

Blue Shield of California Promise Health Plan is here to help new moms. Our Promising Start program¹ gives you support from day one.

When your baby arrives, we will send you a special kit packed with useful items. Plus, we'll help you schedule checkups for you and your little one to keep you both healthy.

And you can earn Amazon.com vouchers (electronic gift cards) for diaper supplies. Joining is easy and at no cost, because we care about you and your baby's journey.

¹ Joining this program is optional and at no cost for Blue Shield Promise members. You must apply to enroll in this program. Enrollment is not guaranteed. You can stop being part of the program at any time for any reason. Being in the program won't change your Medi-Cal benefits or coverage. Members who join this program do not qualify for any extra benefits through Amazon.com.

Blue Shield Promise is using an outside company, Amazon.com, to get products and have them delivered to the members' mailing address. Amazon.com is not a part of Blue Shield Promise.

You can get this document for free in other formats, such as large print, braille, or audio. Call **(855) 699-5557 (TTY: 711)**, 8 a.m. to 6 p.m., Monday through Friday. The call is free.

Blue Shield of California Promise Health Plan is an independent licensee of the Blue Shield Association
Promise Health Plan | 3840 Kilroy Airport Way |
Long Beach, CA 90806

Extra help for new moms, at no cost



Promising Start kit

As part of the program, you'll get a Promising Start kit at no cost when your baby arrives. The kit comes with helpful items like nursing pads, pacifiers, and swaddles to make life easier for you and your little one.

Get the care you need when it matters most

After you give birth, regular checkups help keep you and your baby healthy.

Checkups for mom

Your body needs time to heal after giving birth. Be sure to see your doctor about four to six weeks after your baby is born. This visit helps your doctor make sure you are healing well.

Checkups for baby

Well-child visits are checkups to track your baby's health and give shots. Your baby should go to seven visits during their first 12 months. We will give you an easy-to-follow schedule to help you keep track of these checkups.

Earn Amazon.com vouchers to buy diaper supplies

You can earn up to **\$400 in Amazon.com** vouchers when you and your baby reach important care milestones (or steps). Stay on track and enjoy the rewards.



It's easy to get started

1. Call Blue Shield Promise Customer Service.
2. Tell them you want to join the Promising Start program.
3. Share an email address linked to your Amazon.com account. If you don't have one, we'll help you set it up.



How does it work?

1. After reaching a care milestone, give Customer Service a call to share the good news.
2. Amazon.com will email you a \$100 voucher.
3. Use the voucher to get diapers and other essentials from the Promising Start catalog on Amazon.com.



Sign up today

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