



## BRIGHT BEGINNINGS

### **Family planning means big changes. When you're ready, we're here to help.**

Every baby deserves a bright beginning. Bright Beginnings is a free program that provides mothers-to-be resources to enjoy a healthy pregnancy. This means you can worry less and spend more time being excited about what's coming. If you have a high-risk pregnancy, you can receive special support to help you learn how to lower the risk to you and your baby.

#### **Program Details:**

- Sign up or see your prenatal care provider during the first trimester.
- Receive and read "Mayo Clinic Guide to a Healthy Pregnancy."
- Connect to a case manager if you have a high-risk pregnancy.
- Go to all of your doctor visits.
- Deliver your baby.
- Have your doctor's office print out a list of the prenatal care doctor's visits you went to.
- Receive a \$100 gift card for diapers, booties, or anything else you and your baby need!
- Receive a bonus book, "What to Expect – The First Year."

#### **IT'S EASY TO ENROLL**

1. Call 208-387-6999, or toll-free at 800-741-1871.
2. Leave your name, address, phone number, member ID number and your current week of pregnancy and we'll send you more information.

## **Rewards**

The best reward is a healthy baby. The program can help you have a healthy pregnancy. After delivery you can earn a \$100 gift card for simply completing the program.