

SUPPORTING MOMS DURING PREGNANCY

Healthier pregnancies equal healthier babies

Having a healthy pregnancy is one of the most important things. Blue Cross and Blue Shield of Minnesota offers support to pregnant women to help them achieve the healthiest outcome possible for both moms and babies.

SUPPORT FOR MOMS-TO-BE

This service provides in-depth educational tools, as well as support from a primary health coach who:

- Answers questions and offers advice about the pregnancy
- Offers advice on how to stay healthy during the pregnancy
- Connects members to online tools and resources about pregnancy and infant care
- Helps women prepare for the arrival of the new baby
- Offers personalized support
- Provides tips on how to stay happy and healthy after the baby is born

CONNECTING WITH HIGH-RISK MEMBERS

Any pregnant woman can participate in maternity management. Those women who we've identified as having a high-risk pregnancy will receive an outreach call from a maternity health coach. This helps ensure those who need the most help receive it. For women who don't have a high-risk pregnancy but feel they would benefit from our services, they can self-refer into the program.

For women who want to self-refer into the program, call toll free at **1-866-489-6948**, 8 a.m. – 4:30 p.m. Central Time.



HOW IT WORKS

For all pregnant women:

- Assessment completed with a primary health coach
- Access to educational tools (online articles, videos and more)
- 1:1 support with a primary health coach*

*High-risk pregnant women receive high-frequency 1:1 support with a primary health coach