

BRIGHT BEGINNINGS PROGRAM

DELIVERING ADDED PEACE OF MIND DURING YOUR PREGNANCY.

For all the excitement a new baby brings, it's also completely normal to feel uncertain or have questions during pregnancy. The Bright Beginnings program helps put you at ease by providing personal, one-on-one support to educate and guide you through your journey.



MEET YOUR REGISTERED NURSE 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 nursing
- Remains in regular contact with you via phone or text
- 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

GET THE SECURITY OF AROUND-THE-CLOCK SUPPORT.



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

Text your Care Manager

Stay connected and get the advice and support you need anytime

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

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

Download the free
Wellframe[®] app today



* New York State Office of Mental Health

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Our Health Plan complies with federal civil rights laws. We do not discriminate on the basis of race, color, origin, age, disability, or sex.

Atención: Si habla español, contamos con ayuda gratuita de idiomas disponible para usted. Consulte el documento adjunto para ver las formas en que puede comunicarse con nosotros.

注意：如果您说中文，我们可为您提供免费的语言协助。请参见随附的文件以获取我们的联系方式。

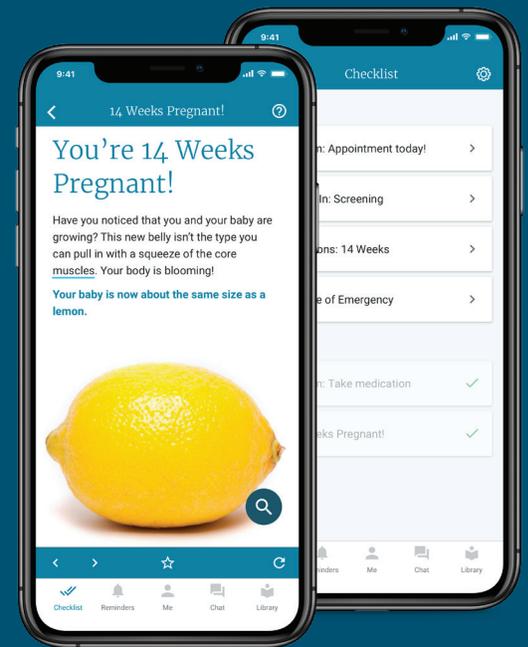
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15-20%

OF 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[®] allows both parents to easily join programs that help with everything from general wellness to anxiety and depression.



Excellus

