

# Prenatal and Postpartum Healthy Rewards Program

Did you know that as a BCBSAZ Health Choice pregnant member, you can now earn **\$25** for attending your prenatal visit during the first 12 weeks of pregnancy, known as your first trimester?



BCBSAZ Health Choice has also replaced the diaper bag incentive with a **\$25 reward** for completing your postpartum visit 7 to 84 days after delivery.



## Earn up to \$50

Members can get rewarded with \$25 for each important health activity:

- **Early prenatal care** – Attending your prenatal visit during the first trimester of your pregnancy
- **Postpartum care** – Attending your postpartum visit 7 to 84 days after delivery

**If you need help with scheduling your appointments, please call the Stork Line at 1-800-828-7514.**

## How will you receive your rewards?

Once BCBSAZ Health Choice receives a claim from your provider that you attended your first trimester prenatal visit and your postpartum visit, you will be mailed your \$25 Walmart gift cards. Please allow up to 6 weeks to receive your cards.



**Questions: Call BCBSAZ Health Choice Member Services  
1-800-322-8670, TTY 711,  
Monday – Friday from 8 a.m. to 5 p.m.**



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