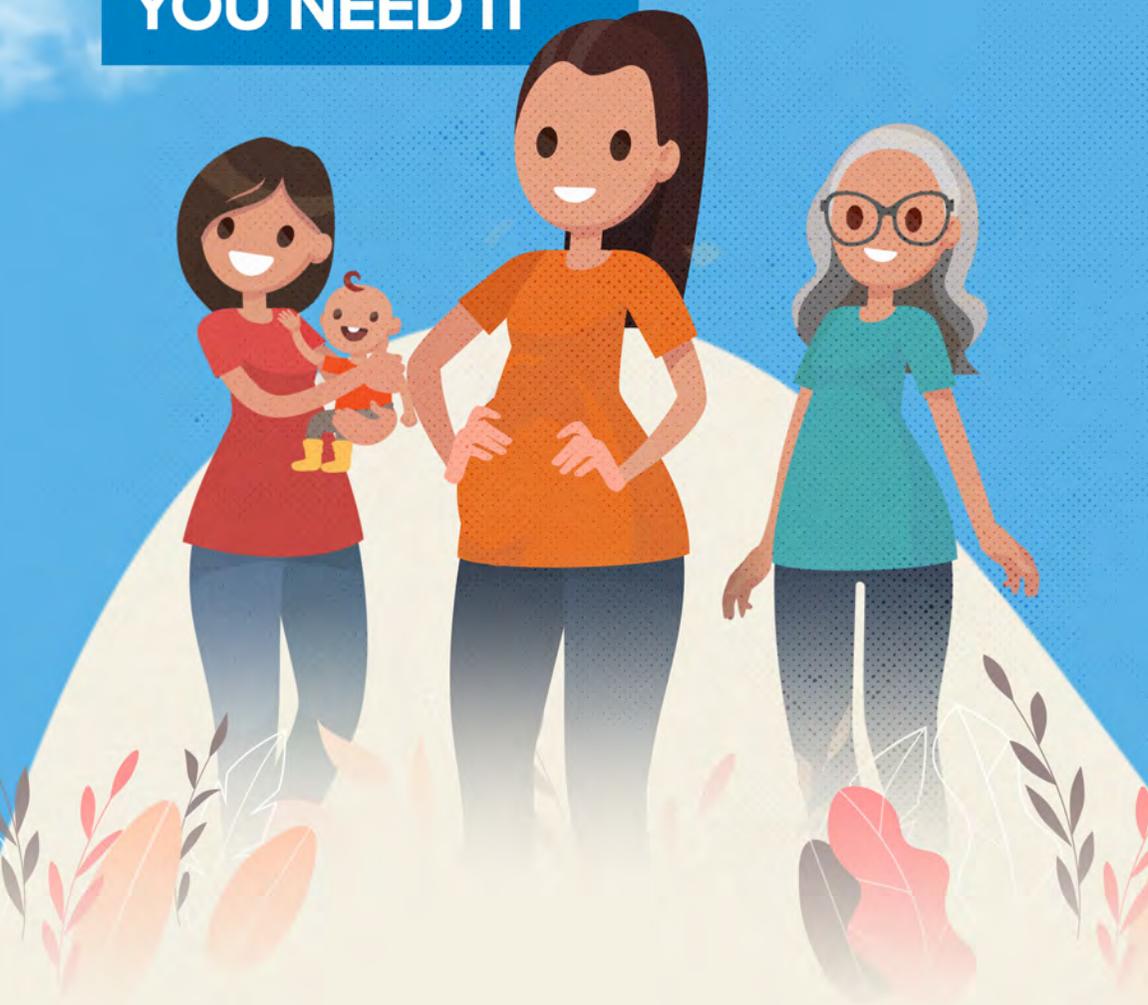




BlueCross BlueShield of Texas

# SPECIAL BEGINNINGS<sup>®</sup> IS THERE **WHEN** **YOU NEED IT**



Blue Cross and Blue Shield of Texas, a Division of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association



Oh, the baby is so beautiful!  
I am so glad to finally meet her.

I'm so excited,  
but also scared  
to have my first  
baby. There's  
so much to do. I  
don't know where  
to start.



I have some news! I just  
found out I'll be having a  
baby soon, too!



Mija, the first thing you should do  
is call your insurance company so  
they can help you get the care you  
need.



Don't you have Blue Cross and Blue Shield of Texas?

The nurses were so helpful. They have programs to help new moms get through pregnancy. And you can earn gifts just for going to appointments.

Oh really, how?

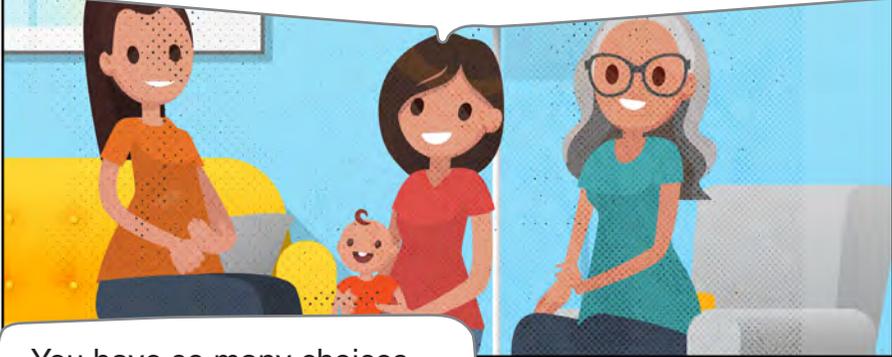
When you sign up for the Special Beginnings program, they'll connect you with a personal nurse who will call and check on you, answer questions, connect you to resources, and remind you of necessary appointments.

When I was pregnant, I had to depend on my mom and friends for advice. Now there are so many resources available!

How will I know what to ask?

The nurses will help. They will tell you what your rights are and give you advice.

They'll call to check on you, and you can call when you have questions. Everything is confidential, and they'll be there to help with postpartum care and breastfeeding, too.



You have so many choices, and it's okay to tell the doctor or midwife what you want.

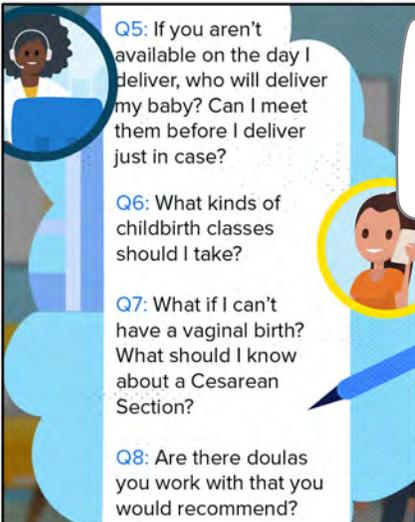


Q1: What are my choices of hospitals if you deliver my baby?

Q2: What kinds of medical tests do I have to take during my pregnancy?

Q3: Are there books I can read to help me learn more about how my baby is growing?

Q4: Can I exercise during my pregnancy?



Q5: If you aren't available on the day I deliver, who will deliver my baby? Can I meet them before I deliver just in case?

Q6: What kinds of childbirth classes should I take?

Q7: What if I can't have a vaginal birth? What should I know about a Cesarean Section?

Q8: Are there doulas you work with that you would recommend?

Wow, that's great! I had no idea so much help was available from my insurance company. I'll call and sign up for Special Beginnings today!



I'm so excited to be a grandma!

# The End



If you are pregnant and would like to register for Special Beginnings, please call us toll-free at 1-888-421-7781 (TTY 711) or email us at [TXSBMedicaid@bcbstx.com](mailto:TXSBMedicaid@bcbstx.com).

Find pregnancy-related and other community-based resources at <https://communityservices.bcbstx.com/>

Know your rights! You can find a list of your member rights and responsibilities at [www.bcbstx.com/medicaid](http://www.bcbstx.com/medicaid).



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