



The **Due Date Plus**® app is available to new parents focusing on early childhood developments and parent health. Parents can swipe between health view to manage the health needs of their family. While the app is free and available to anyone, Blue Shield of California Promise Health Plan members can access additional capabilities and content, including behavioral health and case management phone numbers, when they use the app.

New parents can use Due Date Plus to:

- Learn about important clinical topics for newborns and young children, such as developmental milestones by age, literacy, dental health and nutrition
- Speak to a nurse 24/7 about baby-related questions or postpartum concerns
- Track their baby’s feedings, diaper changes, growth, and immunizations
- Discover life hacks for new parents such as sleep, first week with baby at home, swaddling and traveling
- Find information about the “baby blues” and postpartum depression
- Get reminders for important periodic wellness checkups, upcoming immunizations, and lead screenings

Share the app

Please invite your eligible patients to search for “DueDatePlus by Blue Shield of California Promise” on the App Store® or Google Play™. They may also text “Baby” to **(844) 694-0200** to receive a link to the app.*



Why recommend Due Date Plus?

Powered by Wildflower Health mobile technology, the Due Date Plus app was developed in collaboration with a board-certified obstetrician with over 15 years' experience in providing care of pregnant women and their babies.

Value to your patients

Due Date Plus is the only pregnancy/parenthood app patients can use to track pregnancy, connect their family to local healthcare resources, and support them as new parents.

- Provides helpful, clinically valid content and tools for expecting and new parents during pregnancy and after the baby is born
- Connects expecting parents directly to resources they need – local classes, doctors, and delivery preregistration

Value to your practice

- Enhances patient engagement and loyalty
- Improves pregnancy and pediatric outcomes through informed and preventive care
- Reduces the time spent answering common questions
- Facilitates patient-entered data collection through in-app tools and surveys

If your patient is a Blue Shield Promise member and has questions about Due Date Plus, they can contact Customer Care at **(800) 605-2556** (Los Angeles County) or **(855) 699-5557** (San Diego County), from 8 a.m. to 6 p.m., Monday through Friday.

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