

Delivering added *peace of mind* during your pregnancy

While welcoming a new baby is exciting, it's completely natural to have questions or feel unsure during pregnancy. Bright Beginnings Maternity is here to support you, offering personalized, one-on-one guidance to help you feel confident, informed, and cared for throughout your journey.

Meet your Maternity Care Manager

With the Bright Beginnings program, you're paired with a Care Manager who will be your single point of contact from start to finish.



Experienced in maternity, labor and delivery, and postpartum care



Remains in regular contact with you via phone



Helps with everything from screenings and referrals to nutrition and everyday questions



Coordinates closely with your primary care doctor and obstetrician

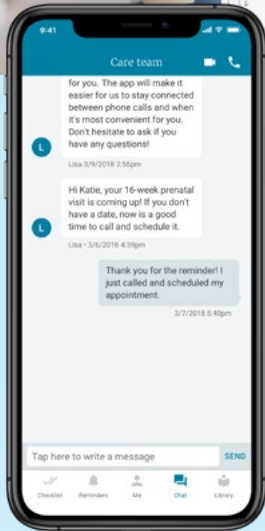


You also receive educational materials highlighting baby's progress and what you can expect each trimester, as well as postpartum screenings, education and support. All at no cost to you.

Call 1-877-222-1240 to sign up for Bright Beginnings or learn more.



"They helped me know what to ask my obstetrician and what symptoms to bring to her attention."



1 in 5

women experience some form of pregnancy-related depression or anxiety*

Wellframe® offers emotional health support, too. If you're struggling with mixed emotions, you're not alone. Wellframe® offers programs that help with everything from general wellness to anxiety and depression.

Get secure support at your fingertips with the Wellframe app

As a Bright Beginnings participant, you can use the free Wellframe® app to keep in touch with your Care Manager, access self-management tools and get answers to your questions.



Text your Care Manager

Stay connected and get the personalized advice and support you need. All through simple, secure texting in the Wellframe App.



Create personalized plans

Complete daily to-do lists and get information to support each stage of your pregnancy



Enjoy helpful reminders

Easily keep track of your medications, doctor appointments, and more



Download the free Wellframe® app today



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* New York State Office of Mental Health
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