

# PriorityBABY™

Benefits Around Baby and You

Engaging you and your little ones—from birth through their biggest milestones.

PriorityBABY™ is Priority Health's premier family-first program, available to all members with newly added newborn dependents. The program is designed to support you and your little one up to baby's second birthday. The goal? To promote healthy and safe infant care for new caregivers by providing you with the resources and information you need.

## How does it work?

- 1 If you have recently added your baby to a Priority Health plan, we will send you a personalized email to join the program.
- 2 Once you opt-in to the program, you will receive an amazing welcome gift that may include:<sup>1</sup>
  - A forehead thermometer
  - A baby bath thermometer
  - An insulated milk/formula storage cooler bag
  - Wet/dry bags
- 3 Throughout the first two years of baby's life, you'll receive ongoing resources to help educate and support you and your family on:
  - Helpful health care tips and guidance for baby
  - Critical appointment reminders for baby and resources to prepare
  - Important cost and coverage information related to your health plan
  - Safety education, infant care support and more!

## Want to learn more?

Visit [priorityhealth.com/joinprioritybaby](https://priorityhealth.com/joinprioritybaby) to learn more about this new program from Priority Health.



<sup>1</sup>The gifts included in PriorityBABY™ are subject to change.

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).