



BlueCross BlueShield
of New Mexico



Luminare HealthSM

Prepare for Your Life-Changing Journey

As a member of Blue Cross and Blue Shield of New Mexico, you have access to a suite of women's and family health solutions for support when planning and starting a family, navigating pregnancy, balancing life as a working parent, and managing menopause. Program features ranging from educational tools to personalized coaching will meet you right where you are in your family health journey and help support you along the way.

Health Apps

Ovia[®]

Whether you are cycle tracking, trying to conceive, or managing menopause, the Ovia[®] app will customize your experience to deliver personalized insights, tips, and content.

Ovia[®] Pregnancy

Your companion from the first trimester to the last, Ovia Pregnancy has answers to common prenatal questions, weekly updates, solutions for symptom relief, and much more.

Ovia[®] Parenting

From birth to teenage years, Ovia Parenting can help you record important milestones, track baby's day, and even plan for return-to-work.

Ready to get started?

1. Scan the QR code to enroll
2. Enter your email, a password and your date of birth
3. Enter your health plan
4. Explore Ovia Health!



Luminare Health is a separate company that has contracted with Blue Cross and Blue Shield of New Mexico to administer some products and services under the Alternative Delivery Model. Ovia Health is an independent company that provides maternity and family benefits solutions for Blue Cross and Blue Shield of New Mexico. BCBSNM makes no endorsement, representations or warranties regarding third-party vendors and the products and services offered by them.

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