

BRIGHT BEGINNINGS PROGRAM

PROVIDING PERSONAL SUPPORT DURING PREGNANCY AND BEYOND.

When an employee's family is growing, you want to be there for them any way you can. The Bright Beginnings program provides one-on-one support for soon-to-be parents who choose to participate, focusing on early intervention and ongoing education.

What can expecting moms expect from Bright Beginnings?



Single point of contact

A dedicated on-staff Care Manager experienced in maternity provides personal support through the pregnancy and postpartum period.



Coordination with mom's providers

Your employee's Care Manager works closely with their primary care doctor and obstetrician to ensure everyone is working toward the same goals.



Communication and education

In addition to regular outreach determined by risk level, employees also receive educational materials highlighting baby's progress and what they can expect each trimester.



Postpartum support

The new mother receives depression screenings, postpartum education, and stays in touch with her Care Manager for up to 12 weeks after delivery.

Enhanced Bright Beginnings

This version of the program is offered to pregnant women with a history of, or active substance use. The goal is to increase support, promote abstinence and avoid relapse during pregnancy.

Peace of mind for employers, too.

Eligible groups receive detailed reporting on engagement, program completion, and annual cost savings.

WITH WELLFRAME®, GUIDANCE IS ALWAYS THERE WHEN EMPLOYEES NEED IT.

Bright Beginnings participants can use the free Wellframe® app to keep in touch with their Registered Nurse Care Manager, access self-management tools, and find answers to their questions.



- Text with their Care Manager
- Create personalized to-do lists
- Set medication and appointment reminders
- Access educational resources

The Wellframe® app also provides access to behavioral health programs, so both parents can address everything from maternity issues and general wellness to anxiety and depression.

**Discover more ways we're working
for you and your employees at
ExcellusForBusiness.com**



Download on the
App Store

GET IT ON
Google Play

¹ New York State Office of Mental Health

² 2019 Health of America Report, Blue Cross Blue Shield Association

³ BCBSA. Health of America – Maternal Health Data. 2020

⁴ AJMC “Racial Disparities Persist in Maternal Morbidity, Mortality and Infant Health,” 2020

Copyright © 2022, Excellus BlueCross BlueShield, a nonprofit independent licensee of the Blue Cross Blue Shield Association. All rights reserved.

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。

B-7723 / 16219-22M

15-20%

OF WOMEN EXPERIENCE SOME FORM OF
PREGNANCY-RELATED DEPRESSION ¹

31.5%

INCREASE IN COMPLICATIONS DURING
PREGNANCY AND CHILDBIRTH IN
RECENT YEARS ²

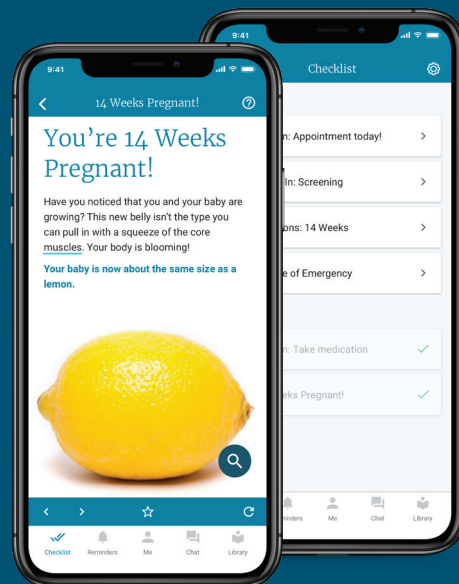
AMONG BLACK MOTHERS COMPARED
TO WHITE MOTHERS PREVALENCE OF
DELIVERY COMPLICATIONS IS

46% HIGHER ³

MATERNAL MORTALITY IS 3X HIGHER ⁴

49 TEXTS

AVERAGE EMPLOYEE INTERACTION WITH
CARE MANAGERS ON WELLFRAME®, VS
JUST 4.5 INTERACTIONS OVER THE PHONE



Excellus  