

# Blue Cross and Blue Shield of Nebraska's Maternity Management Program

Take A Step Toward A Healthy Pregnancy



Whether you're expecting your first child or fourth, like most expectant parents, you want to know all you can about healthy pregnancies so your newborn will get the best start in life.

Blue Cross and Blue Shield of Nebraska, in cooperation with your physician, wants to help you learn about this exciting time and offer you assistance in maintaining a healthy pregnancy.

We have developed a special program for mothers-to-be, just like you. Our Take A Step Toward A Healthy Pregnancy program can provide you information to help ensure a healthy pregnancy or work with your physician to coordinate specialized care. Best of all, this program is offered *at no cost to you*.

## Here's How Our Program Can Help You

Take A Step Toward A Healthy Pregnancy provides you with the education and support you need throughout your pregnancy. Our program offers:

- **Healthy Pregnancy Welcome Kit**  
This kit consists of the book, *Mayo Clinic Guide to a Healthy Pregnancy*, as well as brochures, a first trimester newsletter and access to online resources.
- **Specialized Pregnancy Educational Material**  
We provide trimester newsletters and educational pamphlets for moms-to-be with specialized health needs, such as controlling diabetes during pregnancy, or managing hypertension.
- **Specialized Pregnancy Care Management**  
Every pregnancy carries some risk. If you need specialized prenatal care, a case management nurse will assist you and your physician in coordinating specialized services to promote your and your baby's health and well-being.
- **A special gift for your new baby after delivery**

## Take A Step

The first step to having a healthy baby is getting prenatal care. Research indicates many potential delivery complications can be detected and addressed in the first trimester. Early efforts by you and your physician can make a significant difference in helping to maintain a healthy pregnancy.



### Call Us!

To receive educational material and access to our pregnancy care management staff, enroll in our program as soon as you find out you are pregnant.

Call us at 1-877-348-4329.

Any information provided through this program is for educational purposes only and does not replace the care you receive from your physician. Always check with your doctor before following any medical advice.

Participation in this program does not affect your health plan coverage for maternity/pregnancy care, or entitle you to benefits not otherwise payable under the Blue Cross and Blue Shield of Nebraska plan.

