

**Company:** Hello Helio LLC

**Company Description:** We are nominating our clients who are in the health and wellness industry. We are also nominating ourselves and our female founder.

**Nomination Category:** Company/Organization Awards Categories

**Nomination Sub Category:** Company of the Year – Consumer Services – More Than 10 Employees

**Nomination Title:** Pacify



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated organization, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the appropriate spaces below:

3. Briefly describe the nominated organization: history and past performance (up to 200 words):

**Total 162 words used.**

Pacify is tackling the maternal health crisis head on through evidence-based services that are proven to save lives and improve outcomes for mothers and newborns. Rated 5 stars from 3k+ consumers, Pacify offers the highest rated tech-enabled maternal health platform for providing expectant parents with doulas (in-person or virtually), and on-demand 24/7 virtual lactation consultants, making them the most trusted consumer-facing maternal health service in their category.

This year marked strategic growth through a number of outcomes-focused strategic partnerships, acquisitions, and collaborations with payers including Medicaid plans, with a particular focus on underserved communities and regions.

Pacify continues to enhance consumer engagement and resources, while simultaneously streamlining service delivery for doulas and lactation consultants who struggle with burnout and administrative burdens.

Pacify was founded to provide lactation consulting services, but under the leadership of Jennifer Sargent, has expanded to provide doula-led, wraparound services with a continued focus on increasing and streamlining access to evidence-based care throughout pregnancy and postpartum to improve outcomes.

4. Outline the organization's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 250 words used.**

Since July 1, 2023, Pacify has been on a mission to make wraparound maternal care more accessible and close the maternal health gap, especially for women in maternity care deserts, and BIPOC communities.

- o Formed a partnership with Community Care Plan of Florida, extending maternal health services to high-risk populations, Florida has one of the highest maternal morbidity disparities in the country.
- o Acquired Major Care doula network in May 2024, expanding Pacify's capacity to deliver continuous, doula-led care across a wider geographic footprint and scale in-person networks.
- o Partnered with Progyny in March 2025, extending Pacify's services to women receiving employer-sponsored fertility and maternity benefits.
- o Integrated with Seven Starling, enhancing the platform's ability to offer specially trained maternal mental health support to Pacify members, and granting access to Pacify's services to Seven Starling's member base.
- o Launched doula workforce development programming with scholarships and mentorships for doulas from underserved communities affected by doula shortages and maternal care deserts.
- o Expanded Medicaid partnerships into rural and high-risk states, making Pacify one of the only maternal support platforms focused on geographic health inequities.
- o Launched Maternity Reimagined a podcast hosted by Jennifer Sargent the CEO to raise awareness of the maternal health crisis through candid conversations with leaders from across the ecosystem; payers, providers, and innovators.
- o Launched Doula Benefits by the Numbers report, part of a larger scale initiative raising awareness and destigmatizing doulas to payers, providers and industry-at-large about the positive outcomes.
- o RAND study showed Pacify's lactation support drastically improves outcomes for Black mothers and infants

5. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

**Total 248 words used.**

Outcomes of doula-led care span all stages of the maternal care journey, most notably by reducing C-Sections by ~46%, postpartum depression by ~57%, and infant NICU visits by 21%. In a recent study, Pacify users reported an 88% increase in breastfeeding, 93% increased attendance of postpartum and newborn doctor visits, and 79% reported hospitalizations were avoided for both mom and baby. While the outcomes for their consumers speak for themselves, these same outcomes help to reduce unnecessary clinical burdens and costs on hospitals and clinicians particularly in underserved and rural areas where access is limited and resources are strained, creating a cascade of positive impact across local communities.

The U.S. has the highest maternal mortality rate among wealthy nations, and yet only 6% of births utilize doulas despite the benefits. Much of which is rooted in misconceptions, and stigmas which limit awareness and adoption of these life-saving benefits. Today, few commercial payers or state Medicaid plans offer reimbursement despite the economic and health impact.

Serving thousands of members nationwide, they have a particular commitment to underserved rural and diverse populations. Maternal mortality disproportionately affects Black and Hispanic women 3-4x higher than their white counterparts, making access to culturally and regionally responsive care essential to their mission. Their new mobile app experience delivers end-to-end Spanish language support and translation services for a number of other languages along with access to doulas and lactation consultants virtually, ensuring that every parent has access to high-quality, culturally competent maternal health support.

6. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 223 words used.**

[Jennifer Sargent is the CEO](#), is a trained doula herself, and has a leadership team comprised of more than 50% women, including doulas in leadership positions across the organization ([see LinkedIn post here](#)).

Doula by the Numbers Report on Doula Outcomes (offering primary and secondary sources of evidence-based services creating a positive impact on maternal health outcomes throughout pregnancy and postpartum for mother and infant), part of a broader B2B awareness and industry re-education effort: <https://www.pacify.com/article/doula-benefits-by-the-numbers>;

Customer experience video demonstrating the updated mobile experience for patients: [1 min demo video link here](#)

RAND study of more than 2,000 mothers showed positive impact on closing breastfeeding disparities for Black mothers and newborns when using Pacify's on-demand, 24/7 virtual lactation consultants: [link to report here](#).

Jennifer Sargent, CEO and host of Maternity Reimagined - a podcast that facilitates candid conversations about the maternal health crisis featuring guests and perspectives from across the maternal health ecosystem: here is the latest episode with Tina Keshani, Co-Founder of Seven Starling, here they discuss their recent partnership aimed at bridging maternal mental health gaps, and the impact that doulas and specially trained mental health providers can have on maternal and infant outcomes: [link to episode here](#)

Strategic partnership with Progyny: [link to press release](#)

Recent re-launch and optimization of new CX platform: [press release here](#)

## Attachments/Videos/Links:

[Pacify](#)

[REDACTED FOR PUBLICATION]