



Providing Support for Pregnancy, Parenting and Menopause

Introducing Women’s and Family Health

Blue Cross and Blue Shield of Texas (BCBSTX) provides an innovative approach for the journey into parenthood. Women’s and Family Health solutions provide support from fertility through pregnancy, parenting and menopause. Our programs feature education, coaching and maternity management solutions, and can result in improved clinical outcomes and member engagement. They also aim to help parents successfully return to work. Women’s and Family Health includes:

High-risk Maternity Management

Maternity specialists conduct telephone outreach and provide ongoing support to expectant mothers identified with high-risk pregnancies.

Ovia Health Apps

Three distinct digital solutions deliver real-time, personalized guidance with educational articles and videos, health tips, in-app and telephone coaching and more.

- **Ovia** features a fertility tracker, ovulation calculator, cycle calendar and menopause support when the time comes.

- **Ovia Pregnancy** monitors pregnancy and baby’s growth week by week. It also shares clinical information with BCBSTX in cases where members are identified as experiencing a high-risk pregnancy.
- **Ovia Parenting** helps chart a child’s developmental milestones and includes a feature for logging daily feedings, diaper changes and sleep patterns.

Well onTarget® Programming

These interactive, online courses are designed to optimize the health and wellbeing of women and their babies.

1. March of Dimes, 2020 “A Profile of Prematurity of United States.”

Ovia Health is an independent company that provides maternity and family benefits solutions for Blue Cross and Blue Shield of Texas.

Well onTarget is a voluntary wellness program. Completion of the Health Assessment is not required for participation in the program.

Blue Cross and Blue Shield of Texas makes no endorsement, representations or warranties regarding third-party vendors and the products and services offered by them.