



**BlueCross BlueShield
of Alabama**

We cover what matters.

Baby Yourself[®] Maternity Program

What is Baby Yourself?

Baby Yourself is a maternity program that helps ensure you and your baby receive the best possible healthcare during pregnancy.

What services are available?

Baby Yourself is administered by registered nurses with experience in prenatal care, labor and delivery, and newborn care. You will receive special attention throughout your pregnancy, and can enjoy the fact that Baby Yourself nurses are available to answer questions and offer support. Useful gifts that educate and support healthy habits are provided as part of Baby Yourself. These gifts underscore the importance of proper prenatal care in simple, easy-to-understand terms, and help you understand the changes and challenges that accompany pregnancy. You will also receive educational materials to help prepare for the experiences associated with pregnancy and parenthood.

How much does it cost to participate?

As a Blue Cross customer, participation in Baby Yourself is available to you or your spouse as part of your health plan. There is no additional charge for participation in this special program.

For pregnancies that require a little extra attention, help is available. The Baby Yourself nurse can also take care of your care coordination needs, including:

- Work with the obstetrician in high-risk pregnancies.
- Arrange for at-home care and treatments rather than expensive and less comfortable hospital stays when indicated. The care coordinator can help arrange services such as home intravenous therapy and home monitoring for premature labor.

How can I enroll? There are three easy ways to enroll:

- 1** Call **1-800-222-4379**
- 2** Enroll online at **AlabamaBlue.com/BabyYourself**
- 3** Download the **Baby Yourself App**

Compatible with iOS and Android



The Baby Yourself Maternity Program is provided by Blue Cross and Blue Shield of Alabama, an independent licensee of the Blue Cross and Blue Shield Association.

There is no charge from BCBS of Alabama to download the Baby Yourself app, but rates from your wireless provider may apply.

