment (HPA) at myhealthystart.org.

If you know your pregnancy is high risk, or if you need to find out, your first step is to take our online assessment. Clinicians specializing in obstetrics developed the HPA. This short survey includes about 20 true and false questions regarding your health history. It's quick and easy to do. If your pregnancy is considered high risk, we'll contact you and enroll you in the program.

If your pregnancy is not high risk, you can still access our valuable pregnancy and birth online tools and resources at myhealthystart.org. If your condition changes, call us so you can be re-assessed by a Healthy Start Prenatal Support nurse.

COMPLETE THE HPA . REAP THE REWARDS.

During your pregnancy it is important to know your level of risk. Because this is so important, we want to reward you for taking the first step in determining your risk — you can earn a gift card** and Pregnancy Support Guide regardless of your risk, just for completing the Healthy Pregnancy Assessment, so get started today.

**The reward card may result in a taxable event for either you or your plan sponsor. Consult your tax advisor.

ONLINE CHILDBIRTH CLASS

A childbirth class is a great way to learn more about your pregnancy, birth and beyond. Whether your pregnancy is high risk or not, an online class can help prepare you for the birth of your baby. You'll learn what to expect during labor and delivery. Take an online childbirth class at a time that works for you. Visit myhealthystart.org for more information.

TEXT4BABY TIPS

Enjoy your pregnancy to the fullest by getting regular, fun texts with pregnancy facts and more. Learn how your baby is developing and how your body is changing. Text4baby tips are available to all moms. Soon-to-be dads, grandparents and others can receive texts, too. Join anytime during your pregnancy or during your baby's first year.

→ Simply text the word **BABY** to **511411** and you'll get three text messages per week, timed to your due date or to your baby's birthdate***

→ To cancel, text the word **STOP** to **511411**

***Check your cell phone service provider for text messaging costs.