

Brief Notes

News for Brokers and Consultants

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Three Penn Plaza East, Newark, NJ 07105-2200

Applies to: SHBP, fully insured and certain self-insured accounts

New Maternity Health Coach Program Available

Horizon Blue Cross Blue Shield of New Jersey has added a Maternity Health Coach program to its existing 24/7 Nurse Line and PRECIOUS ADDITIONS® programs to provide a wider range of personal support for eligible expectant mothers.

Maternity Health Coaches are registered nurses who provide one-on-one counseling and educational support to help answer questions and address concerns about pregnancy, delivery and doctor visits.* The Maternity Health Coaches are available to eligible enrolled members between 8 a.m. and 8 p.m., Eastern Time, Monday through Friday.

Eligible members can ask questions about or enroll in the Maternity Health Coach Program by calling the 24/7 Nurse Line and following the prompts. The 24/7 Nurse Line is staffed by registered nurses who are available 24 hours a day, seven days a week, to provide health care advice about any symptoms or health care concerns.*

- To reach the 24/7 Nurse Line for information about, or to enroll in, the Maternity Health Coach Program, or for advice about any symptoms or health care concerns:
State Health Benefit Plan members can call **1-866-901-7477, option 1**.
All other eligible members can call **1-888-624-3096, option 1**.
- To reach a Maternity Health Coach once enrolled:
State Health Benefit Plan members can call **1-866-901-7477, option 3**.
All other eligible members can call **1-888-624-3096, option 3**.

Members who have hearing or speech difficulties can call the TTY/TDD line at **1-800-855-2880** or **1-800-855-2881** for any of these programs.

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Horizon BCBSNJ offers integrated medical, dental, vision and prescription drug plans. Contact your sales executive today to learn more.



Horizon Blue Cross Blue Shield of New Jersey



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PRECIOUS ADDITIONS provides eligible members with printed information and resources about pregnancy, childbirth, postpartum and the child's first year of life. Eligible members can enroll in this free, voluntary program at any time during their pregnancy, either online at **HorizonBlue.com/PreciousAdditions** or by calling Member Services at the phone number on the back of their member ID cards. The flyer about the Maternity Health Coach Program is now included in the PRECIOUS ADDITIONS mailings to members. The flyer is also included in this issue of Brief Notes.

These programs are available to members who have coverage through the State Health Benefits Program (SHBP) and members of fully insured groups. They are also available for purchase by Administrative Services Only (ASO) customers.

If you have questions, please contact your Horizon BCBSNJ sales executive or account manager.

*For informational purposes only. Nurses cannot diagnose problems or recommend specific treatment. They are not a substitute for a doctor's care. The 24/7 Nurse Line program is not an insurance program and may be discontinued at any time. In the event of an emergency, members should go to the nearest hospital or doctor or call **911** or their local emergency services number.

Maternity Health Coach Program

One-on-One Support for Mom

Whether you are expecting your first child or adding to your growing family, welcoming a baby into the world is an exciting time.

The PRECIOUS ADDITIONS® program provides information and resources to help you make healthy choices throughout your pregnancy so your baby has a healthy start in life.

Access to Health Coaches

Our registered nurses will provide one-on-one counseling and educational support to help address questions and concerns around your pregnancy, delivery of your baby, and your doctor visits. Our nurses can offer support and education for concerns like:

- Gestational diabetes.
- Multiple pregnancies.
- General pregnancy questions such as travel, preparation for labor, heartburn, etc.
- Support for healthy nutrition and exercise.
- Breastfeeding support.
- Support for the physical and emotional changes your body goes through after delivery.
- Weight loss following delivery.



Your Health Coach is there to support you throughout your pregnancy so you can feel more comfortable about the healthy choices you make for you and your baby.

To talk with a Maternity Health Coach:

State Health Benefit Plan members, call 1-866-901-7477, option 3.

All other members call, 1-888-624-3096, option 3.

Health Coaches are available between 8 a.m. and 8 p.m., Eastern Time, Monday through Friday.

24/7 Nurse Line Support

You also have access to the 24/7 Nurse Line whenever you have symptoms or a health care concern, even in the middle of the night. Registered nurses are available 24 hours a day, seven days a week to help you whenever you need health care advice.

For access to the 24/7 Nurse Line:

State Health Benefit Plan members, call 1-866-901-7477, option 1.

All other members call, 1-888-624-3096, option 1.

For informational purposes only. Nurses cannot diagnose problems or recommend specific treatment. They are not a substitute for your doctor's care. The 24/7 Nurse Line services are not an insurance program and may be discontinued at any time. In the event of an emergency, please go to the nearest hospital or doctor or call 911 or your local emergency services number.

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