



BLUE CROSS AND

# BABY YOURSELF

*Give your baby the best start for a healthy life*

## PEEHIP

PEEHIP offers Baby Yourself, a maternity program that helps ensure expectant mothers and their babies receive the best possible healthcare 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 health benefit plan and applies whether the pregnancy is normal or high-risk.



*Sign up for Baby Yourself today and receive:*



Support and educational materials



A registered nurse to call with questions or concerns



Useful gifts which support healthy habits and the importance of prenatal care, and address the challenges and changes associated with a pregnancy



## BABY YOURSELF<sup>®</sup> Maternity Program

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 copay for days 2 through 5 will still apply.

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

1. Call **1-800-222-4379**
2. Register online at **AlabamaBlue.com/BabyYourself**

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

3. Download the **Baby Yourself App**



Download the **Baby Yourself App.**

The app\* helps expectant mothers track their pregnancy and baby's development.



\* For this service, you must be a Blue Cross and Blue Shield of Alabama member and enrolled in the Baby Yourself Maternity Program. There is no charge to download the Baby Yourself app, but rates from your wireless provider may apply. This information is for educational purposes only and is not a substitute for personal care from a licensed physician. Please consult your physician for diagnosis and treatment options.



*Gifts for your growing family from*

# BABY YOURSELF



## Water Mug

The large insulated Baby Yourself tumbler with lid is a great way for mother-to-be to stay hydrated and healthy.



## Oatmeal-colored Sleep Sack

A cozy, breathable, and warm baby sleepwear. Perfect for safe sleep and easy diaper changes.

## *Choose one of these great books*



### Breastfeeding, A Parent's Guide

is a practical, step-by-step guide for today's busy parents. Detailed drawings, clear instructions, and helpful advice make this the breastfeeding book parents refer to over and over again.



### Mayo Guide to a Healthy Pregnancy

features helpful information for each stage of pregnancy – from conception to delivery and postpartum care to newborn care. Updated with the latest research and health practices from healthcare professionals across the nation.



### Mayo Guide to Your Baby's First Year

is an easy-to-use guide that covers baby-care basics to month-by-month development to common illnesses to health and safety and more.



### Siblings Without Rivalry

guides readers 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.

## *And, get 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.



**BlueCross BlueShield of Alabama**

*We cover what matters.*

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. Gift items offered may vary from those shown above, and are subject to change.