

# BETTER BEGINNINGS

When you enroll in our **Better Beginnings**<sup>®</sup> program, you'll be partnered with one of our experienced nurses. The nurse can coordinate your care and provide guidance -- both during your pregnancy and after your child is born. We're here to help answer your questions and make decisions about your pregnancy and growing family.

You'll be able to use our mobile app to communicate directly with your Better Beginnings nurse. The app also includes a personalized health checklist to help you manage your day-to-day activities.



After your baby has arrived, our Better Beginnings nurse can connect you to the support you need, such as a home health nurse, a lactation consultant, or other resources to help you meet your maternal health, wellness, and parenting goals.

While having an experienced nurse to support you is a huge benefit, we don't stop there. When you join our maternal health Better Beginnings program, you'll also receive **\$125 for educational classes** on topics like childbirth, parenting, and breastfeeding.

All pregnant members receive a **free breast pump**. Your Better Beginnings nurse can give you the details.

## ENROLL EARLY AND CHOOSE YOUR REWARD

We'd like you to start partnering with one of our Better Beginnings nurses early in your pregnancy, to make sure you and your baby stay healthy and well as the big day gets closer. To reward you for signing up before you are 34 weeks pregnant, you can choose one of these extra benefits:

- **Fitness Classes:** If you take fitness classes while pregnant or up to three months after having your baby, we'll pay you back up to \$150.
- **Car Seat:** When you buy a car seat for your baby, we'll pay you back up to \$150.
- **Help at Home:** If you'd like some extra help at home after your baby is born, we'll pay you back for a visiting helper's services (up to \$25 per hour for as much as nine hours).

Your Better Beginnings nurse will review all your benefits in detail during your initial call.

## HOW TO ENROLL

You can join the maternal health Better Beginnings program in several ways:

- **Download our [mobile app](#) powered by Wellframe.** You can use the app to enroll. The app is available for both Apple and Android mobile devices. You will need your member ID (found on your member ID card).  
*Reminder: only enter the letter "v" on your ID, followed by numbers only, and access code 'vtbeginonline' when prompted.*
- **Log into our [Member Resource Center](#).** Once logged in, go to My Forms and complete the Better Beginnings enrollment form.
- **Complete the [enrollment questionnaire](#).** This helps us better understand your overall health and determine if you may be at risk for an early delivery or other pregnancy complications. You can fax the completed form to us at (866) 387-7914 or mail it to: Blue Cross and Blue Shield of Vermont, P.O. Box 186, Montpelier, VT 05601-0186.

We look forward to supporting the health and wellness of you and your baby through our Better Beginnings program. If you have any questions about the program, please call us at (800) 247-2583.

*Blue Cross reserves the right to change Better Beginnings options.  
You can always find the most recent options at [bluecrossvt.org/betterbeginnings](https://bluecrossvt.org/betterbeginnings).*



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