



## **New Administration of Maternity Program**

Beginning in late November 2009, the Blue Cross and Blue Shield of New Mexico (BCBSNM) Special Beginnings®\* maternity program will be managed internally by program staff in our Health Care Management Division instead of through the independent contractor Alere that had previously managed the program.

To avoid disruptions in continuity of care, Alere representatives will continue to service current program participants until they have completed the program. BCBSNM will service all new program enrollees beginning November 23, 2009.

BCBSNM believes this change will allow for improved and more accurate reporting, better service to your groups' members, and offer a more complete picture of their health. Our staff will be enabled to better manage their care and provide:

- Postpartum screening for all participants and follow-up care for positive postpartum depression screens
- Case management services for high-risk pregnancies
- Referral to condition management programs as necessary
- Co-management opportunities for lifestyle management issues
- Early case management identification and intervention for pre-term babies

Special Beginnings participants will continue to receive support and education, pregnancy risk factor identification and ongoing communication/monitoring from early pregnancy to six weeks after delivery. To enroll, members should call **(888) 421-7781**, 7:00 a.m. – 3:30 p.m., MT.

Help your groups' pregnant members and their babies get off to a healthy start!

Contact your BCBSNM representative for more information.

\*BCBSNM reserves the right to discontinue or change this program at any time without notice. Special Beginnings can help plan and manage a member's health, but is not a substitute for medical or other professional advice.