

Blue Cross and You

GIVE YOUR BABY THE BEST START FOR A HEALTHY LIFE

Blue Cross and Blue Shield of Alabama offers Baby Yourself®, a prenatal wellness program for expectant mothers. This program is part of your health plan and is available at no cost.

Sign up for Baby Yourself today and receive:

- Support from an experienced Blue Cross registered nurse.
- Educational information by telephone and email during your pregnancy.
- Useful gifts that encourage healthy habits, proper prenatal care and help you understand the changes and challenges of pregnancy.

The goal of Baby Yourself is to have healthy mothers and babies at delivery. If you are pregnant, you can enroll in Baby Yourself by calling 1-800-222-4379 or register online at www.behealthy.com.



Your employer group is offering an incentive for enrolling and participating in the Baby Yourself program.

Genuine Parts Company offers covered employees and spouses incentives for enrolling in Baby Yourself early in your pregnancy. If you enroll during the first trimester of your pregnancy, you'll receive a **\$150** Visa gift card incentive. If you enroll during the second trimester of your pregnancy, you'll receive a **\$75** Visa gift card.

The Baby Yourself Prenatal Wellness Program is provided through the For Your Health Program by Blue Cross and Blue Shield of Alabama.



**BlueCross BlueShield
of Alabama**

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