



FOR EMPLOYERS ONLY

# BestBeginnings Maternity

HEALTHIER OUTCOMES FOR  
MOMS AND BABIES

Help keep expectant moms healthy and decrease pregnancy and neonatal risks with Premera's new all-encompassing maternity and newborn program.

BestBeginnings Maternity engages parents from pregnancy through newborn care with personalized tools and support that encourages early risk discovery.

## Easy-to-use app engages expecting moms early

Moms can take care of their health and the health of their babies with the free BestBeginnings app that provides Premera group members:

- Customized pregnancy information
- Pregnancy milestones
- Alerts on pregnancy-related issues
- Access to maternity specialist support

Premera group members who use the BestBeginnings app also get connected to their health plan resources, like the 24-Hour NurseLine and Find a Doctor tool.

## Is BestBeginnings Maternity for your company?

Pregnancy and neonatal costs continue to be one of the largest medical costs for self-funded groups. BestBeginnings Maternity supports healthy outcomes for moms and babies while helping groups manage their health plan spending.

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**Starting July 1, 2017, BestBeginnings Maternity is available for all fully insured and OptiFlex groups.**

**BestBeginnings Maternity is available as a buy-up option for self-funded groups.**

## Newborn support

Premera continues to provide support, educational content and tools for parents after birth, including support for mothers experiencing post-partum depression. Mothers who work with Premera's maternity specialists during their pregnancy will continue to receive support post-delivery.

## Simple to communicate

Use Premera's online resource center, B'link, to tell your employees about BestBeginnings Maternity. B'link provides a customizable flyer, an email message, and other simple tools. Visit the B'link website at [blink.premera.com](http://blink.premera.com).

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