



Baby Beginnings Overview

Please note, you must be enrolled in Cooper's health plan. If you are not, please check with your health plan – they may offer a similar program.

Baby Beginnings is a maternity management program specifically designed to help expecting mothers successfully manage their health before, during, and after their baby is born. A well-managed pregnancy is the best way to help family and baby get a healthy start to life together and help manage health care costs, provided at no cost to you.

Utilize solutions you are entitled to

A family should be afforded tools that help aid a low-stress, closely-monitored pregnancy. Our free and all-inclusive program provides an affordable, convenient, and easy way for you to monitor health during one of life's most treasured times.

Free and easy support for a healthy pregnancy

You:

- get access to expansive resources;
 - have new and improved My Healthy Baby app at your fingertips; and
 - can stay educated and informed as mothers and fathers.
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Baby Beginnings offers diverse ways to identify and provide care through:

- Risk assessment and postpartum assessment;
- individualized case management care plan;
- around-the-clock nurse phone access; and
- a portal with evidence-based information and interactive tools.

Brand new Maternity app adds new dimension to program

The need for fingertip access of relevant and specific information is essential to a healthy modern pregnancy.

The new My Healthy Baby mobile app allows mothers to stay on track for a risk-reduced birth with:

- Milestone tracking;
- customizable reminders for appointments, events, and vitamin intake; and
- a kick counter to stay in tune with your baby's movements.

Ease of access makes day-to-day progress tangible for you.

Getting started is easy

If you're expecting, you can get enrolled now in a variety of ways:

- Send a text message through the BabyLine® chat of BABY to 511411;
- call 1-888-206-1315;
- access the Baby Beginnings website at myibxtpabenefits.com and choose the Health Resources link; or
- download the My Healthy Baby app through App Store(SM) or Google PlayTM.

Nondiscrimination Notice and Language Access Services

This plan complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

ATTENTION: If you speak English, language assistance services, free of charge, are available to you. Call the number on your ID card (TTY: 711).

ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al número que aparece en su tarjeta de identificación (TTY: 711).

注意: 如果您使用简体中文, 您可以免费获得语言协助服务。请致电您ID卡上的电话号码。

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