



Special Beginnings[®]

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** including a complimentary book about having a healthy pregnancy and baby
- **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
- **Special Beginnings Online** is an additional resource that provides information for each week of your pregnancy. The site can be accessed through Blue Access for MembersSM

**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.



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Blue Care Connection®



\$8,000

savings per case
with Special Beginnings
in addition to
Case Management

Special Beginnings®

A Healthier Start

One out of every nine babies is born preterm. These premature births require extraordinary medical resources, costing more than \$26 billion each year.*

The Special Beginnings maternity program enables early identification of high-risk pregnancies and increased opportunities for interventions that can result in cost savings and better clinical outcomes. Our program provides expectant members with ongoing support and education from early pregnancy until six weeks after delivery, including:

- Identifying risk factors for each pregnancy.
- Providing personal contact from program staff to address needs and concerns; and coordinate care with the member's physician to reinforce the treatment plan.
- Helping manage high-risk conditions such as gestational diabetes and preeclampsia.
- Integrating with other Blue Care Connection programs like Behavioral Health to manage depression or substance abuse; and Lifestyle Management to provide smokers with tobacco cessation services.
- Offering access to other pregnancy-related resources including iPhone® apps Duty Calls for new dads and Tot Tracker to help parents track their child's milestones from ages 0-3 years.

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*Centers of Disease Control and Prevention, 2012

Special Beginnings

Online is another resource that provides information for each week of pregnancy. Members can enroll in Special Beginnings from this site, which can be accessed through Blue Access for MembersSM. Online assessments are available along with a range of educational information, including a video library and a weekly calendar to track baby's development.



Data regarding Blue Care Connection programs is based on internal research and analytics.

The cost savings for high-risk pregnancies managed through Special Beginnings and the Case Management program is double that of pregnancies managed through Case Management alone:

Special Beginnings and Case Management	Case Management only
\$8,000 savings per case	\$4,000 savings per case

Early identification through Special Beginnings allows clinicians to intervene sooner, avoiding costly hospital admissions for threatened preterm labor by arranging for home-based services.

For more information about Blue Care Connection, contact a BCBSIL representative or visit bcbsil.com.

Bilingual resources are available for Spanish-speaking members.

Blue Care Connection[®] Simply ConnectedSM



**BlueCross BlueShield
of Illinois**