



# Special Beginnings<sup>®</sup>

## Maternity Program

Be sure to enroll  
in the program as  
soon as you find out  
you're pregnant.

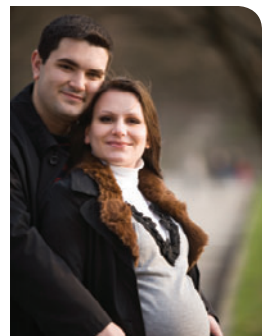
Special Beginnings is not a substitute for professional medical guidance. It is important to share any health concerns with your physician.

**Special Beginnings** can help you better understand and manage your pregnancy. Available at no additional cost, this maternity program supports you from early pregnancy until six weeks after delivery through:

- **Pregnancy risk factor identification** to determine the risk level of your pregnancy and appropriate range for ongoing communication/monitoring
- **Educational material** (complimentary copy of *The Simple Guide to Having a Baby*) on various pregnancy and infant care related topics
- **Personal telephone contact** with program staff to address your needs and concerns and to coordinate care with your physician
- **Assistance in managing high-risk conditions** such as gestational diabetes and preeclampsia
- **\$50 gift card** valid at any Toys "R" Us or Babies "R" Us when you complete and return the final questionnaire

**Take good care of yourself and your baby – enroll in Special Beginnings today!**

Enrollment is easy and confidential. Just call **(888) 421-7781**,  
8 a.m. – 6:30 p.m., CT.



[www.bcbsil.com](http://www.bcbsil.com)