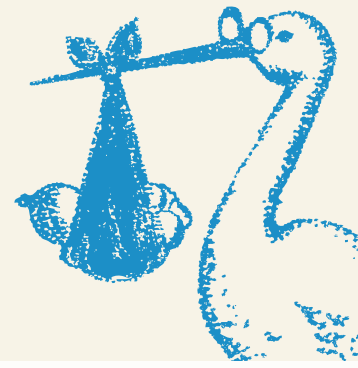


SPECIAL DELIVERY



Special Delivery, our prenatal pregnancy program, is available at no cost through Arkansas Blue Cross and Blue Shield, Health Advantage and BlueAdvantage Administrators of Arkansas. The program helps people to recognize potential problems and know when to seek medical attention.

Early detection, education and treatment are key to preventing and managing high-risk conditions during pregnancy. If you enroll, you'll receive materials by mail with tips on good health practices during pregnancy, including information to help you identify symptoms that may indicate you are experiencing preterm labor.

Here's how to enroll in Special Delivery:

- call 1-800-742-6457
- complete and return the assessment brochure included in this mailing or from your, or your partner's, place of employment
- visit arkansasbluecross.com, healthadvantage-hmo.com or blueadvantagearkansas.com (select My Blueprint and follow the prompts)

Once enrolled, you will be assigned an OB nurse who specializes in caring for people with high-risk pregnancies. You will get to work with the same nurse throughout your pregnancy, which can help you get the right care at the right time.

The assessment you complete will determine which services you'll receive. If you are considered low-risk, you'll get a call by the nurse when you enroll and then another call at 24 weeks and sooner if problems develop. If you are considered high-risk, you'll get monthly calls by your nurse or more often as needed. In addition to nurses calling you, you can email your questions anytime or call Monday - Friday, 8:00 a.m. - 4:30 p.m. (CST). Additionally, we will follow up with you after your delivery to see how you're doing and to ask for your feedback about your experience with the program.

Motherhood includes so many firsts and it's easy to get lost in the excitement. We want to help every pregnancy to be healthy for baby and mother.



All participants will receive:

Outbound Phone Call

- Invitation to participate
- Risk Assessment
- Letter to Physician

Invitation by Mail

- Brochure Introducing the Program
- Confidential Risk Assessment

First Member Mailing

- Book: Mayo Clinic Guide to a Health Pregnancy
- Rate Your Folate
- Dietary Supplements
- 4 Basic Steps to Food Safety at Home
- Folic Acid FAQs
- Why Every Woman Needs Folic Acid
- Flyer: Protect Your Baby and Yourself from Listeriosis
- Folic Acid Shopping List
- Pregnancy Resource Information List

Second Member Mailing (34 weeks)

- Book: Mayo Clinic Guide to Baby's First Year
- Series of Flyers on Breastfeeding
- Yes! I'm Going to Breastfeed
- Early Childhood Tooth Decay
- Easter Seals – Make the First Five Count
- CDC – Child's Growth Guide
- ACH Magazine – Thriving
- Text4baby
- MOD – Why the Last Weeks of Pregnancy Count booklet
- AAP's Parent's Guide to Safe Sleep

Third Mailing / Outbound Phone Call

- Collect Delivery Outcomes and assess postpartum and newborn needs
- Satisfaction Survey

Supplemental Mailings and Services (as needs arise)

- ACOG Educational Brochures
- CDC: Gestational Diabetes, Caring for Yourself and Your Baby; Diabetes & Pregnancy; Got Diabetes?
- AWHONN Booklet: Caffeine and Women's Health
- Lilly: My Carbohydrate Guide; Blood Pressure and Your Health; Being Active to Feel Your Best
- A Teen Facing Pregnancy
- High Risk Neonatal Case Management

and more!

Get Special Delivery Delivered to You!

Once you enroll in Special Delivery, you'll have access to our mobile app, ArkBlueCross Special Delivery.

- Get information on pregnancy, labor and birth, postpartum, breastfeeding and newborn care
- Access tools like appointment tracker, contraction timer, kick counter and more



IMPORTANT NOTE: The Special Delivery Education Program is for health education purposes only. Arkansas Blue Cross and Blue Shield, Health Advantage and BlueAdvantage do not offer medical advice or medical services. You should always consult your treating physician for any medical advice or services you may need. Members are responsible for selecting providers, services or products. All referenced health services may not be covered under your health plan. Please check the terms of your health plan or insurance policy for coverage of services. Information furnished by you is kept strictly confidential and only used to provide us with the information necessary for your participation in the Special Delivery Education Program.

We want every delivery to be a
SPECIAL DELIVERY