



BREATHE MORE

Simplified
healthcare
coverage for
peace of mind

Bright Beginnings

Family planning means big changes. When you're ready, we're here to help.

Every baby deserves a bright beginning. Bright Beginnings is a free program that provides mothers-to-be resources to enjoy a healthy pregnancy. This means you can worry less and spend more time being excited about what's coming. If you have a high-risk pregnancy, you can receive special support to help you learn how to lower the risk to you and your baby.

Program Details:

- Sign up any time during your pregnancy. We recommend you sign up during the first trimester.
- Get a free book after you enroll to help guide you through your pregnancy.
- Connect with a care manager, who will check in with you throughout your pregnancy and connect you with the resources you need.
- Go to all of your doctor visits.
- Deliver your baby.
- Give your care manager a list of your prenatal care visits with your provider.
- Receive a \$100 gift card for diapers, booties, or anything else you and your baby need!
- Receive a bonus book that will help guide you through your first year with a newborn.

It's easy to enroll

1. Call 208-387-6999, or toll-free at 800-741-1871.
2. Leave your name, address, phone number, member ID number and your current week of pregnancy and we'll send you more information.

Rewards

Get the support and information you need to plan for a healthy pregnancy. After delivery you can earn a \$100 gift card for simply completing the program.