Special Beginnings®

Maternity Program for Blue Cross Community Centennial members

Enroll Today

To join Special Beginnings, or to ask questions, please call 1-888-421-7781. You will not be charged for this call. The information you get from the Special Beginnings program does not replace the care you get from your obstetric (OB) provider*. It is important to see your OB provider to get the medical care you need.

If you have Blue Cross Community Centennial and you're pregnant, you can receive a free car seat and portable crib from Blue Cross and Blue Shield of New Mexico (BCBSNM). Contact BCBSNM Health Services at 1-877-232-5518. Select option 3, and then option 3 again.

If you are speech- or hearing-impaired, call 711 for TTY service.

Special Beginnings is a maternity program that’s there for you whenever you need it. This program can help you to better understand and manage your pregnancy. To help achieve good health for you and your baby, we encourage you to enroll in Special Beginnings. It is best if you can join during your first trimester. We keep all of your information confidential. When you enroll, you will get:

- **Two pregnancy risk interviews.** These may help us to find out if your pregnancy is high-risk.
- **Information and materials** about nutrition and healthy life choices before and after your baby is born. You will also receive information on how your unborn baby is growing, newborn care, and well-child information that’s helpful for new parents.
- **Personal phone calls** from a Special Beginnings Care Coordinator to talk to you about how you and your baby are doing. The Special Beginnings Care Coordinator will continue to call you for six weeks after your baby is born.
- **24-hour, toll-free access** to a telephone hotline staffed by experienced registered nurses and maternity nurses (1-877-213-2567). 24/7 Nurseline includes access to an audio library with health information.
- **Access to a website** with a pregnancy calendar, articles, and videos about pregnancy, childbirth, and newborn care. To find this website, go to bcbsnm.com/medicaid. Log in to Blue Access for Members™. (Or register, if you haven’t already.) Click on the My Health tab, then click on the button under Special Beginnings.

**Personal, Confidential Help**

Your personal Special Beginnings Care Coordinator will call you regularly to ask you questions about your health and activities. He or she will also help you find more pregnancy-related resources if you need them. Through your entire pregnancy, our Special Beginnings Care Coordinators will:

- Assess your health, lifestyle, and possible pregnancy problems
- Teach you about prenatal, postpartum, and newborn care
- Teach you to avoid problems that can happen when you are pregnant
- Check in on you regularly to talk to you about how you and your baby are doing
- Encourage you to make healthy changes
- Talk to you about your OB provider’s treatment plans
- Help you if you develop diabetes or high blood pressure while you are pregnant

*An OB provider is your maternity provider.

bcbsnm.com/medicaid

Blue Cross and Blue Shield of New Mexico, a Division of Health Care Service Corporation, a Mutual Legal Reserve Company, an Independent Licensee of the Blue Cross and Blue Shield Association

ATENCIÓN: si hablas español, tienen a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-855-710-6984 (TTY: 711).

Blue Cross and Blue Shield of New Mexico comply with applicable Federal civil rights laws and do not discriminate on the basis of race, color, national origin, age, disability, or sex.