



**BlueCross BlueShield
of Vermont**

Independent Licensees of the Blue Cross and Blue Shield Association.

February 22, 2008

Dear Physician or Other Health Care Provider:

Our Catamount Blue product does not have pre-existing requirements for pregnancy and/or maternity related care. Members enrolled through Catamount Blue who are or become pregnant are encouraged to enroll in our Better Beginnings[®] program.

Better Beginnings[®] is a voluntary and comprehensive prenatal program designed to identify early those women who may be at risk for pregnancy complications, to encourage early prenatal care and to work collaboratively with the member and her physician to reduce complications and the potential associated high costs. It is designed to provide insurance benefits tailored to individual needs that may help to reduce risk factors that can trigger pre-term labor and/or other complications and is available to all Blue Cross and Blue Shield of Vermont (BCBSVT) or The Vermont Health Plan (TVHP) members, with the exception of the Federal Employee Benefit Plans.

Enclosed is a sample brochure for you to review. We would like to request that you consider placing these brochures in your waiting areas, or include them in patient care kits. To order a supply, simply call your Provider Relations Team at (888) 449-0443. We will get a supply of the brochures out to you immediately.

If you would like more information or would like to refer a patient to the Better Beginnings[®] Program please feel free to visit our Better Beginnings[®] web link on the bcbsvt.com web site, or call (800) 922-8778, select option 2 and then option 4.

Members wanting more information about the Better Beginnings[®] Program are encouraged to visit our Better Beginnings[®] web link or call (800) 247-2583.

Thank you in advance for your time and consideration of this request.

Sincerely,

John Bond
Director, Provider Relations