

Expecting a baby? Save on this new chapter ^[1]

October 5, 2026 by [ES & UIS Communications](#) ^[2]

Introducing a new addition to your life can be overwhelming. As a CU employee, you have access to exclusive perks and discounts to make becoming a parent a bit easier.

Pregnancy Discounts and Savings

Pregnancy is stressful already. Don't let the cost of baby and maternity supplies add to that pressure. CU employees have access to free and discounted maternity items.

Breast Pumps – Under the Affordable Care Act (ACA), all CU Health Plans cover the full purchase of one breast pump per pregnancy. You can either purchase from retailers like [OptumNow](#) ^[3] and file a claim with your insurance provider (Anthem or Kaiser), or purchase through a reputable seller such as [Babylist](#) ^[4] who can complete the claim on your behalf.

Maternity and Postpartum Products – Certain pregnancy and postpartum products can be purchased using either a Health Care Flexible Spending Account (FSA) or a Health Savings Account (HSA). These payment options offer tax-free savings and spending for qualified medical expenses.

Eligible products include prenatal vitamins, postpartum recovery kits, maternity bands and pregnancy pillows.

Find eligible products on the [OptumNow site](#) ^[5].

Ovia Health - [CU Health Plan members](#) ^[6] have access to Ovia Health, a suite of apps designed to support you as you start a family, manage pregnancy, navigate postpartum and balance life as a parent.

Hinge Health - Employees enrolled in any Anthem-administered CU Health Plan can access no-cost, in-home physical therapy through [Hinge Health](#) ^[7]. After completing a short questionnaire, you will receive a care plan tailored to your needs to begin moving better, recover from injuries and build strength. Target areas include pelvic floor concerns after pregnancy.

New Parent Perks

Take time for yourself to care for your little one.

Parental Leave – Expecting parents can take up to 26 weeks of leave within 12 months of birth, adoption or foster care placement. Leave options and compensation vary on campus and employment type. Learn more on the [FAMLI, FMLA and Parental Leave website](#) ^[8].

CollegInvest - Employee Services has partnered with CollegInvest to offer University of Colorado faculty and staff easy access to Colorado's 529 College Savings Program. This opportunity allows you to leverage tax-advantaged college savings plans to prepare for higher education expenses for your children, grandchildren or yourself.

- The [First Step Program](#) [9] helps new parents jumpstart savings with a \$121 initial contribution to new accounts for any child born or adopted in the state on or after Jan. 1, 2020. Additionally, the First Step Program will match up to \$500 in contributions made to the account each year for the first three years — a potential benefit of up to \$1,500.

Baby Products – Grab a car seat, baby clothes and more at a discounted rate through BenefitHub:

- 4% cash back on Tula products
- 4% cash back on Chicco car seats and strollers
- 12% off Munchkin baby products

[See all baby discounts](#) [10].

Meal Delivery – Take the mental load of making a meal every night off the table with discounted meal delivery services:

- [65% off your first box of EveryPlate](#) [11]
- [\\$10 cash back on Daily Harvest](#) [12]
- [60% off your first box of Forkful](#) [13]

Don't Forget

A new addition to the family is considered a qualified life event. If you wish to add them to your CU Health Plan, you have 30 days from the event to make changes. Follow the [Qualifying Life Change Guide](#) [14] for support.

[perks](#) [15]

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