

Get the maternity support you need

Blue Cross and Blue Shield of North Carolina (BCBSNC) is pleased to offer support and education to expectant moms through the Healthy Outcomes Maternity Program. This program helps you manage your health during pregnancy and also provides support right after the baby is born.

We want you to have the healthiest pregnancy possible by providing you with important resources and education. You can enroll in this confidential program at **no additional cost**.



What to expect:

- + **Toll-free BabyLine®:** Call 24/7 to ask highly experienced maternity nurses questions about pregnancy, childbirth and baby care. BabyLine is available to you until your baby is six weeks old.
- + **Text4babySM:** Get SMS text messages¹ on your cell phone to help you through your pregnancy and baby's first year.
- + **Your Journey Through Pregnancy:**² This comprehensive book has lots of useful information to guide you through your pregnancy and newborn care.
- + **Personalized website resources:** Provides access to a wealth of valuable information.
- + **Three confidential pregnancy assessments:** These determine if you need additional care during your pregnancy. If you do, a maternity nurse will work with you and your doctor to support your health care needs.

ENROLL
TODAY

For more information, call **1-855-301-BABY (2229)** – or log in to BlueConnectNC.com and click on Wellness.

BCBSNC offers Healthy Outcomes programs as a convenience to aid members in improving their health; results are not guaranteed. BCBSNC contracts with Alere Health Improvement Company, an independent third party vendor, for the provision of certain aspects of Healthy Outcomes programs and is not liable in any way for goods or services received from Alere. BCBSNC reserves the right to discontinue or change Healthy Outcomes programs at any time. The programs are educational in nature, and are intended to help members make informed decisions about their health, and to help members comply with their doctor's plan of care. Decisions regarding care should be made with the advice of a doctor.

1) Individual data plan charges from your wireless carrier may apply.

2) *Your Journey Through Pregnancy*. Alere Women's and Children's Health, LLC, 2012.

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