Enroll Today

Call 888-421-7781, 8 a.m. – 6:30 p.m., CT, to enroll or ask questions about the program.

For questions about your health care coverage, please consult your plan booklet, see your group benefits administrator or call the Customer Service number listed on the back of your member ID card.

Special Beginnings is not a substitute for professional medical guidance. Regular visits are important for your care. With your consent, the information we receive from you is shared with your physician to better coordinate your care. Be sure to discuss any health concerns with your physician.

Additional Resources

Take advantage of these additional support resources available to Blue Cross and Blue Shield of Oklahoma members:

- **Special Beginnings Online** – is an additional resource that provides information for each week of your pregnancy. The site can be accessed through Blue Access for Members®

- **24/7 Nurseline** – around-the-clock, toll-free access to registered nurses for health care questions and information

**bcbsok.com**

**http://hr.ou.edu/**
Every pregnancy carries some risk, with one in eight babies born preterm.* Blue Cross and Blue Shield of Oklahoma offers expectant members a confidential maternity program to help safeguard the health of both mother and baby. Special Beginnings provides you the education and support you need throughout your pregnancy — at no additional cost.

In cooperation with your physician, you will understand how to avoid risks and make informed choices, giving your baby the greatest chance of being born strong and healthy.

And since the first step to having a healthy baby is getting prenatal care, be sure to enroll in the program as soon as you find out you are pregnant.