

Maternity and Baby Care Incentive Program



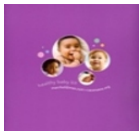
Designed to help expectant moms and their babies stay healthy during and after pregnancy.

Participants receive FREE incentives!

Healthy Baby Kit

(\$8 value)

Educational information on pregnancy and baby care



march  of dimes

Physician-Grade Fetal Doppler Rental

(\$114 value)

Hear the baby's heartbeat at home or on-the-go for 6 months



Baby Beat

Target GiftCard

(\$250 value)

Valid for diaper products purchased in-store or online



TARGET

Here's what participants have said about their experience!

"This program is well done and I really appreciated being a part of it as a first-time mommy."

"I would recommend this program to any expecting mother!"

"The incentives offered by HMAA are great! You'd never expect to receive a 3-month diaper supply, which is beyond helpful."

"I truly appreciated the program. The regular phone check-ins and quick responses to my questions made me feel cared for and supported all the way."

Who is eligible

HMAA members currently in weeks 1 to 20 of their pregnancy are eligible for enrollment.

How to enroll

Expectant moms may submit an online request at hmaa.com/wellness or contact our Customer Service Center. We will review the request and provide a response with next steps.

How our program helps expectant moms and their babies

HMAA provides education, intervention and guidance, along with incentives to encourage program completion. With a goal of healthy delivery, our wellness and clinical team determines an appropriate care plan for each participant. This may include working closely with specialized case managers and healthcare providers to ensure the highest level of care. Incentives are contingent on active engagement with HMAA, and expectant moms will receive incentives at various stages of the program.

