

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.