

MATERNITY CARE

All from the convenience of your smart phone or tablet.

Blue Cross and Blue Shield of Nebraska has developed a special maternity care program. We utilize a mobile app developed by Wellframe that is designed to help you have a better pregnancy health experience.

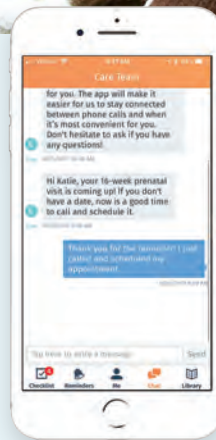
The Maternity Care program provides you with education, encouragement and the support you need throughout your pregnancy all from the convenience of your smart phone or tablet.

The app offers a variety of features to help you have a happy, healthy pregnancy.



App features include:

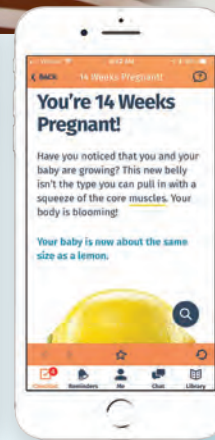
- In-app chat with your personal health advocate or nurse. They can answer questions about your pregnancy and provide support and encouragement.
- Daily to-dos – a checklist of daily tasks to complete and helpful articles relevant to your stage of pregnancy.
- Customized reminders to help you keep track of your medications, doctor appointments and other daily tasks.
- Library of articles, pictures and videos where you can learn about managing a healthy pregnancy.



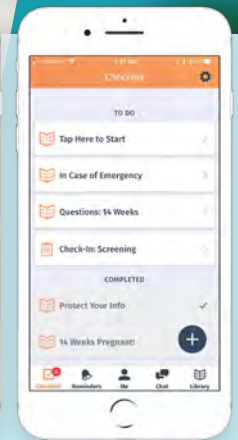
Chat with a Health Advocate



Med Reminders



Timely Content



To-do Checklists



Signing up is easy!

Download the free app through the Apple App Store or Google Play or complete the online assessment at nebraskablue.com/maternitycare.



You will need to enter your member ID and access code **NEBEGIN** when prompted.

Educational resources are available by mail for those that do not wish to use the app. You will need to complete the assessment form mentioned above or call **877-348-4329** to sign up.

Participation in this program does not affect the participant's health plan coverage for maternity/pregnancy care, or entitle the participant to benefits not otherwise payable under the Blue Cross and Blue Shield of Nebraska plan. Blue Cross and Blue Shield of Nebraska is an independent licensee of the Blue Cross and Blue Shield Association.

Wellframe is an independent company that provides mobile enabled care management services for Blue Cross and Blue Shield of Nebraska. Wellframe is responsible for its services. App Store is a registered trademark of Apple. Google Play is a registered trademark of Google. 36-032 (02-05-18)

 **BlueCross
BlueShield**
Nebraska