



Having a Healthy Pregnancy

After conceiving, a woman should schedule a prenatal doctor visit. The earlier you go, the better. It's an opportunity to perform an ultrasound, date the pregnancy and identify any potential problems.

Pregnancy significantly increases iron needs. Daily supplements should contain 30-60mg of ferrous sulfate or ferrous gluconate (3-6mg of elemental iron). On the other hand, excess vitamin A can be toxic to the fetus. In consideration of dietary vitamin A, many prenatal vitamins

contain only half the recommended daily allowance (RDA).

If the second or third trimester corresponds with flu season, the mother-to-be should probably be vaccinated.

And, while regular aerobic exercise is recommended during pregnancy, experts stress the importance of staying hydrated, avoiding extreme weather environments and monitoring heart rate.

Check Your Member Handbook

The Member Handbook is one of the best sources of information about your health plan. If you have not reviewed it recently, you may be surprised to learn that it contains answers to many of the most frequently asked questions received by our Member Services reps.

If you have misplaced your handbook and would like another copy, you can find the handbook on our website at bcbst.com, as well as other health plan documents. To obtain a hard copy of the handbook, call Member Services at 1-888-325-8386.

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How Can CoverKids and HealthyTNBabies Help You?

Most frequently dialed numbers

At BlueCross BlueShield of Tennessee

Regular business hours at BlueCross are from 8 a.m. to 6 p.m. ET, Monday through Friday.	
Member Services (for benefits information)	1-888-325-8386
TDD/TTY (for the hearing impaired)	1-866-591-2908
Email	coverkids@bcbst.com
Website	bcbst.com
24/7 Nurseline*	1-866-904-7477
Health Information Library*	1-800-999-1658
Drug Benefits Appeal	1-888-343-4232 (fax number)
CaringStart Maternity Program	1-888-416-3025
Care Management	1-800-225-8698
CareSmart® Disease Management	1-888-416-3025

At CoverKids & HealthyTNBabies

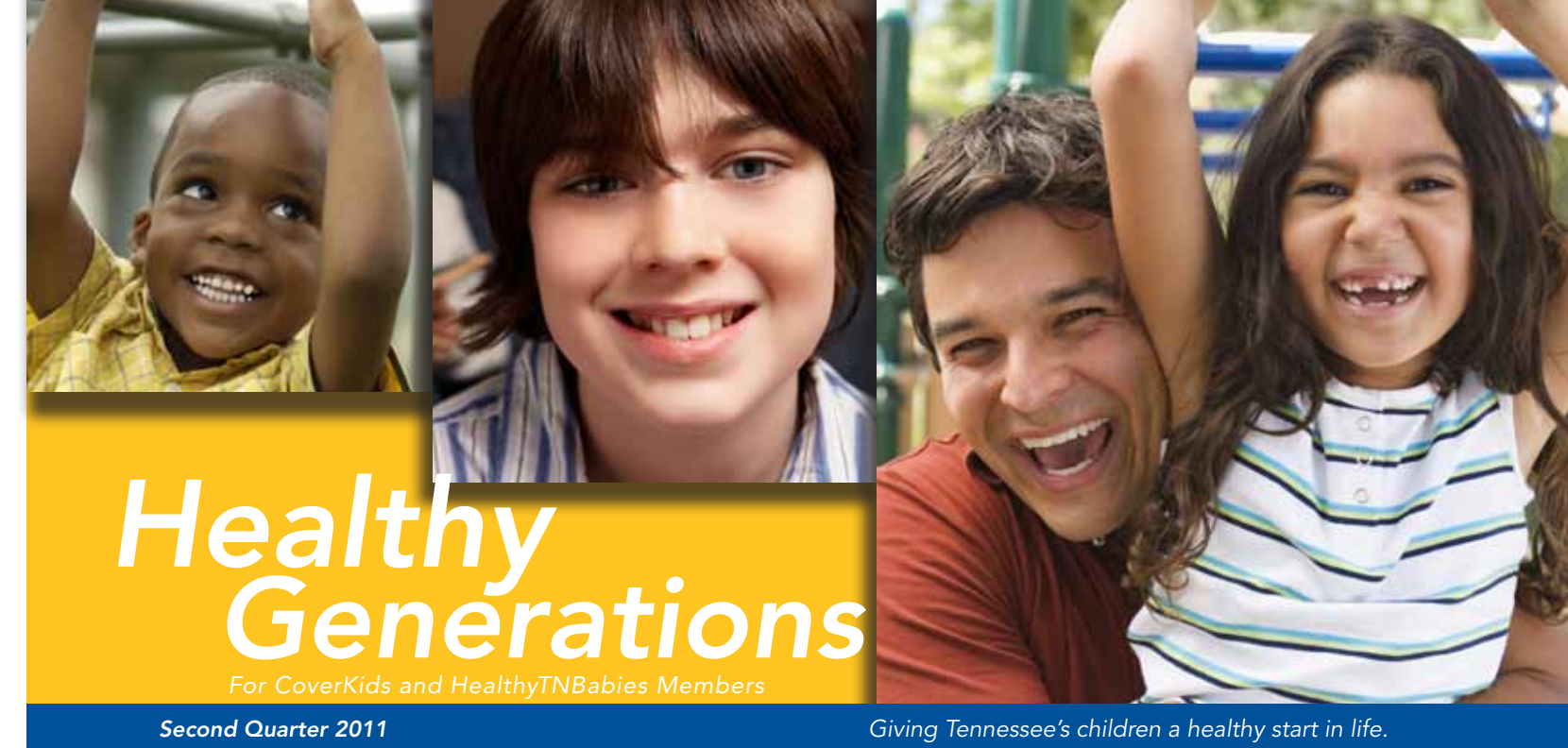
Regular business hours at the state are from 8 a.m. to 5 p.m. CT, Monday through Friday.	
Email	cover.tennessee@tn.gov
Website	coverkids.com
Customer Service (for eligibility, enrollment and renewal questions)	1-866-620-8864

BlueCross BlueShield of Tennessee, Inc., an Independent Licensee of the BlueCross BlueShield Association
Call 1-888-325-8386 if you need help or need to speak with someone in español (Spanish), كوردی - بادینانی (Kurdish-Badinani), کوردی - سورانی (Kurdish-Sorani), or another language. TDD/TTY users should call 1-866-591-2908. These services are free to enrollees.

No one is discriminated against because of race, sex, religion, color, national or ethnic group, age, disability, or military services. You may file written complaints about discrimination by writing to Cover Tennessee, Division of Health Care Finance and Administration, 26th Floor WRS Tennessee Tower, 312 Rosa L. Parks Ave., Nashville, TN 37243.

*Nurseline and Health Information Library are independent companies or services of independent companies serving CoverKids and HealthyTNBabies members. The information provided in this newsletter is not meant to take the place of your doctor's advice.

This document has been classified as public information.
10-2367 (6/11)



Healthy Generations

For CoverKids and HealthyTNBabies Members

Second Quarter 2011

Giving Tennessee's children a healthy start in life.



Keeping Your Child Healthy

The health of your child is top priority. That's why preventive care and identifying problems early are important to maintain your child's health.

Regular preventive care services can help your child avoid serious health problems. They can also allow early detection of common health problems.

This is why it's important to make sure you schedule your child's preventive visits and get all childhood immunizations on time.

Talk with your child's doctor about your questions and concerns regarding your child's health. And use the advice of your doctor to help your child stay healthy. Refer to your Member Handbook for details about your child's preventive health benefits. Or, you can call Member Services at 1-888-325-8386.

Important Reminder about Well Care Services

Any claims for preventive screenings or physical exams submitted to CoverKids will count towards your child's well care services.

If you sign a waiver for your child to be seen or have a wellness screening at school, that service will count as a preventive visit.

Limits to your child's health plan

- Children six and over are eligible for one well child exam per year*
- Children under six are eligible for periodic routine well child exams*

Exclusions to your child's health plan

- Office visits and physical exams for school, camp and employment.

*As recommended by the American Academy of Pediatrics.





Help Away From Home

The 24/7 Nurseline could be your vacation lifeline

Summertime is a great time to be active. Whether your idea of the perfect vacation is hiking through the Smoky Mountains or taking it easy at a nearby lake, one thing's for sure: no one plans on an accident or sudden illness interrupting their trip. But if health concerns do crop up when you're miles away from your doctor's office, isn't it good to know that your child's health plan includes free access to the 24/7 Nurseline?

You can speak to a real, live nurse 24/7

You can reach a registered nurse toll-free anytime of the day or night from anywhere in the U.S. Simply call the Nurseline phone number at 1-866-904-7477. The Nurseline staff has been carefully trained to help you determine the level of care your child needs. They'll help you answer questions like: Should you take your child to the nearest ER? Or can treatment wait until you get home to your child's doctor? Is this something you can handle with a few supplies

from the drugstore? Or does your child need to be seen at an urgent care center?

You'll get help, peace of mind and save money, too

Getting access to the right treatment at the right time can have a big impact on your child's health. And on your wallet, since ER visits are more expensive than other alternatives. That call you make to the 24/7 Nurseline might even keep your vacation from turning into a "staycation" at the hospital.

The Big Picture

Help your children build a better self-image

Think children don't worry about how they look? Think again. In fact, more and more of them have eating and emotional problems because of that worry.

As a parent, you can help your children understand that appearance isn't everything. And that can help them grown up healthier and happier.

Focus on the positive. Praise your children for what they do well. This teaches them to value other things besides looks.

Avoid the negative. Try not to say bad things about how other people look, including yourself. Discourage your children from using terms such as fat and ugly.

Speak out. Talk with your children about the people on TV and in magazines. Explain that it's OK - and normal - not to look like that.

Set an example. If you focus on your appearance, your children are likely to do the same. Instead, model a healthy body by exercising and eating a nutritious diet.

Sources: American Academy of Pediatrics; American College of Obstetricians and Gynecologists

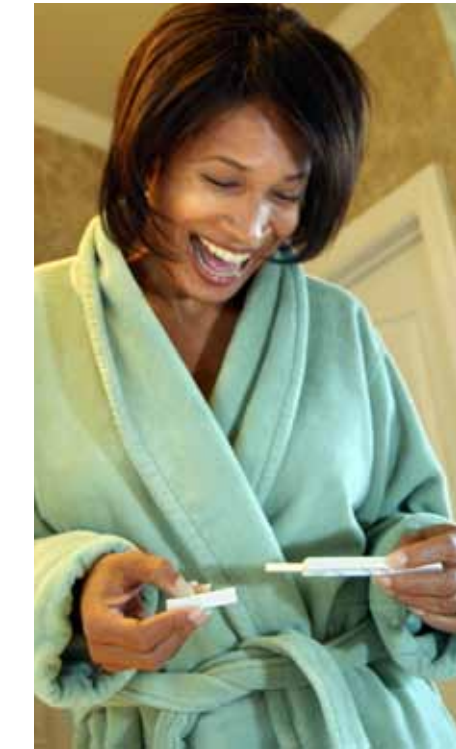
Update Your Personal Information

We can serve you best and reach you with important information about your child's benefits and coverage when our records about your personal information are kept up-to-date. If your mailing address or telephone number has changed, please contact CoverKids at 1-866-620-8864.

On the Web: Kid-Friendly Resources

As an adult, you know how to find reliable health-related websites. What about your kids? They have health questions, too. Here are two websites written for children in language they can relate to - and you can trust.

- **Kids.health.org.** This website helps kids explore their health and human body with fun interactive games, experiments, quizzes, activities, and lots more.
- **Bam.gov.** Bam! The Body and Mind website, from the U.S. Centers for Disease Control and Prevention, covers diseases, nutrition, safety, and more with games, quizzes and other fun-to-use tools.



CaringStart Can Help

Pregnancy is a very special time in life - a time of excitement and change. We understand how change can quickly turn into uncertainty. That's why we offer the CaringStart Maternity Program.

CaringStart is designed to promote early and regular prenatal care, and help our members achieve healthier pregnancies and more successful deliveries. When you join, you get ongoing support of specialized nurses. The nurses may provide additional education and support tailored to your lifestyle, home environment and specific needs.

To get the most out of this free and voluntary program, we encourage you to join as soon as your pregnancy begins. CaringStart is designed to compliment your doctor's recommended plan and does not replace your doctor's care. Also, the program will not affect your HealthyTNBabies maternity benefits. To enroll, simply call 1-888-416-3025.



Why the Last Weeks of Pregnancy Count

If you can, wait until week 39 to help make sure your baby's fine.

Some mothers-to-be choose an early delivery date on their own. Sometimes their doctors suggest one. If you or your baby are having problems, you may need to have your baby earlier. But choosing a date before you're full-term may cause problems for you and your baby. So, if you can, stay pregnant for at least 39 to 40 weeks.

Delivering at 39 weeks could help lower the chance of problems and help make sure your baby is healthy.

There are lots of key things happening to your baby in the last few weeks of pregnancy. Thirty-nine weeks gives your baby the time he or she needs to grow and be as healthy as possible before being born.

The March of Dimes suggests waiting 39 weeks because:

- Important organs, like a baby's brain, lungs and liver, get the time they need to grow fully.
- The baby has time to gain more weight in the womb. Babies born at a healthy weight have an easier time staying warm than babies born too small. And that helps them stay healthy and comfortable.

- The baby gains the ability to suck, swallow and stay awake long enough to eat after being born. Babies born too early can't always do these things.

Talk to your doctor if you're thinking about delivering early or if your doctor suggests it.

Giving birth before the 39th week for non-health reasons could cause problems for mothers and babies. Babies born too early may have health problems at birth and later in life. So, take the time to talk to your doctor if your doctor suggests an early childbirth or if you're thinking about it on your own. Learn more about this and get a list of questions to ask your doctor.

Check early delivery rates at the hospital where you plan to deliver.

Both doctors and hospitals should be using the delivery guidelines set by the American College of Obstetricians and Gynecologists. Hospitals with lower rates of early deliveries are most often more educated about the health reasons for waiting until 39 weeks. See how your hospital rates.

Source: March of Dimes website: Why the last weeks of pregnancy count (August 2009) marchofdimes.com