

# Blue Cross and You

GIVE YOUR BABY THE BEST START FOR A HEALTHY LIFE

PEEHIP offers Baby Yourself®, a prenatal wellness program that helps ensure that expectant mothers and their babies receive the best possible health care during pregnancy. This Blue Cross and Blue Shield of Alabama program is available at no cost to expectant mothers who are enrolled and insured in the PEEHIP Hospital Medical Plan.

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. (**Note:** PEEHIP does not cover maternity benefits for dependent children of any age regardless of marital status.)



**BABY  
YOURSELF®**  
A prenatal program for wellness.



The PEEHIP plan is offering an incentive for enrolling and participating in the Baby Yourself program.

PEEHIP will waive the \$200 deductible for the delivery of your baby for those members enrolling in the first trimester and completing the program. The \$25 co-pay for days 2 through 5 will still apply.

If you or your spouse is pregnant, you can enroll in Baby Yourself two ways:

1. Call 1-800-222-4379.
2. Register online at [www.bcbsal.com/baby](http://www.bcbsal.com/baby).

**Note:** You will be directed to myBlueCross to sign in or register to begin enrollment.

On the back of this sheet is an overview of the gifts offered by the Baby Yourself program.



**BlueCross BlueShield  
of Alabama**

An Independent Licensee of the Blue Cross and Blue Shield Association

## OVERVIEW OF GIFTS FOR THE BABY YOURSELF PROGRAM



### Water Mug

The Baby Yourself 32 oz. mug is a great way for the mother-to-be to stay hydrated and healthy.



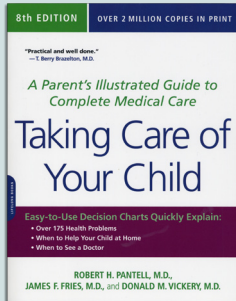
**BABY  
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### Hooded Towel

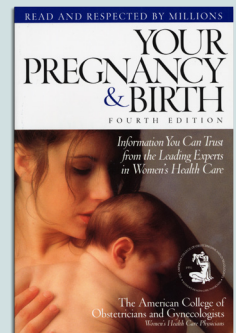
This 100% cotton hooded towel is a wonderful accessory to wrap baby in after a relaxing bath.

## CHOOSE ONE

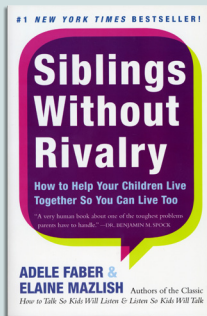


**Taking Care of Your Child** is an easy-to-use guide that covers more than 100 healthcare issues that affect children. This updated guide addresses topics including common injuries, skin problems, childhood diseases and more.

**Your Pregnancy & Birth** features helpful information for each stage of pregnancy – from conception to delivery and postpartum care to newborn care. This pregnancy guide is updated with the latest research and health practices from healthcare professionals across the nation.



**Siblings Without Rivalry** guides readers down the road to family peace in a fun and compassionate way. Learn strategies to stop sibling arguments, move toward resolutions after a fight and many more things that will bring the harmony back to your home.



## A SPECIAL GIFT FOR YOUNG SIBLINGS



**The New Baby** can help your other children understand their new role as an older sibling. This easy-to-read book features the classic Little Critter® characters.



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