

To: Medi-Cal Network Participants

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Subject: Updated Due Date Plus app available for expecting and new parents

The latest version of **Due Date Plus**[®] is available for download from the App Store[®] and Google Play[™]. We invite you to share this news with your patients in Los Angeles and San Diego counties who are expecting or new parents.

While the app is free and available to anyone, the app is tailored for Blue Shield of California Promise Health Plan members. If they enter their member ID when they download and register for the app, Blue Shield Promise members can access additional capabilities and content – including behavioral health and case management phone numbers.

Powered by Wildflower Health mobile technology, the Due Date Plus app offers resources to support parents from conception through their child's second year.

Using Due Date Plus, expecting parents can:

- Learn about pregnancy health issues and symptoms
- Speak to a nurse 24/7 about any pregnancy or baby questions
- View baby growth videos
- Track pregnancy weight
- Set appointment reminders
- Get daily tips on how to have a healthy pregnancy
- Learn about community resources available to parents and babies
- Explore birth plan choices

New parents can use Due Date Plus to:

- Speak to a nurse 24/7 about any postpartum or baby-related questions
- Track their baby's feedings, diaper changes, growth, and immunizations
- Explore information about infant nutrition, developmental milestones, and other topics
- Get daily tips for raising a child – from infancy to toddlerhood
- Learn about the “baby blues” and postpartum depression
- Discover resources for breastfeeding support

To get the app, members can search for DueDatePlus by Blue Shield of California Promise on the App Store or Google Play. Or, they can text “Baby” to **(323) 310-5118** to receive a link to the app. (Texting fees may apply.)

Thank you for sharing this information with your patients, and for all the care and services you provide to our members. If you have questions about the Due Date Plus app services available to Blue Shield Promise members, please contact us at **(800) 468-9935** from 8 a.m. to 5 p.m., Monday through Friday.

Due Date Plus is a registered trademark of Wildflower Health, Inc.
App store is a service mark of Apple, Inc. Google Play is a trademark of Google LLC.