



MEET THE MY PREGNANCY APP for expecting mothers

It's in everyone's best interest to make sure members stay informed, empowered and supported throughout a pregnancy. That's why Blue Cross and Blue Shield of North Carolina (Blue Cross NC) is pleased to offer My Pregnancy – an easy-to-use smartphone app that provides information, tools and resources from a trusted source – at no additional cost.

What makes My Pregnancy different?

There are a lot of pregnancy apps out there. Many are loaded with ads with content that's not necessarily from reputable medical sources. Unlike a "baby-name generator" or other fluff-filled apps, My Pregnancy offers reliable medical content and is integrated with the member's Blue Cross NC health benefits.

My Pregnancy app offers:

- + Week-by-week updates
- + Due date calculator
- + Weight gain calculator
- + Pregnancy milestones
- + Symptom search
- + Personalized healthy pregnancy actions
- + Baby kick counter
- + Daily tips and affirmations
- + Baby Boost relaxation tool
- + Birth Plan template

Peace of mind and better outcomes

Pregnancy can be a time full of questions and concerns. These can be quickly addressed with My Pregnancy's click-to-call feature that connects a member to a nurse. And a high-risk identifier program can help spot issues early and refer a member to case management for further support. This can help improve outcomes and reduce medical expenses associated with high-risk pregnancies.

What to expect

Here are a few of the features that make the My Pregnancy app different:

- + Information from a trusted source
- + Integration with insurance benefits
- + Click-to-call nurse line available 24/7
- + Case management referrals for high-risk indicators
- + Personalized content
- + HIPAA-compliant
- + No advertisements

Available in the app store

Available for Apple and Android. Search for **My Pregnancy from Blue Cross NC** and follow the prompts to download.



BLUE CROSS®, BLUE SHIELD® and the Cross and Shield symbols are registered marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans. All other marks are the property of their respective owners. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association. U13650, 10/17