

BEGINNING RIGHT® MATERNITY PROGRAM

Special attention for a healthy pregnancy and baby.

As an Aetna/Innovation Health plan member you are eligible to earn up to a \$150 Health Incentive Credit by participating in Beginning Right, a maternity management program that provides you with special attention for a healthy pregnancy and baby. This free and confidential program is designed to provide you with the personal support that is so important to expectant families all from the comfort, privacy and convenience of your own home.

Benefits of Beginning Right:

- Prenatal care, labor and delivery, newborn care and more
- Information for Dad or partner
- Quit smoking for good with one-on-one nurse support
- Find out if you have any pregnancy risks or issues
- A screening for depression
- Follow-up calls after your delivery to see how you and your baby are doing
- Extra support, if you need it

Get special attention for pregnancy risks.

Some women have health issues or risks that could hurt their pregnancy. If you do, you can work with a nurse case manager to lower those risks. We'll teach you the signs and symptoms of preterm labor, and new treatment options.



Why not give your baby the healthiest start possible?

Sign up today.

It's easy to sign up for the program:

1. Call us toll-free at **1-800-CRADLE-1 (1-800-272-3531)**, weekdays from 8 a.m. to 7 p.m. EST
2. Or, log in to your **member account** and look under "Health Programs"

Members who enroll in Beginning Right are eligible to receive a Health Incentive Credit (HIC) of up to \$150!