

Introducing



Baby BluePrints[®]

Maternity Education and Support Program

Expectant mothers who live a healthy lifestyle are more likely to have a healthy baby. But having a baby can be an overwhelming event filled with questions and confusion.

To help expectant families better understand every stage of pregnancy and make more informed care and lifestyle-related decisions, Highmark is introducing Baby BluePrints Maternity Education and Support Program effective January, 2008.

The program will offer members educational information on all aspects of pregnancy through multiple printed and online offerings. Baby BluePrints will also give participants access to individualized support throughout their pregnancy from a nurse Health Coach.

Enrolling in Baby BluePrints will be convenient.

Expectant mothers will simply call toll-free at **1-866-918-5267** to enroll over the phone. They will then receive a welcome package that includes a comprehensive Maternity Brochure, discount program flyers, an immunization/preventive care chart, and vouchers for three free gifts.

**If you are planning to get pregnant,
plan to join Baby BluePrints!**



Baby BluePrints is a registered mark of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans.



PROGRAM OVERVIEW

- Baby BluePrints is a comprehensive Maternity Education and Support Program available to female Highmark members who are pregnant.
- This value-added program will be offered beginning in January 2008 at no cost to the account or participant.
- Voluntary enrollment will be available by calling the toll-free number 1-866-918-5267.

PROGRAM OBJECTIVES

- Encourage participants to have a “greater hand in their health” by providing comprehensive, educational information and ongoing individualized support throughout pregnancy and after delivery.
- Help identify individual needs of each participant to provide appropriate early intervention, education, support and coordination with health care providers.
- Provide a tool to employers to help minimize maternity-driven costs due to turnover, absenteeism and productivity loss.
- Overall goal is to have the best possible outcome for both mother and baby.

PROGRAM OFFERINGS

- ***Access to pregnancy-related information on the Member Web site at www.highmarkbcbs.com***
 - ✓ Description of Baby BluePrints Maternity Education and Support Program and how to enroll
 - ✓ Multiple educational resources specific to pregnancy
 - ✓ Online “Improve Your Health” programs (smoking cessation, nutrition and stress reduction)
 - ✓ Wellness Discount Program for health-related products and services
 - ✓ Discounts for collection/storage of baby’s cord blood
- ***Baby BluePrints Enrollment Packet*** with a wide range of information including: an informative/comprehensive pregnancy brochure, information on discount programs, Website Information Guide, Immunization/Preventive Services Schedule for the baby, Childbirth Education Class Reimbursement Form and gift vouchers.
- ***Gifts throughout pregnancy*** including: (1) a choice of pregnancy/child care book upon initial enrollment; (2) baby picture album during second trimester; (3) book on child emergency/first aid and child dish set after delivery.
- ***Proactive outreach nurse health coaching and/or case management*** for all enrolled participants with frequency of calls based on individual needs; including a toll-free phone number available for participants to call with pregnancy related issues or questions as they arise.
- ***Post-Partum Depression Program*** with individualized case management for any participant who may be experiencing post-partum depression.
- ***Reimbursement for Childbirth Education Classes*** taken at any location.

September, 2007