

Prenatal Program

FAQs



Blue Shield is here to help you have a healthy pregnancy and a healthy baby. With the Prenatal Program, we can support your care and growing family with prenatal resources, 24/7 access to nurses and a personal nurse case manager if you are having a high-risk pregnancy. Find answers to frequently asked questions below and learn more at blueshieldca.com/prenatal.

Eligibility and enrollment

Q. Am I eligible to enroll in Blue Shield's Prenatal Program?

A. Eligibility depends on the type of health plan you have. Call **(888) 886-4596** to see if you're eligible and to enroll.

Q. Is the program free for me to join?

A. The Prenatal Program is available at no extra cost to eligible Blue Shield members. Call (888) 886-4596 to confirm your eligibility.

Q. What if I find that I'm not eligible for the program?

A. We can still support you during your pregnancy. Visit our Health Library at blueshieldca.com/womenshealth for a wealth of pregnancy information, interactive tools and articles.

Q. How soon in my pregnancy can I enroll? Is there a deadline to enroll?

A. We have resources for all stages of pregnancy, so enroll as early in your pregnancy as possible or even when you are thinking about or trying to get pregnant.

Q. I'm not pregnant yet. Can I still participate?

A. Yes. You can enroll as soon as you are thinking about or trying to get pregnant. We offer services to help you prepare for pregnancy including a consultation with a registered dietitian, a complimentary pregnancy test kit and other helpful educational resources.

Q. I'm in my second or third trimester already, can I still enroll in the Prenatal Program?

A. Yes. You can still enroll in the program if you are in your second or third trimester.

Q. I was enrolled in Blue Shield's Prenatal Program during my first pregnancy. Can I enroll again and get the same benefits?

A. Yes. If you were enrolled in the program during previous pregnancies, you can enroll again. You will have access to all of the educational materials as well as your choice of a pregnancy or parenting book.

Q. I've already delivered my baby. Can I still enroll in the Prenatal Program?

A. You need to enroll either before you are pregnant or during your pregnancy in order to participate in the program. However, you can visit our Health Library at blueshieldca.com/childrenshealth for information on each stage of childhood development and other childhood wellness topics.

Rewards/incentives

Q. Are there rewards or incentives provided by Blue Shield or my employer if I participate in the program?

A. If you are covered through an employer-sponsored plan, rewards or incentives may be offered by your employer. Check with your human resources department for availability. If you purchased an individual or family plan directly from Blue Shield or Covered California, there are no rewards or incentives currently offered.

Postpartum support

Q. What kind of support can I expect postpartum?

A. You have access to the program nurses for six months postpartum. If you were enrolled in the Prenatal Program while you were pregnant, a program representative will contact you after your delivery to check in on your health and your baby, and to provide support. In addition, you will continue to have access to the 24/7 nurse line and the online Care Center. Call **(888) 886-4596** any time after delivery to speak to a nurse.

Health information and privacy

Q. What should I expect during the enrollment process?

A. When you enroll, you will be asked to verify your name and date of birth. You will be asked some questions about your current pregnancy and/or general health questions to see if there are any potential risks (e.g., age, expecting multiples, pregnancy complications, etc.) If your pregnancy is considered high-risk, you have the option of working with a nurse case manager specializing in maternal health who can offer additional support as needed.

Q. Why would Blue Shield ask for my medical information? Don't you have that already?

A. We ask you to provide information like your date of birth and member ID number to verify your identity and ensure we are speaking to the right person before discussing any personal health information. We may not have all the information you have provided to your doctor that would help us assess your general health, so we collect some basic health information during the enrollment assessment.

Q. Is my information shared with my doctor and/or my employer?

A. When you enroll in the Prenatal Program, your doctor may receive a letter telling him/her of your participation along with additional information about your current pregnancy. No medical or health information is shared with your employer. Some employers offer incentives to employees who enroll, so they need to verify who is participating. Rest assured, in these cases, no medical or personal information will be provided other than your participation in the program.

Q. How can I use the support from the program to enhance the prenatal care I receive from my doctor?

A. You will receive educational information that will enhance your understanding of the changes taking place in your body during your pregnancy and your participation in the Prenatal Program may help you think of things to discuss with your doctor. In addition, the program nurses are available 24/7 to answer your pregnancy-related questions in between visits with your doctor.

Q. Can I adjust how often the nurse case manager contacts me?

A. Yes. Regular contact is important as pregnancy is a time of rapid change and, typically, nurse calls are scheduled at least once per month. If you prefer to be contacted more or less frequently, discuss this with your nurse case manager.

Q. Can I take a break from participation?

A. Yes. While there is not a huge time commitment with program participation, you are free to discontinue at any time.

Q. Can my partner also have access to the resources in the Prenatal Program?

A. While the Prenatal Program is designed for the pregnant mom, you can certainly share the resources with your partner once you are enrolled.