Pregnancy and maternity care

Expecting? Start with our New Baby, New Life℠ maternity management program.

If you are expecting a baby, it’s an exciting time. Doing what’s best for your baby means learning all you can. Moms-to-be who know more about having a baby can make smart choices. Taking care of your body and baby while pregnant (called prenatal care) is the best thing you can do to have a healthy baby. Our maternity management program can help.

Our maternity management program is here to answer your questions and support you during your pregnancy and delivery. You can work one-on-one with a nurse case manager throughout your pregnancy and after your delivery to answer your questions and help you to get the care and services you need.

There’s no cost to be part of the maternity management program, and it’s strictly private. You’ll get:

- Prenatal and postpartum packets that contain congratulations, a pregnancy information booklet and other health education materials
- Prenatal, postpartum and well-baby care visit incentive mailers
  - $25 gift card if you go for a prenatal visit in the first trimester
  - $25 gift card if you go for your postpartum visit within 21-56 days after you deliver
- Reminders to help you make prenatal exams and visits after the baby is born
- A free phone number you can call 24/7 to speak with a nurse
- Materials to help you prepare for the unexpected
- Information about infant care and home safety
- Referrals to prenatal classes in your area (at no cost to you)
- A breastfeeding support phone line

If you’re expecting a baby, call us at 262-523-3680. Ask to be part of the New Baby, New Life℠ program. You can sign up at any time while pregnant. Sign up as soon as you know you’re pregnant. It’s the best way to help make sure you stay as healthy as you can for you and your baby.
Primary care providers for pregnant women

As soon as you think you may be pregnant, call us. We will make sure your primary care provider (PCP) and the hospital where you will have your baby are both in the network.

If you are new to our health plan and you are in the second or third trimester of your pregnancy, you can stay with your current PCP even if that PCP is not part of the network.

If you think you may be pregnant, please let Anthem Blue Cross and Blue Shield and your county human services department know right away. This is to make sure you get the extra care you need. You also do not have copays when you are pregnant.

You must go to an Anthem hospital to have your baby. Talk to your Anthem doctor to make sure you know which hospital you will go to when it’s time to have your baby.

Also, talk to your doctor if you plan to travel in your last month of pregnancy. It may not be a good time for you and your unborn child to travel. We want you to have a healthy birth. Your Anthem doctor knows your history and is the best doctor to help you have a healthy birth. Do not go out of the area to have your baby unless you have Anthem approval.

High-risk pregnancy

It’s important that you have a healthy pregnancy. Some conditions may put you at risk. You may be at risk if you:

- Are under 18 years of age or over 35 years of age
- Have any of these health issues:
  - Diabetes
  - Asthma
  - Depression
  - Heart disease
  - Use tobacco
  - High blood pressure
  - HIV
- Have had a premature delivery with a previous pregnancy.
- Are taking any medication daily and are seeing a special doctor
Breastfeeding support

Call the 24/7 NurseLine at 1-855-690-7800 (TTY 711) if you are a mom-to-be or a new mom who has questions about breastfeeding.

Women, Infants and Children

You also can get help from a special program called Women, Infants and Children (WIC). The WIC program gives healthy food to pregnant women and mothers of young children. To learn more, call 1-800-722-2295.

Health care for your baby

Call your County/Tribal Economic Support caseworker to sign up your baby in a health plan. Once your baby is enrolled in Anthem Blue Cross and Blue Shield, you may call Member Services to choose a PCP for your baby.

Text4baby

At Anthem Blue Cross and Blue Shield, we care about healthy moms and healthy babies. To help you, we support Text4baby. Text4baby is a mobile (cell phone) health service designed to promote maternal and child health through text messaging. Text4baby is a FREE service of the non-profit National Healthy Mothers, Healthy Babies Coalition (HMHB). Get FREE messages each week on your cell phone to help you through your pregnancy and your baby’s first year.

It’s simple! To register simply text BABY to 511411 or Envia BEBE al 511411 para Español.

For more information, please visit: text4baby.org.

Note this program is not available on SafeLink, Straight Talk and some TracFone cell plans. For a complete listing of cell phone carriers offering this service, please go to: text4baby.org > Using Text4baby.