

# Get the Maternity Support You Need With *HealthyBlue Beginnings*



*HealthyBlue Beginnings* offers eligible members who enroll:

- Preconception program with education, counseling and free pregnancy kit
- A maternity nurse toll-free telephone support line, 24/7
- Access to the maternity website at [maternalink.com/bcsaz](http://maternalink.com/bcsaz)
- A comprehensive book to guide you through pregnancy
- Dedicated maternity nurse to assist with high risk maternity care
- Support line available until your baby is six weeks old
- \$100 Gift Card. Alere will provide a Babies “R” Us gift card if you enroll by the 16th week in your pregnancy and you complete the program by taking the final outcomes assessment

*HealthyBlue Beginnings* helps make your pregnancy experience a healthy and happy one.

**ENROLL TODAY**  
at no cost to you!

Call to enroll in  
*HealthyBlue Beginnings*  
at (855-466-2229)

© 2010 Blue Cross Blue Shield of Arizona. HealthyBlue Beginnings is available to eligible participants. The program is designed to supplement the care and education you receive from your doctor. Participants under age 18 must obtain parental consent prior to using the services. Services and treatment options presented may not be covered under your health insurance plan. Please review your benefits prior to receiving non-emergent services. HealthyBlue Beginnings services are provided by an independent third party contracted with BCBSAZ. Alere is an independent contractor of BCBSAZ, providing health improvement programs and certain HealthyBlue® services to BCBSAZ members. A gift card, if offered, may be taxable under federal income tax. Members should consult with their tax advisor with any tax questions.

HEALTHYBLUE®

[azblue.com](http://azblue.com)



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