

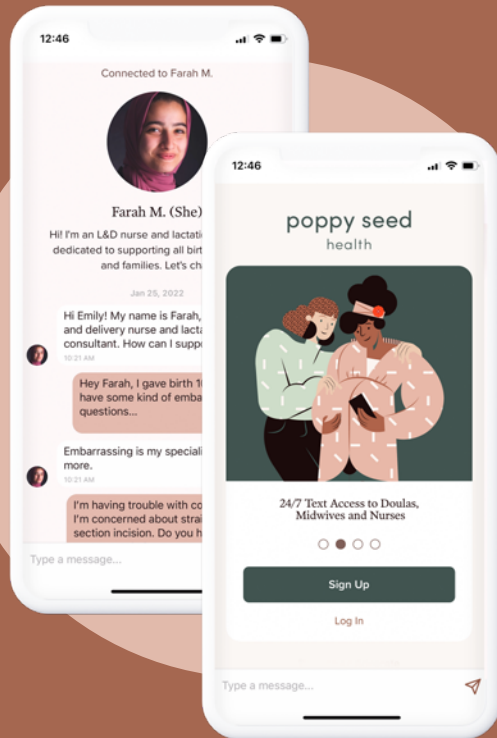


poppy seed  
health



Emotional and mental health support for  
wherever you are on your planning journey.





Poppy Seed Health is a 24/7 on-demand emotional and mental healthcare company that provides support to people on their reproductive health journey through pregnancy, postpartum or loss.

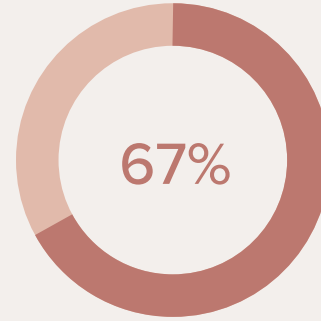
The text app makes it possible to receive the emotional and mental health resources that often times affect wellness and productivity in the workplace.

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Working parents are one of the primary pillars of all modern workforces. Most of your employees will have **some experience with parenthood** or care throughout their careers – and **everyone benefits** when we support and celebrate employees' family life.

-EMPLOYMENTHERO.COM

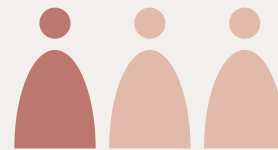
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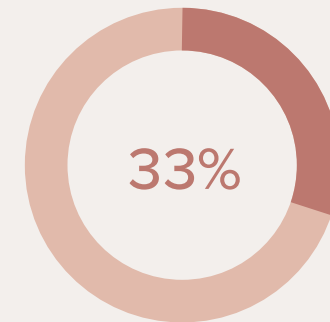
**67%** of employees who self-reported a mental health condition indicate it is challenging to access care



**1 in 8** birthing people will experience infertility



**1 in 3** workers back in the workplace said the return-to-office shift negatively impacted their mental health



**33%** of LGBTQIA+ parents would feel more supported with benefits supporting alternate paths to parenthood (surrogacy, adoption, fostering)



**WE SUPPORT:**

## Emotional & Mental Health

Pregnancy, postpartum, and pregnancy loss are all life milestones that employees may experience in their time with your company. The emotional and mental health support that you can make available to them with Poppy Seed Health will not only allow the person carrying but the entire family as well.

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## BIPOC & LGBTQIA+

Our network of advocates include doulas, midwives and nurses who are trained, licensed and certified. They represent the most diverse network of emotional and mental health support advocates who are able to support all identities and socio-economic status. Our network includes BIPOC and Queer advocates and it is a requirement to take both BIPOC and LGBTQIA+ training with Poppy to become an advocate.

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## Pregnancy Loss & Grief, Abortion Care

During pregnancy, 1 in 4 birthing people will experience pregnancy loss. This is often a shameful and stigmatizing experience. Be the company that supports your valued employees with emotional and mental health support that allows them to heal and return to work with on-demand support when they need it the most.

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## Impact

Poppy Seed Health will use \$2 of every monthly subscription to support birthing people who would not otherwise have access to our telehealth support.

## MEET OUR ADVOCATES

We know you take trust, safety and privacy seriously and we do, too.

- Our doulas, midwives and nurses are all **trained, certified and licensed**
- Our “Poppy Approved” 4-week **rigorous onboarding** includes anti-racist and LGBTQIA+ support training
- Our advocate network covers **every time zone** in the United States allowing us to deliver 24/7 quality and expeditious care
- Every advocate agrees to our strict community guidelines that support our commitment to **diversity and inclusion**
- More than 50% of our advocate network identify as **BIPOC** and 30% identify as **LGBTQIA+**

### MICHELLE GABRIEL-CALDWELL

*Certified labor doula, evidence-based birth instructor, mom to Avery and Chelsea*



“After going through pregnancy loss at 20 weeks with my daughter, I knew that I had to be a part of changing the narrative of birth and support in this industry.”

### AMBER MORGAN

*DONA trained, birth and postpartum doula, mom to Olive*



“I love that Poppy Seed Health allows me to support others going through similar situations that I went through, because it’s all very common.”



# Poppy people are your people

Trust, convenience and empathy are what we deliver for working parents.



**37** mins

is the average length  
of text conversations



**60**%

of users are pregnant  
in their first trimester



**92**%

of Poppy members  
would refer a friend



**22**%

of members experience  
a pregnancy loss

**Pregnancy loss and grief affects your employees more than you know.** It oftentimes happens before anyone knows they are pregnant and when emotional and mental health support is the most important. Loss affects the entire family with 60% of partners feeling the same level of grief, sadness and anxiety.

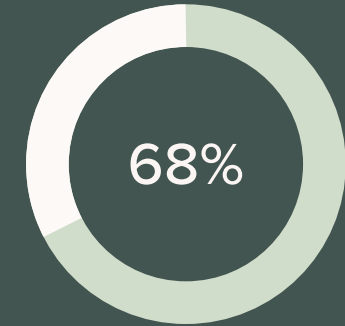
At Poppy Seed Health we have an **on-demand 24/7 Pregnancy Loss + Grief support text line** for your employers for the short and long term emotional and mental health support that they need. Our advocates are specifically trained in holding space for loss and grief and will respond in 90 seconds or less to a request. Grief comes in waves and our support does, too.

**Let Poppy be your partner** in providing the kind of support that makes your company a leader in compassion, care and comfort for your employees.

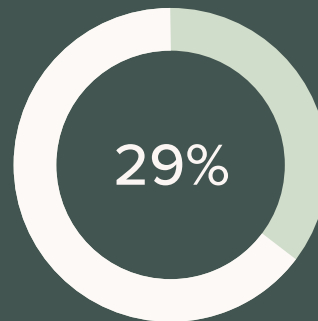
Employees would rather take “sick days” than to disclose to their employer that they have had a pregnancy loss because of shame, lack of clear HR protocols and fear of job loss.



1 in 4 women will experience a pregnancy loss during their reproductive years



Nearly 68% of birthing people become pregnant after suffering a loss but subsequent pregnancies is not a protective factor to the anxiety and depression felt in their prior loss



Nearly 29% of people who experience loss have PTSD and 24% experience anxiety



Black women are twice as likely to have a stillbirth compared to Hispanic and white women





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Parents are people too and if we expect them to bring their whole selves to the world everyday, they also need access to emotional and mental health support to meet them where they are in their journey. I created Poppy Seed Health as a digital-first experience to do exactly that and to make it easier than ever to connect with an advocate during those transitional times that can feel isolating, overwhelming and impossible. We are here to make it possible - together.

-SIMMONE TAITT  
FOUNDER & CEO

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## Employer Sponsored Plan + Benefits

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### Unlimited 24/7 Text Support

Send and receive unlimited texts 24/7  
with doulas, midwives and nurses.



### Evidence Based Content Library

Access our comprehensive  
library of evidence-based resources.



## Medicaid Impact Contribution

With every monthly subscription your company is contributing \$2 to support someone on Medicaid and other underserved populations who would not otherwise be able to afford our telehealth services.



### 24/7 Pregnancy Loss + Grief Hotline

Text with a certified and trained Poppy advocate to  
get support through pregnancy loss and grief.



### Monthly Reports + Employer Dashboard

We will deliver monthly reports with usage data for  
your employees. This will not include self identifiers.

## “Amazing! Everyone needs to have on their phone.”

I didn't even know where to start. So many questions when I got pregnant and I was able to connect with a doula to support me through all my questions. Life saving. I will use this for when I have a baby if I can not get a doula in person. And then again when my baby arrives. I'm sure I'll have so many questions. Thanks for creating this.

—POPPY MEMBER



## “The app my wife has been waiting for.”

During both of our pregnancies, my wife and I searched for THIS app. We needed the on-demand services especially during our first birth. Delighted that Poppy Seed is available to support to the community. It's been an amazing experience interacting directly with people that have tons of knowledge and all the resources we need to have our third. We'll be talking soon!!

—POPPY MEMBER

DOWNLOAD HERE:



POPPYSEEDHEALTH.COM

@POPPYSEEDHEALTH



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