

Offered as a benefit for participating health plan clients, Baby & Me is our free and innovative incentive program designed to help expectant moms and their babies stay healthy during and after pregnancy. We provide education, intervention and guidance, along with great incentives. This program is encouraged but voluntary for eligible members, and does not affect your health plan benefits. There is no cost to participate!



Who is eligible

If your health plan offers this program, members in weeks 1 to 20 of pregnancy may enroll.

How to enroll

Submit a request online or contact our Wellness Department.

Online: hwmg.org/babyandme

Email: HWMGwellness@hwmg.org

Phone: (808) 791-7635 or toll-free (888) 941-4622 x635

What to expect

We will verify your eligibility and contact you to confirm your enrollment. With a goal of healthy delivery, we will pair you with a maternity program nurse who will work closely with you in tandem with your physician, not as a replacement. Your nurse will call you to develop a custom care plan and check in periodically throughout your pregnancy.

Great incentives!

Receive these special gifts at no cost, offered at various program stages.



Healthy Baby Kit

Includes trusted information on pregnancy stages, nutrition, baby care, and more.



Physician-Grade Fetal Doppler

Hear baby's heartbeat on-the-go or in the comfort of your home, providing peace of mind. Free six-month rental.



\$250 Target GiftCard™

Use this \$250 Target GiftCard™ for diaper products (*restrictions apply*). Available upon meeting requirements and after your baby is born.

Not all health plan clients offer these incentives. Verify with your plan administrator the incentives available to you. Incentives are contingent on meeting certain requirements and offered at various program stages. Gift cards received through Baby & Me are considered income and may need to be included on your tax return. Please consult your tax advisor; HWMG does not provide tax, legal, or accounting advice. Bullseye Design, Target and Target GiftCard™ are registered trademarks of Target Brands, Inc. Terms and conditions apply to gift cards. Target is not a participating partner in or sponsor of this offer.

For more information about our health and wellness benefits, visit hwmg.org.

HWMG ▪ Phone 808-941-4622 ▪ Fax 808-591-0463 ▪ Toll-free 888-941-4622