



Blue Cross Complete **MIHP & Doula Care** **CONNECTIONS**

Fall 2026

Blue Cross Complete to host virtual MIHP and Doula training

Blue Cross Complete invites Maternal Infant Health Program providers and doulas to join its next MIHP and Doula Provider Meeting on Thurs., Nov. 12, 2026 from 10 a.m. to noon.

This meeting will provide important program updates, educational information and opportunities to learn about the latest resources and initiatives supporting maternal and infant health. Participants will also have the opportunity to ask questions and engage with Blue Cross subject matter experts. Additional meeting details and registration information will be shared with enrolled providers soon.

If you have any questions, contact your Blue Cross Complete provider account executive or Blue Cross Complete Provider Inquiry at **1-888-312-5713**.

Maternal Infant Health Program supplements regular prenatal care

The Maternal Infant Health Program is Michigan's largest home visitation program designed for pregnant women and newborns.

Blue Cross Complete members who are pregnant can get their primary maternal-infant health services through Blue Cross Complete's **Bright Start**® program or through a certified MIHP provider.

The MIHP offers preventive health services intended to supplement regular prenatal and infant care and help providers manage our members' health and well-being.

For more information, providers can refer interested members to Bright Start at **1-888-288-1722**, and selecting option 2.

Support pregnant members in quitting smoking

Maternal smoking isn't only harmful to women, but also to their babies before, during and after birth.

Research by the [Centers for Disease Control and Prevention](#)* has shown that smoking while pregnant can increase the risk of premature birth, sudden infant death syndrome and various birth defects.

Exposure to **second-hand smoke*** can be harmful to mother and child. The risks of stillbirth and congenital malformation can increase due to second-hand smoke exposure during pregnancy. Moreover, babies exposed to second-hand smoke are more likely to die of sudden infant death syndrome than babies who aren't exposed.

According to the [March of Dimes](#)*, when women smoke during pregnancy, harmful chemicals, such as nicotine, carbon monoxide and tar, pass through the placenta and umbilical cord to the baby. These chemicals can decrease the amount of oxygen a baby gets, which can slow growth before birth.

Blue Cross Complete members considering quitting tobacco have multiple resources available for support. The Michigan Tobacco Quitline offers free information, tobacco treatment referral, an online program and text-messaging 24 hours a day, seven days a week at **1-800-QUIT-NOW (784-8669)**. The Blue Cross Complete tobacco quit program is no cost and phone based. It helps members quit using tobacco and offers support and encouragement to help them stick to their plan.

Drug benefits include over-the-counter and prescription medicines. See the Pharmacy Services section of [Blue Cross Complete's Provider Manual](#) for additional coverage information. For more information, call Blue Cross Complete Provider Inquiry at **1-888-312-5713**.

*Our website is mibluecrosscomplete.com. While website addresses for other organizations are provided for reference, Blue Cross Complete doesn't control these sites and isn't responsible for their content.
