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HEALTHY START PROGRAM W755
BLUE CROSS AND BLUE SHIELD OF MINNESOTA
PO BOX 64560
SAINT PAUL MN 55164-9758



The Healthy Start program was such a wonderful resource for me. Your support was just what I needed. I always knew you were there for me with any questions (big or small). I was never alone. Thank you so much!

— Joy Russell, 2007 Healthy Start participant



**BlueCross BlueShield
BluePlus
of Minnesota**

Independent licensees of the Blue Cross and Blue Shield Association



Expecting? Know what to expect.

A program designed just for you

BluePrint for Health®



Give your baby the best possible start in life. Healthy Start[®]

There are few things in life as special as your pregnancy and your child's birth. That's why it's so important to get good prenatal care. With Healthy Start, you'll get month-by-month, personalized attention that can help you feel good about your health — and the health of your baby — during your pregnancy. And there's **no cost** to you.

Expert advice with a personal touch

Every pregnancy is different. When you join the Healthy Start program, you'll be matched with a registered obstetrics nurse who'll be your personal resource to answer your questions or just give some caring encouragement.

Caring support as close as your phone

You probably already have a doctor or nurse midwife and that's the way it should be. Your Healthy Start nurse will work with your medical provider as an additional source of information. In fact, if you can't reach your medical provider, it's nice to know that there's someone to call who cares about you and your baby.

A \$50 gift certificate just for you

We think the Healthy Start program is so important that we want to reward you for taking part. Whether you choose to pamper yourself, or supply your nursery, you'll enjoy shopping at one of several popular retailers like Target, Sears, Kohl's, Borders and more. It's our way of saying thank you for doing something good for you and your baby.

How to get started with Healthy Start?

It's easy. If you're going to have a baby, you can enroll — the earlier the better. Your personal registered obstetrics nurse will help get you started.

- You can call anytime at **(651) 662-1818** in the metro area **1-866-489-6948** toll free or
- You can e-mail us at **Healthy_Start@bluecrossmn.com**
- You can fill out the postage-paid card and return it to us

Yes, please call me about the FREE* Healthy Start program

Your name _____
Whose name is your health plan coverage under? _____
Your address _____
City _____ State _____ Zip _____
Your Blue Cross and Blue Shield of Minnesota ID number _____
Daytime phone (____) _____ May we call you at this number?
○ Yes ○ No
Evening phone (____) _____ May we call you at this number?
○ Yes ○ No
If you answered no to both numbers, please call us at **(651) 662-1818** in the metro area or toll free at **1-866-489-6948**.
E-mail _____

* The cost of the program is included in the premium for your health plan.

