



# PriorityMOM

The mother of all maternity programs

## Finally, a maternity program that supports expectant moms.

**PriorityMOM™**, which stands for Maternity Offering for Members, is a Priority Health program designed to help you and your family navigate health care costs and coverage throughout your pregnancy and beyond. The goal? To promote healthier pregnancies and support you with resources during this exciting time in your life.

### How it works

- 1 If you are an expectant mother and eligible Priority Health member, we will send you a personalized email to join the PriorityMOM program. You can also sign up for PriorityMOM directly at [priorityhealth.com/joinprioritymom](https://priorityhealth.com/joinprioritymom).
- 2 Once you opt-in to the program, you will receive a welcome gift that contains:
  - Blood pressure cuff
  - Baby sleep sack
  - Program overview
  - Forehead thermometer (gift for second time PriorityMOM participant)
- 3 Throughout your pregnancy, you will receive information around your costs and coverage as well as educational resources. If you have high-risk conditions, you will receive additional outreach to help manage your conditions.
- 4 At the end of the program, you will receive a \$50 gift card when you complete the program survey.



*We believe the more moms know about their health care and coverage, the happier and healthier they'll be throughout pregnancy. We want to help inform and support our expectant moms on important health actions and milestones at every turn, every trimester.*

Go to [priorityhealth.com/joinprioritymom](https://priorityhealth.com/joinprioritymom) to learn more.

**PriorityHealth** 

Priority Health complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability or sex. ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia en su idioma. Consulte al número de Servicio al Cliente que está en la parte de atrás de su tarjeta de identificación de miembro. (TTY: 711).

ملاحظة: إذا كنت تتحدث العربية، فإن خدمات المساعدة اللغوية تتوافر لك بالمجان. يرجى الاتصال برقم خدمة العملاء على الجانب الخلفي من بطاقة عضويتك الشخصية. (رقم هاتف الصم والبكم: 711).

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