



**BlueCross BlueShield  
of Alabama**

## What is BABY YOURSELF?

Baby Yourself is a maternity program that helps ensure you and your baby receive the best possible healthcare during pregnancy.

*What services are available?* Baby Yourself is administered by registered nurses with experience in prenatal care, labor and delivery, and newborn care. Baby Yourself nurses are available to answer questions and offer support.

### Eligible program participants\* receive:



Personalized support and educational materials



A personal nurse you can call throughout your pregnancy



Care coordination for high-risk pregnancies



Useful gifts that support healthy habits

*And, you'll get gifts!* These gifts underscore the importance of proper prenatal care in simple, easy-to-understand terms, and help you understand the changes and challenges that accompany pregnancy. You will also receive educational materials to help prepare for the experiences associated with pregnancy and parenthood.

*How much does it cost?* As a Blue Cross customer, participation in Baby Yourself is available to you or your spouse as part of your health plan. There is no additional charge for participation in this special program.

The Baby Yourself Maternity Program is provided by Blue Cross and Blue Shield of Alabama, an independent licensee of the Blue Cross and Blue Shield Association.

\*For this service, you must be a Blue Cross and Blue Shield of Alabama member and enrolled in the Baby Yourself Maternity Program.



For pregnancies that require a little extra attention, help is available.

*The Baby Yourself nurse* can also take care of your care coordination needs, including:

- Work with the obstetrician in high-risk pregnancies.
- Arrange for at-home care and treatments rather than expensive and less comfortable hospital stays when indicated. The care coordinator can help arrange services such as home intravenous therapy and home monitoring for premature labor.

## ENROLL TODAY!

If you or your spouse is pregnant, you can enroll in Baby Yourself three ways:

1. Call **1-800-222-4379**
2. Register online at **AlabamaBlue.com/BabyYourself**
3. Download the **Baby Yourself App\*\***



The app helps expectant mothers track their pregnancy and baby's development.



\*\*There is no charge from Blue Cross and Blue Shield of Alabama to download the Baby Yourself app, but rates from your wireless provider may apply.