

GET OFF TO A GOOD START

Pregnancy is an amazing journey full of surprises and challenges. Whether you are expecting your first child or your fifth, you need all the support you can get, and Prenatal Plus from Blue Cross Blue Shield of North Dakota is here to help.

HOW TO ENROLL

Call the number on the back of your BCBSND insurance card to enroll in the Prenatal Plus program and sign up for your free pregnancy assessment. The best time to call is after your first prenatal visit with your health care provider. After one of our nurses calls you to complete your health assessment, we will mail you a prenatal information packet to help guide you along this exciting journey.

Prenatal Plus is a quick and easy first step toward promoting a healthy pregnancy. Join the program and let us help you and your baby get off to a good start!

PrenatalPLUS+



Blue Cross Blue Shield of North Dakota is an independent licensee of the Blue Cross & Blue Shield Association

Northwestern Mutual Insurance Company

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This program is part of a comprehensive health and wellness platform, BlueElements, which focuses on six dimensions of well-being—physical, social, emotional, financial, professional and environmental.

POD (2034) 4-16





WHAT IS PRENATAL PLUS?

As a valued member of Blue Cross Blue Shield of North Dakota (BCBSND), you are automatically eligible to enroll in Prenatal Plus, a free, voluntary educational support program for expectant mothers. As a Prenatal Plus member, you'll receive valuable pregnancy information and support throughout your pregnancy.

Here's just some of what you can expect from Prenatal Plus:

One-on-one pregnancy assessment

Each pregnancy is as unique as the child it brings and, as such, deserves special care and attention. After you call to enroll in Prenatal Plus, one of our experienced nurses will call you back to perform a pregnancy assessment over the phone. This short survey will allow us to tailor our support to meet your particular needs.

Special care for at-risk pregnancies

Some pregnancies may require a little extra care. If our assessment determines you are at risk for having a premature or low birth-weight baby, you will be offered additional assistance from an experienced BCBSND case manager who can help you:

- Get answers to your questions about the health of your pregnancy
- Develop habits that will promote health for you and your baby
- Know when to seek additional care from your medical provider

Pregnancy Calendar

Every month of your pregnancy represents a new stage for you and your baby. Learn what to expect and track changes with our Pregnancy Calendar. Inside, you'll find information specific to each month of your pregnancy, including:

- The physical and hormonal changes you and your baby are experiencing
- Details on the prenatal tests and screenings you should be getting
- Common discomforts and how to alleviate them
- Warning signs to watch out for

Prenatal Visit Chart

At the back of the Pregnancy Calendar, you'll find a tear-out Prenatal Visit Chart to take to your scheduled visits with your health care provider. The chart, which your provider can complete for you, will allow you to track your appointments and your baby's development to help make sure both are on schedule.

Clear, trusted advice

As with any new stage in life, pregnancy brings with it many changes and challenges. Our program sorts through all of the latest health information and offers you straightforward, sound advice on a number of topics, including:

- Eating and exercising for two: food and activities to enjoy or avoid
- Essential vitamins and supplements
- Tips for preventing pre-term labor
- A packing check-list for your hospital bag

You and your newborn

At BCBSND, we know your journey doesn't end after the birth of your baby—it's just the beginning. That's why we provide you with tips on taking care of your newborn, including:

- Tips on breast-feeding and other issues concerning newborn care
- An immunization schedule to help you keep track of your baby's vaccinations
- A month-to-month guide of what to expect in your baby's first year
- A list of resources and programs for additional family and child support



Enroll now by calling the number on the back of your BCBSND insurance card.

