



Special Delivery

Early detection, education and treatment are key to preventing and managing high-risk conditions during pregnancy. Special Delivery, our prenatal pregnancy program, is available at no cost through BlueAdvantage Administrators of Arkansas. The program helps people to recognize potential problems and know when to seek medical attention.



Here's how to enroll

- Call 800-225-1891 ext. 20225
- Complete and return the maternity enrollment form
- Visit blueprintportal.com
 - Register or sign in to My Blueprint
 - Select **Menu** then find **Maternity** under **Health & Wellness**
 - Follow the prompts to complete your enrollment

Once enrolled, you will be assigned an OB nurse who specializes in caring for people with high-risk pregnancies. You will get to work with the same nurse throughout your pregnancy.

The enrollment form will determine which services you'll receive. If you are considered low-risk, you'll get a call by the nurse when you enroll and one each trimester and postpartum or sooner, if needed. If you are considered high-risk, you'll get monthly calls by your nurse or more often as needed. In addition to the phone calls, you can email your questions to specialdelivery@blueadvantagearkansas.com anytime or call Monday - Friday, 8:00 a.m. - 4:30 p.m. (CST).

Motherhood includes so many firsts and it's easy to get lost in the excitement. We want to help every pregnancy to be healthy for the baby and mother.



**BlueAdvantage
Administrators of Arkansas**

An Independent Licensee of the Blue Cross and Blue Shield Association



All participants will receive:

First Member Mailing

- Book: Mayo Clinic Guide to a Healthy Pregnancy
- Oral Health guide
- Dietary Supplements
- Food Safety
- Folic Acid FAQs
- Pregnancy Resource Information List

Second Member Mailing (34 weeks)


- Book: Mayo Clinic Guide to Baby's First Year
- Childhood Growth and Development flyers
- Early Childhood Tooth Decay
- Text4baby
- MOD – Why the Last Weeks of Pregnancy Count booklet
- AAP's Parent's Guide to Safe Sleep
- Infant Feeding Guide
- Immunizations for Children
- Post-birth Warning Signs

Supplemental Mailings and Services (as needs arise)

- ACOG Educational Brochures
- Diabetic Education
- Behavioral Health Information
- A Teen Facing Pregnancy
- Nutrition and Exercise.
- Smoking Cessation

And more!

IMPORTANT NOTE: The Special Delivery Education Program is for health education purposes only. Arkansas Blue Cross and Blue Shield, Health Advantage and BlueAdvantage do not offer medical advice or medical services. You should always consult your treating physician for any medical advice or services you may need. Members are responsible for selecting providers, services or products. All referenced health services may not be covered under your health plan. Please check the terms of your health plan or insurance policy for coverage of services. Information furnished by you is kept strictly confidential and only used to provide us with the information necessary for your participation in the Special Delivery Education Program.



We want every delivery to be a
SPECIAL DELIVERY



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