For questions about your health care coverage, call the Customer Service number on the back of your member ID card. Special Beginnings is not a substitute for professional medical guidance. Regular visits are important for your care. With your consent, the information we receive from you is shared with your physician to better coordinate your care. Be sure to discuss any health concerns with your physician.

Additional Resource

Take advantage of this additional resource available to BCBSIL members:

Special Beginnings Website

Provides a video library and week-by-week pregnancy information. To access the site, log into Blue Access for Members℠ (BAM) by visiting bcbsil.com and click on the “My Health” tab.

Enroll Today

Call 888-421-7781, 8 a.m. – 6:30 p.m., CT, to enroll or ask questions about the program.

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

229270.0615
A Healthy Start for Mothers and Babies

Pregnancy can be an exciting time in your life, but it can also come with questions or concerns about your baby’s health. Blue Cross and Blue Shield of Illinois (BCBSIL) offers expectant members a confidential maternity program to help safeguard the health of both mother and baby. Special Beginnings provides you with the education and support you need throughout your pregnancy – at no additional cost.

In addition to the information you get from your physician, you will understand how to avoid risks and make informed choices, giving your baby the greatest chance of being born strong and healthy.

Prenatal care is important to having a healthy pregnancy, so be sure to enroll in the program as soon as you find out you are pregnant.

The Special Beginnings Advantage

Throughout every stage of pregnancy, you receive:

- **Support to identify any risk factors** and help monitor them throughout your pregnancy
- **Educational material** on topics such as prenatal and postpartum nutrition, healthy lifestyle choices, fetal development, newborn care, and post-pregnancy/well-child information
- **Personal telephone contact** with program staff from the time of enrollment until six weeks after delivery
- **Assistance in managing high-risk conditions** such as gestational diabetes and preeclampsia

Getting Started Is Easy

- Call this toll-free number **888-421-7781**
- Complete a confidential questionnaire during your call
- Talk with a Special Beginnings staff member about your health habits and what changes you might need to make during your pregnancy

Once you are enrolled, you will receive a complimentary book about having a healthy pregnancy and baby.

Special Beginnings is here to help you during your pregnancy and even after your baby is born.