



New Baby, New LifeSM

Pregnancy and Beyond Resource Guide

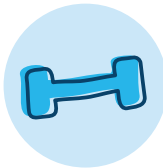




Support at each stage of pregnancy and delivery

A healthy pregnancy is a team effort. You or your child took an important step to make informed decisions about your/your child’s healthcare by joining Highmark Blue Cross Blue Shield of Western New York (Highmark BCBSWNY). While you are on your pregnancy journey, this guide can teach you about plan benefits and resources to support your well-being. You are not going through this alone. We are ready to answer any questions you may have along the way. You can call our Member Services team or 24/7 NurseLine at any time, day or night.

Here are a few steps to take as you prepare to welcome the baby into the world:



☒ **To stay healthy in your pregnancy, set up a visit with your OB doctor**

An obstetrical doctor (OB) is a medical expert in pregnancy care. You will see this doctor for prenatal visits during your pregnancy and after you give birth. When you visit your OB, they’ll work with you to determine your health risks. Your OB will help you set up the appointments you need to monitor you and your baby throughout pregnancy.

During your visits, your OB can answer your questions about pregnancy and delivery, including topics such as:

- Foods to eat or avoid
- Safe exercises
- Medicines
- Birth options
- Mood changes
- Feeding
- Family planning

☒ **To keep your benefits, tell the New York State Department of Health you’re pregnant**

You will need to contact your local department of social services. Or if your case is with the Marketplace (New York State of Health), at **800-663-6114** and notify them that you are pregnant and what your anticipated due date is.

What questions do you have for your OB?

You can write them below to take with you to your next visit:

1. _____

2. _____

3. _____

4. _____

5. _____

You can use the **Find a Doctor** tool on our website to find an OB near you.



Healthy Rewards

You can earn rewards for going to your health visits! You can redeem your Healthy Rewards with gift cards from a list of stores on your Benefit Reward Hub. To join the Healthy Rewards program, visit your benefits page at bcbswny.com/stateplans. From here, you can log in to your Benefit Reward Hub and visit the Healthy Rewards portal. You also can call 888-990-8681 (TTY 711), Monday through Friday, 9 a.m. to 8 p.m. Eastern time.



If you have both Medicare and Medicaid (dual benefits), you may not qualify for Healthy Rewards. The Centers for Medicare & Medicaid Services (CMS) has rules for dual benefits. Please call Member Services to find out which benefits apply to you.

My Advocate®

My Advocate is a health program that makes your care personal. The program starts with a health screener meant to help us find out more about you. The answers you give during the screener inform us of how to provide you with the best level of support based on your health needs. You may participate in My Advocate by phone, through the smartphone app, or on the web.

There are also tools in the app and website to help you:

- Track your baby's growth.
- Count the kicks in your pregnancy.
- Prepare for your baby's birth with checklists.

You can choose how you want to receive updates: by mobile app, website, or weekly calls from MaryBeth, your virtual pregnancy coach.



When you join My Advocate, you'll receive a screening call from MaryBeth, your virtual pregnancy coach. She will ask questions about your health and pregnancy to see if you could benefit from care management. If you want a referral for care management, please call Member Services to ask for one.

To join My Advocate, download My Advocate in your app store or create an account at myadvocatehelps.com.

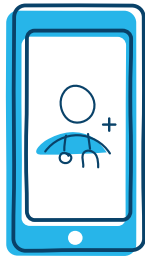


Healthy pregnancy and safe delivery

Your choices throughout pregnancy can lead to a healthy pregnancy and safe delivery of your baby. You can be confident knowing your wellness team is here for you.

During visits with your OB, they will help you prepare for your baby's birth. Together, you can make a birth plan, talk through your questions, and find ways to help you gain peace of mind about your care.

24/7 NurseLine is ready 24/7 to answer any health questions, even when your OB's office is closed. When your doctor is not available, you also can use LiveHealth Online to see a doctor on your smartphone, tablet, or computer.



Extra support

You can receive one-on-one support with a nurse who learns about your personal health needs and pregnancy through our care management program. Your OB care manager can help you set up health visits, find community resources, and partner with you to make informed decisions before and after you deliver.

Helpful resources:

- **Health A to Z:** Are you looking to learn about pregnancy and health topics? Search for your health topic in Health A to Z at bcbswny.com/stateplans.
- **Show your love!:** This app has steps to keep you and your baby healthy. Download Show your love! in your app store today.



With My Advocate, MaryBeth makes it easy to connect with your care manager. She will let your care manager know right away if you have any questions or concerns. Your care manager will follow up with you.



Substance use and pregnancy

There is no safe amount of alcohol, tobacco, or drugs to use when you are pregnant. Your OB's priority is to make sure both you and your baby are healthy. We encourage you to talk openly with your OB about the substances you are taking. They can work with you to make a safe plan to stop using alcohol, tobacco, and drugs that can harm you and your baby.



Helpful resources:

- **National Smoking Quitline:** This toll-free number is run by the National Cancer Institute. It connects you to services to help you quit smoking or quit using other tobacco products. Call 24/7 at **800-784-8669 (TTY 711)**.
- **Smokefree.gov:** Support, tips, tools, and expert advice to help you quit smoking.
- **Substance Abuse and Mental Health Services (SAMHSA) National Helpline:** This free helpline offers treatment referral for people facing mental health or substance use problems. You can call SAMHSA 24/7 at **800-662-4357 (TTY 711)**.
- **Smoke-Free Women:** This website provides support, tips, tools, and expert advice to help you quit smoking. Visit **women.smokefree.gov**.

It is helpful to find a doctor (pediatrician) you trust for your baby before you deliver. You can use the **Find a Doctor** tool on the Highmark BCBSWNY website to search for one.



Your birth plan

A birth plan helps make sure your choices are respected during labor and delivery. Your birth plan describes what you want to the doctor and nurses who help deliver your baby. It can include the types of medicine you do or do not want to take, who you want to be in the room with you when you have your baby, and any religious or cultural practices you follow.



Making a birth plan can help you feel better prepared for labor and delivery.

Below are questions to answer to start your birth plan:



Where do you want to have your baby?

Do you want skin-to-skin contact with your baby within an hour of birth (recommended)?

Who do you want in the room with you during labor and delivery?

Are there any traditions you want for your baby's birth?

Who do you want to cut the umbilical cord?

For a sample birth plan, go to **marchofdimes.org**, go to *Health Topics*, and visit the *Labor and Delivery* section.



Caring for yourself and your baby

In your follow-up visit with your OB after your baby's birth, they will make sure your body is healing and help you adjust to life with a newborn. **It's best to see them within 1 to 3 weeks, but no later than 12 weeks after delivery.** Your doctor may want to see you sooner than three weeks if you had a high-risk pregnancy or delivered by C-section.



You can earn **Healthy Rewards** for going to this postpartum visit!

If your Medicaid coverage will end after your baby's birth, plan your postpartum visit **before** you lose coverage. You can call the New York State Department of Health at **800-663-6114**, Monday through Friday, 9 a.m. to 5 p.m. Eastern time to ask about keeping your coverage.



With My Advocate, you can receive tips from MaryBeth or online to help you with self-care, recovery, stress management, and support with parenting.



Well-baby care

Your baby's primary care provider can provide the best care by working closely with you. For the first year of life, the American Academy of Pediatrics suggests your baby have a checkup at birth, 3 to 5 days old, and at 1, 2, 4, 6, 9, 12, 15, 18, 24, and 30 months old.¹

With My Advocate,
MaryBeth will teach you
about vaccines (shots) and
your baby's well-child visits.



Helpful resources:

- **Centers for Disease Control and Prevention (CDC):** You can track child development at cdc.gov/ncbddd/actearly/index.html.
- **March of Dimes:** Read about the latest research and topics to keep you and your baby healthy at marchofdimes.org.
- **CDC Milestone tracker:** Track your baby's milestones from age 2 months to 5 years. Download the CDC Milestone tracker in your app store today.

¹ American Academy of Pediatrics website, *Recommendations of Preventative Pediatric Health Care* (accessed September 2020): downloads.aap.org/AAP/PDF/periodicity_schedule.pdf.

Breastfeeding

Breastfeeding is a healthy decision to make for your baby's growth and development. The American Academy of Pediatrics suggests that babies are only breastfed for at least the first six months of their lives, unless you have a medical reason not to breastfeed.

Helpful resources:

- **Women, Infants, and Children (WIC):** WIC provides community support for breastfeeding. Learn how to apply in the **Community Resources** section of this guide.
- **La Leche League International:** This program provides mother-to-mother breastfeeding support, encouragement, and education. To find your local league, visit llli.org.
- **Infant Risk Center:** Find answers to your questions about breastfeeding and medicines. Call 806-352-2519 (TTY 711) or visit infantrisk.com.

Highmark BCBSWNY may cover the cost of a breast pump.



Please call Member Services to ask how you can receive a breast pump.

Neonatal intensive care unit

The neonatal intensive care unit (NICU) is a unit in the hospital for babies who need special care after birth. If your baby is premature at birth or you had a high-risk pregnancy, your baby may need to stay in the NICU. A team of trained doctors and nurses will work with your baby to help them fully recover.

You can trust your care manager in our NICU Case Management program to support you while your baby is in the NICU. We are committed to making sure all of our high-risk infants have a detailed plan for care in the NICU and a safe transition home. If you have any questions about the NICU Case Management program, please call Member Services for help.

Helpful resources:

- **Graham's Foundation:** Provides support, advocacy, and research for preemies and their families. Visit grahamsfoundation.org.
- **My NICU Baby:** Created with the March of Dimes to provide answers, tools, and support for families of a NICU baby.





Call 911 right away if you feel like hurting yourself or your baby. You also can call Crisis Services at **800-273-8255** 24/7.



Postpartum depression

Postpartum depression (PPD) is common and treatable.

According to the CDC, about 1 in 8 women experience symptoms of postpartum depression.²

You may be experiencing PPD if you:

- Feel anxious or depressed most of the day every day.
- Have trouble bonding with your baby.
- Do not feel better two weeks after giving birth.

By asking for help, you are taking the first step to heal. Your doctor can make a support plan for you if you are willing to share how you feel. Your emotional well-being is just as important as your physical health.

Helpful resources:

- **Postpartum Support International:** Visit [postpartum.net](https://www.postpartum.net) or call 800-944-4773 (TTY 711) 24/7 and follow the prompts to be connected with someone.
- **What to Expect:** Visit [whattoexpect.com](https://www.whattoexpect.com) and search “postpartum depression.”

With My Advocate, you can receive tips from MaryBeth or online to help you cope with mood changes.



² Centers for Disease Control and Prevention website, *Depression During and After Pregnancy* (accessed September 2020): [cdc.gov/reproductivehealth/features/maternal-depression/index.html](https://www.cdc.gov/reproductivehealth/features/maternal-depression/index.html).

Family planning

If you want to have another baby, you should talk to your doctor before you try to become pregnant again. Having a pregnancy too soon after you give birth may cause your next pregnancy to be high-risk for an early delivery or preterm birth. It’s best to wait at least 18 months between pregnancies. Your body needs proper time to heal and recover.³

Until you are ready for another pregnancy, you can choose from many birth control options. The long-acting reversible birth control (LARC) is one method to avoid pregnancy. LARC is a device that your doctor places inside your arm or uterus. It stays in place until you want it taken out. Talk with your doctor about the best options for you and how they may affect your body. 24/7 NurseLine can answer any questions you have about the method you choose. You should call Member Services to ask about your benefits for birth control.

If you have any health conditions or take any medicines, you should also talk to your doctor about how they can affect your next pregnancy. They may suggest you take a prenatal vitamin with folic acid before you become pregnant to protect your baby’s health.⁴

You can read about family planning at [cdc.gov](https://www.cdc.gov) by searching “preconception.” You also can search “contraception” for birth control methods.



³ The American College of Obstetricians and Gynecologists website, *Interpregnancy Care* (accessed September 2020): [acog.org/clinical/clinical-guidance/obstetric-care-consensus/articles/2019/01/interpregnancy-care](https://www.acog.org/clinical/clinical-guidance/obstetric-care-consensus/articles/2019/01/interpregnancy-care).

⁴ March of Dimes website, *Folic Acid* (accessed September 2020): [marchofdimes.org/pregnancy/folic-acid.aspx](https://www.marchofdimes.org/pregnancy/folic-acid.aspx).

Helpful resources:

- **Office on Women’s Health:** You can visit the website at [womenshealth.gov](https://www.womenshealth.gov) or call 800-994-9662 (TDD 888-220-5446) with questions about health topics or their special programs.
- **Long-acting reversible contraception (LARC) devices:** You can read more about IUDs and implants at [whoopsofproof.org](https://www.whoopsofproof.org).

With My Advocate, you can receive tips from MaryBeth or online to help you with family planning and birth control options.





Health coverage for you and your baby

Our goal is to keep you and your baby healthy. You or your baby could lose coverage with Highmark BCBSWNY after birth. To keep your baby covered, it is best to tell the New York State Department of Health about your pregnancy before and after you deliver by calling **800-663-6114**.

You can make sure your baby stays enrolled by following these steps:

- Look for a renewal packet by mail prior to your child's yearly renewal date. Your packet will let you know if there are other methods available to you for renewal, such as phone or internet renewal.
- You must notify your Medicaid office of all address changes to make sure you receive any notices sent by them. Medicaid mail cannot be forwarded.



You want to make sure you stay enrolled as well every year by:

- Looking for a renewal packet by mail prior to your yearly renewal date. Your packet will let you know if there are other methods available to you for renewal, such as phone or internet renewal.
- You must notify your Medicaid office of all address changes to make sure you receive any notices sent by them. Medicaid mail cannot be forwarded.

You can call us with any questions at Member Services. We're happy to help!



Community resources

Do you need help paying bills or finding food or housing? We partner with local organizations to help you find resources for assistance. When you type in your ZIP code at wnybcbs.auntbertha.com, you can find local organizations near you.

Women, Infants, and Children (WIC)

WIC is a program that provides many resources to families with children. You can receive food vouchers, health education, and peer counseling for moral support in parenting.

To read about the program and find out if you qualify:

1. Visit fns.usda.gov/wic.
2. Go to **How to Apply**.
3. Search for your state's toll-free number or visit health.ny.gov.

Nurse-Family Partnership — Helping First-Time Parents Succeed®

Are you a first-time parent in your first or second stage of pregnancy (trimester)? If yes, Nurse-Family Partnership may be a great resource for you. A nurse will come to your home to offer support throughout your pregnancy and until your baby is 2 years old. To read about the program or see if there is a site near you, visit nursefamilypartnership.org.

CenteringPregnancy™

There's a new way to receive prenatal care. It's called CenteringPregnancy. It allows a group setting with other parents for discussion with your OB and nurse. With CenteringPregnancy:

- You can go to your prenatal visits with other parents who are at the same or similar time in their pregnancies.
- You meet as a group and share with each other to learn about pregnancy.
- You have 10 prenatal visits that last up to two hours long and includes private time with your OB.

Call 24/7 NurseLine to find out if there is a CenteringPregnancy site close to you.



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Thank you

for trusting
Highmark BCBSWNY
with your healthcare.



- CDC website: *Breastfeeding* (July 2020): <https://cdc.gov/breastfeeding/index.htm>.
- March of Dimes website: *Why at least 39 weeks is best for your baby* (July 2020): <https://marchofdimes.org/pregnancy/why-at-least-39-weeks-is-best-for-your-baby.aspx>.
- American Academy of Pediatrics. [Healthychildren.org](https://healthychildren.org): *Depression and Anxiety During Pregnancy and After Birth: FAQs* (Accessed September 2020): <https://healthychildren.org/English/ages-stages/prenatal/Pages/Depression-and-Anxiety-During-Pregnancy-and-After-Birth-FAQs.aspx>.
- Mayo Clinic website: *Family planning: Get the facts about pregnancy spacing* (February 5, 2020): <https://mayoclinic.org/healthy-lifestyle/getting-pregnant/in-depth/family-planning/art-20044072>.
- Office on Women's Health website: *Prenatal care and tests* (January 2019): bit.ly/2KdrNbP.
- ACOG Long-Acting Reversible Contraception Program: bit.ly/2mdwcEP.

Member Services:

toll free at 866-231-0847 (TTY 711), Monday to Friday, 8:30 a.m. to 6 p.m. Eastern time

24/7 NurseLine:

toll free at 866-231-0847 (TTY 711)

bcbswny.com/stateplans



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