

Pacify



Mississippi WIC
Staff Training

May 2026

Welcome

Reach out to your devoted Client Success Manager



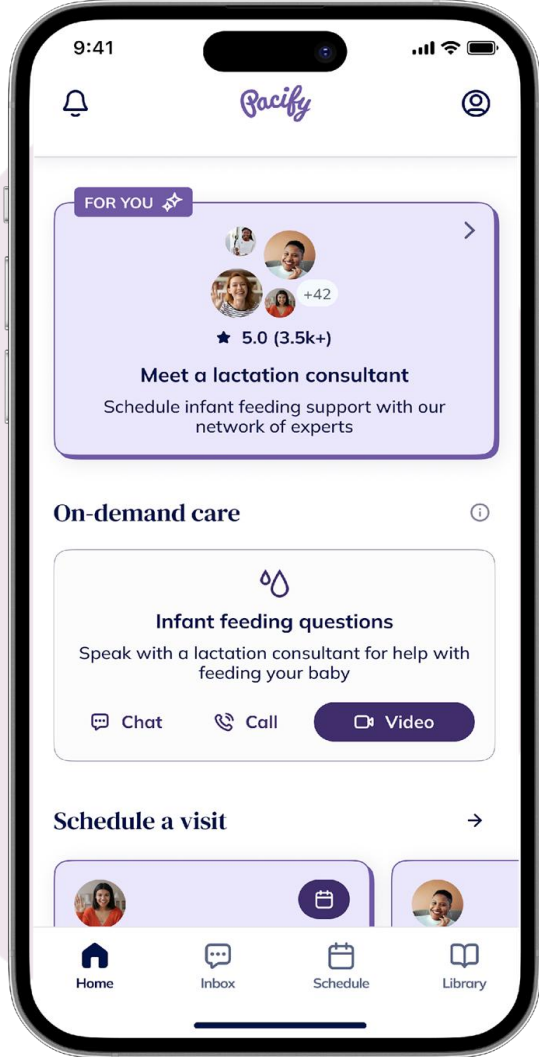
Ariel Zuckerman

Partnership Success Manager

✉ ariel@pacify.io

☎ 516-978-6197





Our goals

By the end of this webinar, you should feel:



Comfortable with the Pacify platform



Confident in how Participants enroll in the Pacify program



Knowledgeable with the Pacify program resources to help you support your Participants



Training Agenda



Pacify 101



Product Evolution & Updates



Pacify Enrollment



Resources



Pacify 101



Prenatal



Feeding education
Prenatal resources
Prenatal Visits

Postpartum



Breastfeeding
24/7 Support
Clinical care

Lactation Consultants

A Unique Experience



3 min
connection



24 hour
solution

On demand



50 state
coverage



Audio &
Video visits



Prenatal



Postpartum



Nationwide network of International Board-Certified Lactation Consultants (IBCLCs)



Provide non-judgmental infant feeding support from breastfeeding to formula supplementing.



Providers are trained to take detailed chart notes during every call.



On average, Participants rate their Pacify experience **4.9 / 5 stars** (13,000+ ratings)



Push Notifications

- Push notifications are linked to the baby's due date or birth date
- Messaging provides encouragement, tips, and reminders
- Notifications can reinforce messaging
- Also help to remind participants that support is available to them anytime they have questions





4.9 / 5

average star rating



The perfect call for my current state! She gave me **4 amazing tips**, and they're already **improving our breastfeeding!**



She took the time to **hear what my issues were** and was able to **quickly provide a solution**. She was very **understanding** to my concerns and provided **attentive and detailed response**.



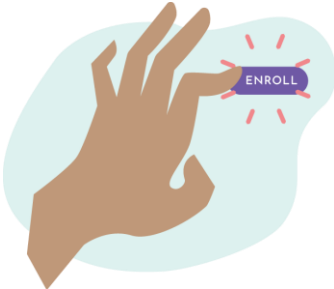
She was very **educational and knowledgeable**. She provided me with great tips and advice to help me with **maintaining and increasing my milk supply**





Product Evolution & Updates



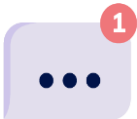


Enrollment Outreach

Meeting your participants where they are



WIC staff & marketing materials



Digital Campaign



WIC website



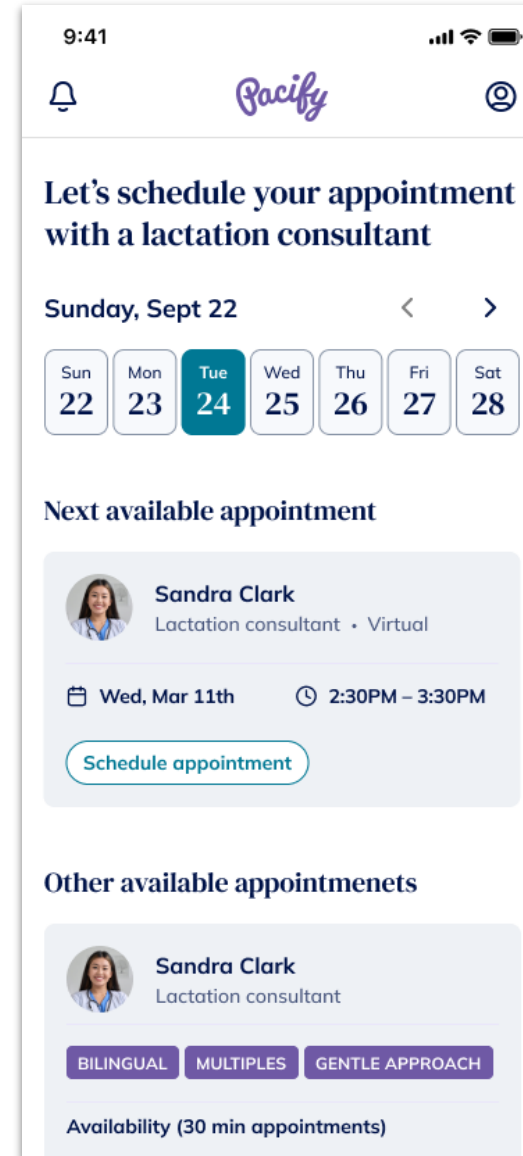
WIC Shopper app

New features & benefits

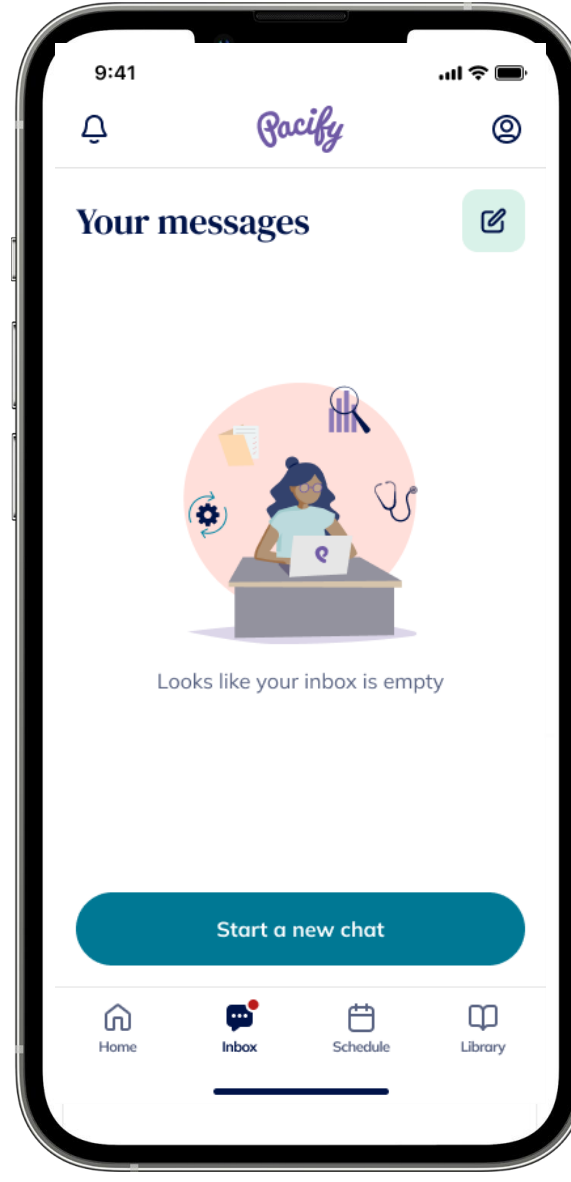
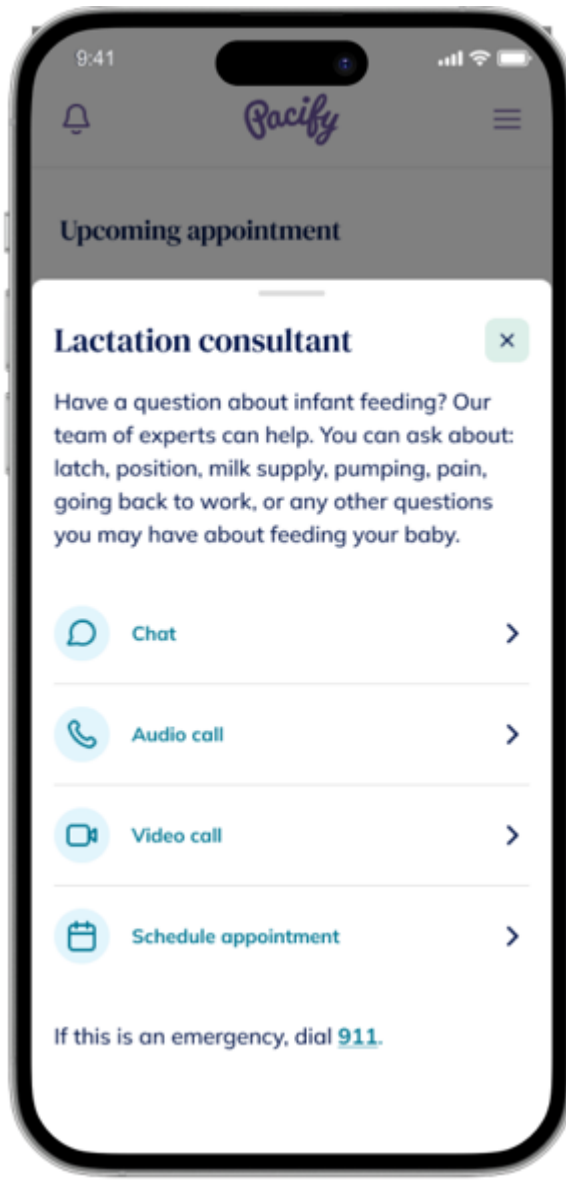
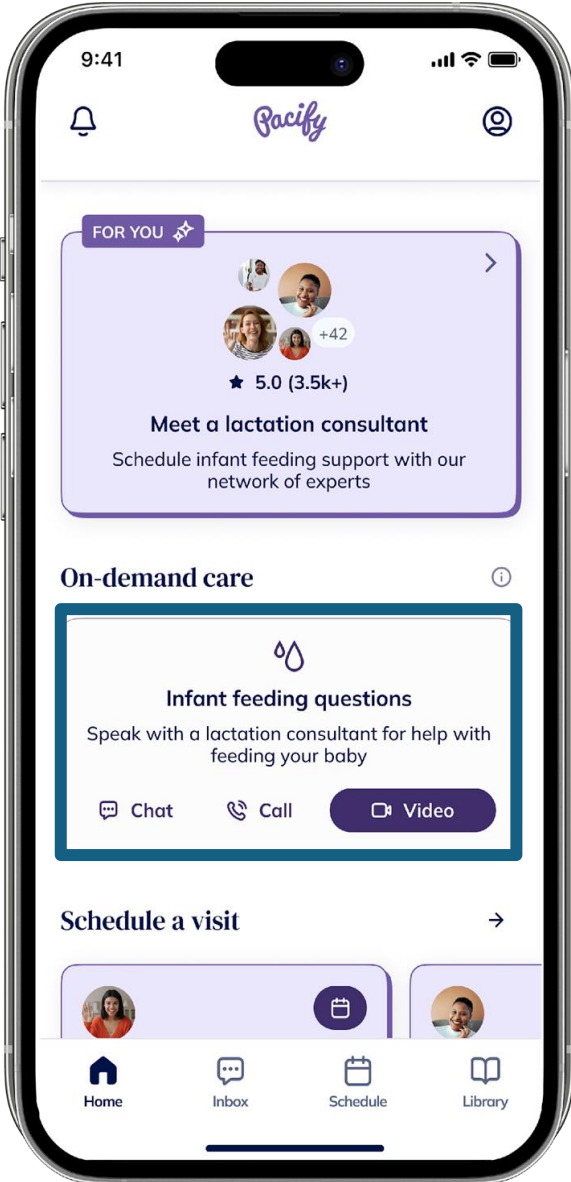
Scheduled visits

Audio only calls

Continuity of relationship



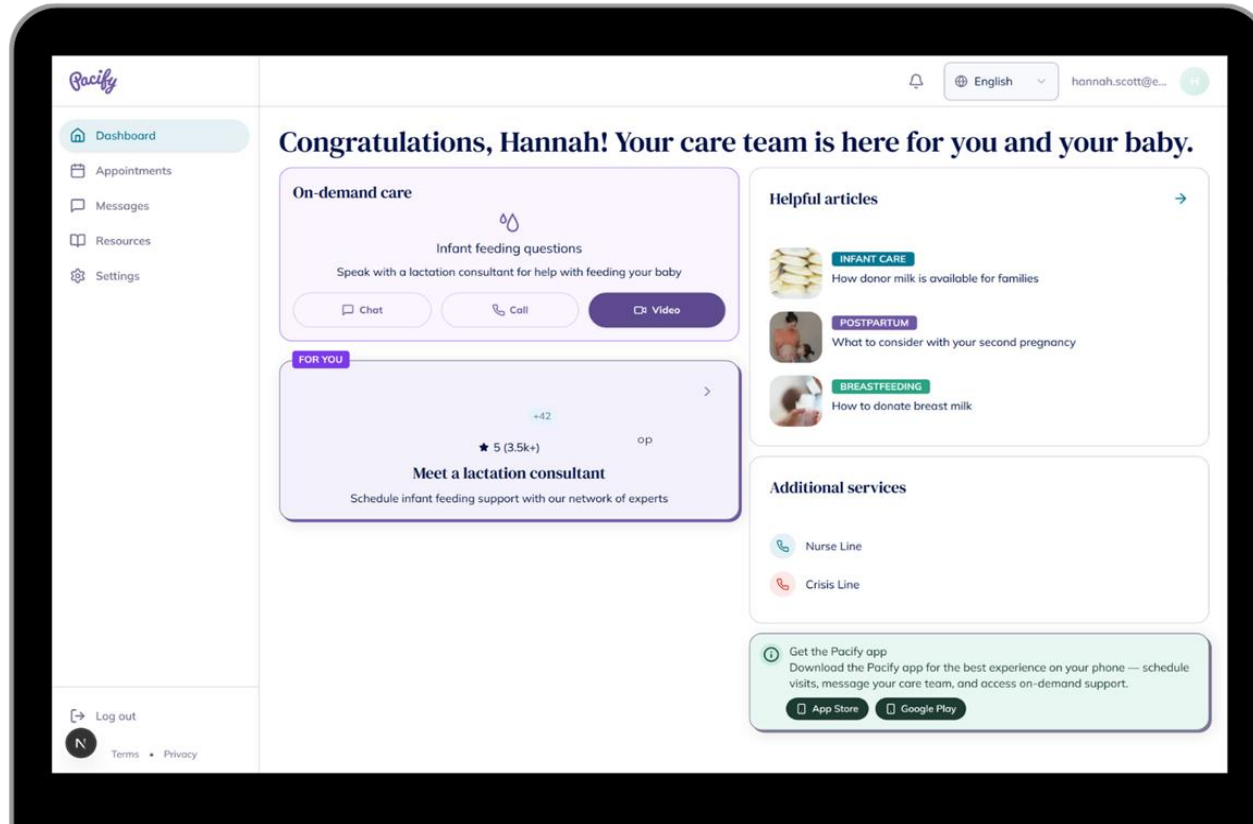
In-app Chat



Introducing the Pacify Portal



In addition to our existing Pacify app, participants will now be able to access Pacify on the web.



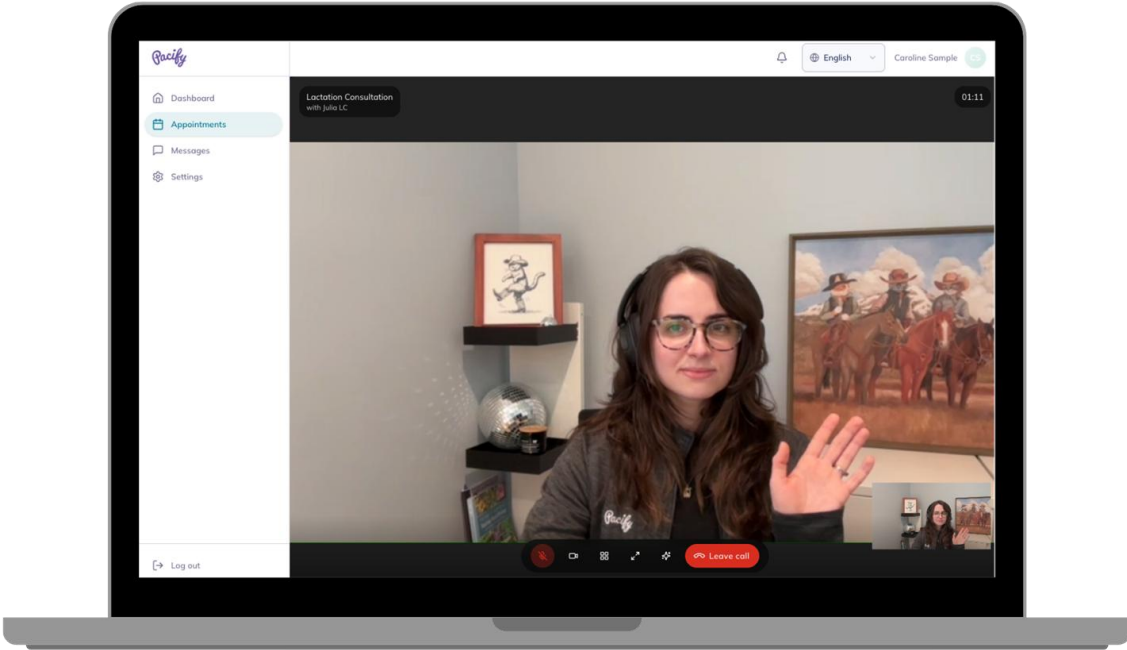
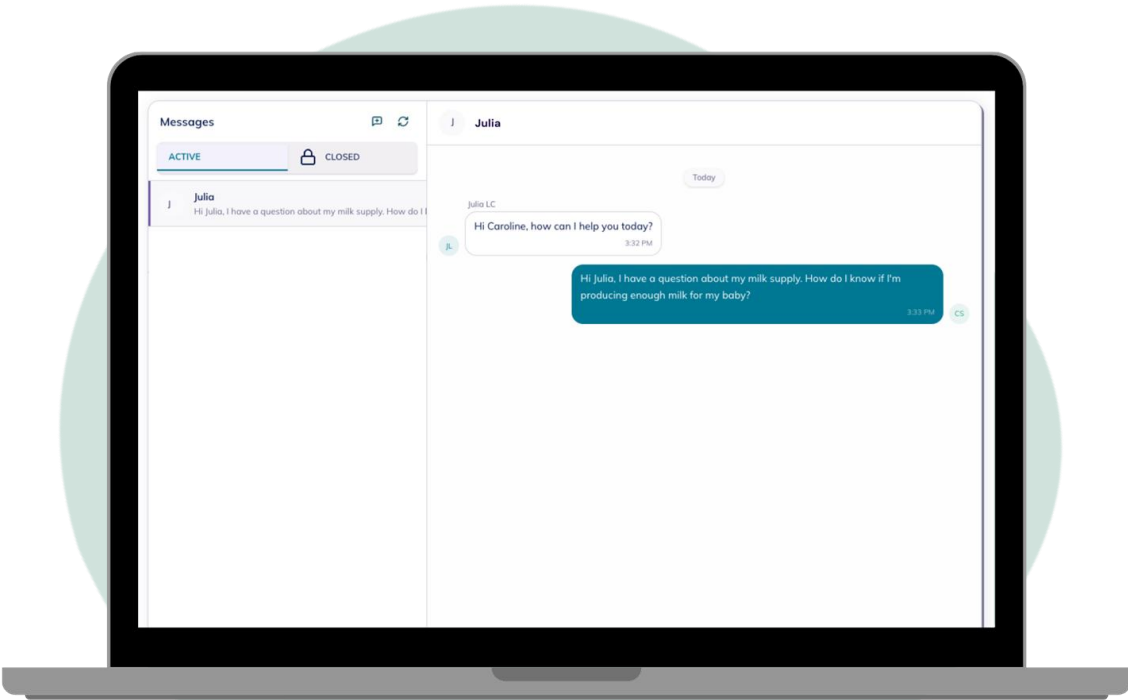
On-demand lactation support

Video, call, or chat

Resource library



Chat or video call with a Pacify IBCLC

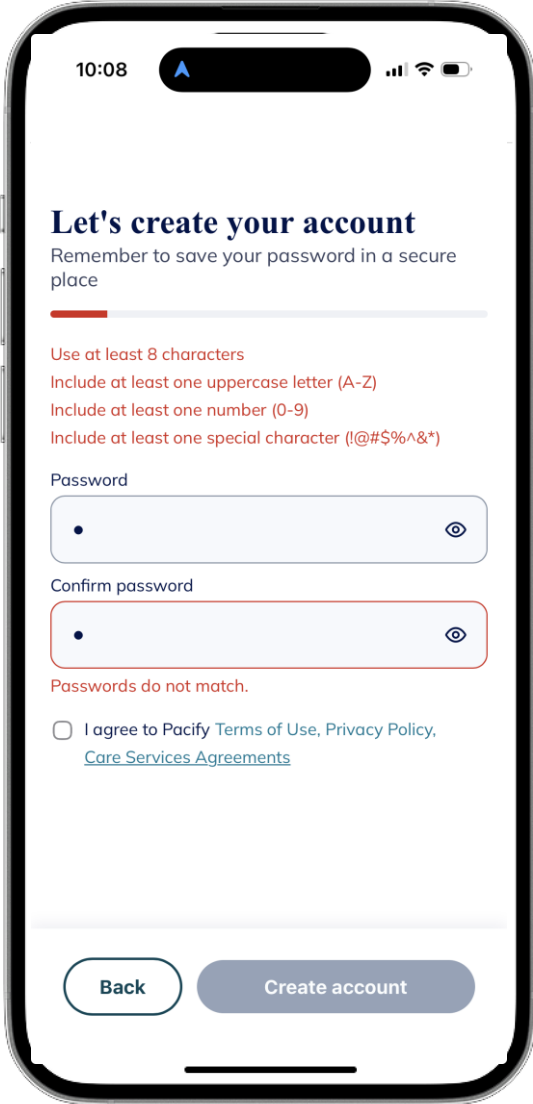
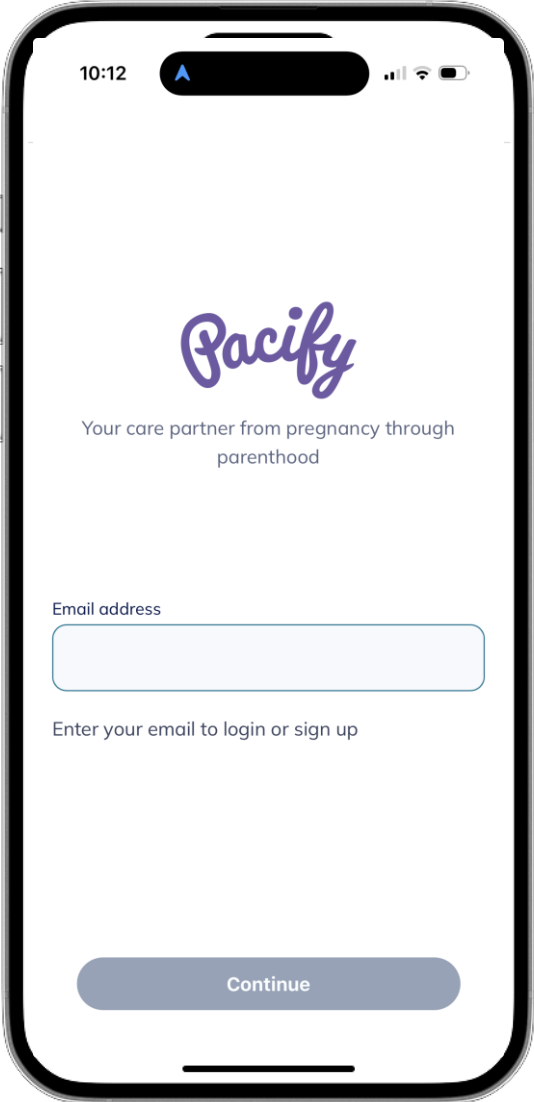




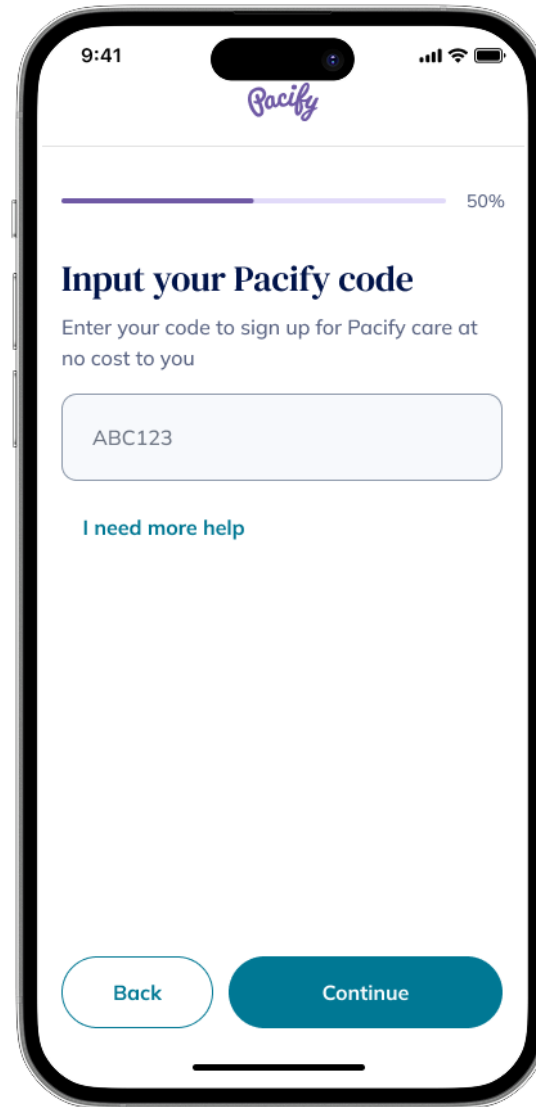
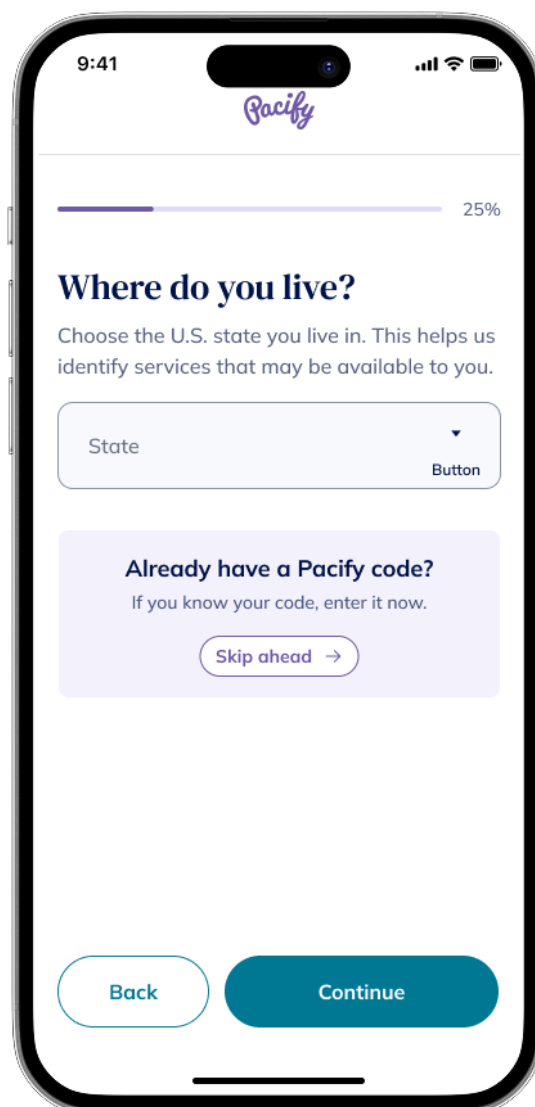
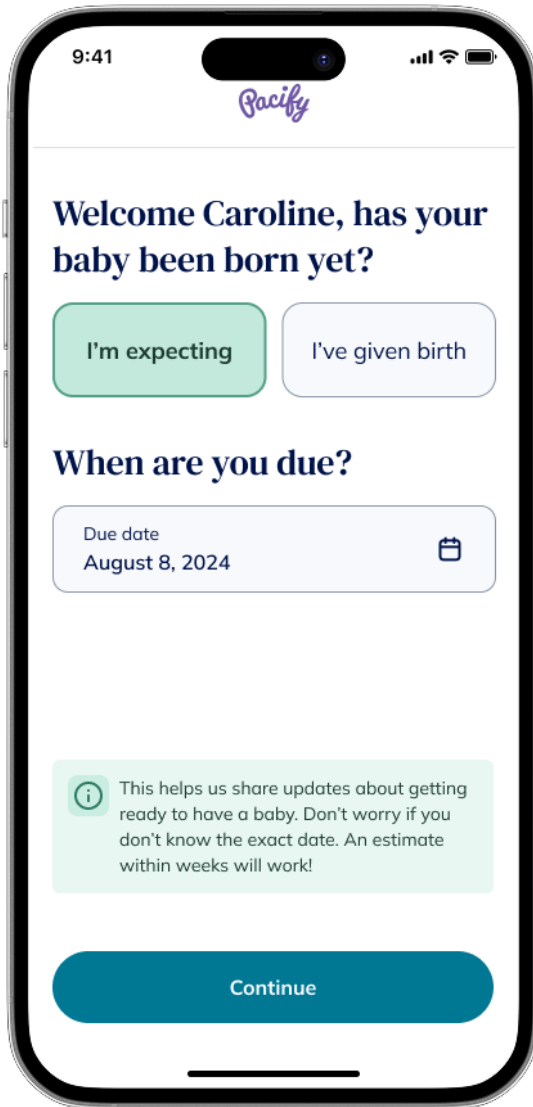
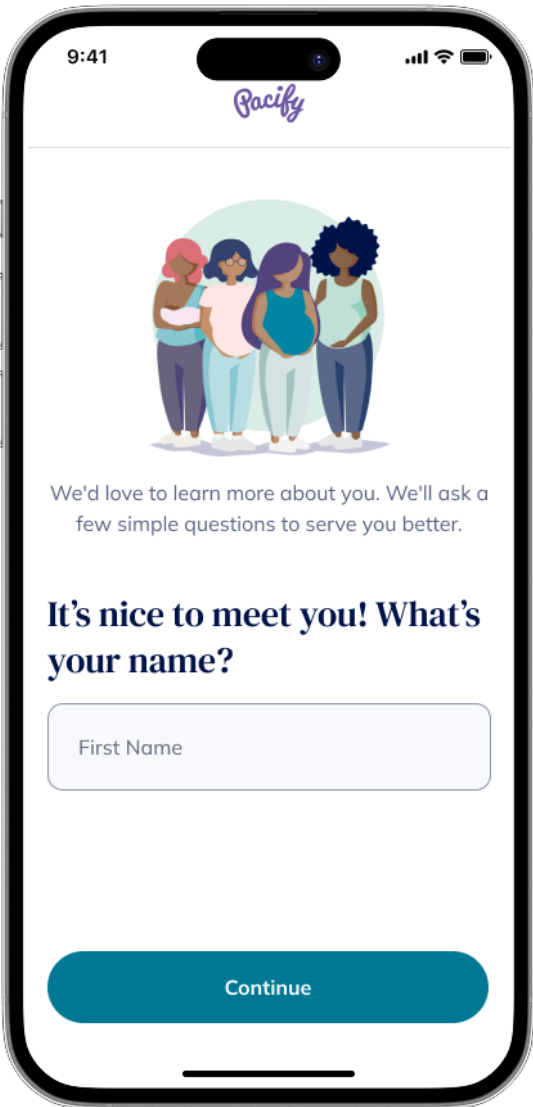
Enrollment



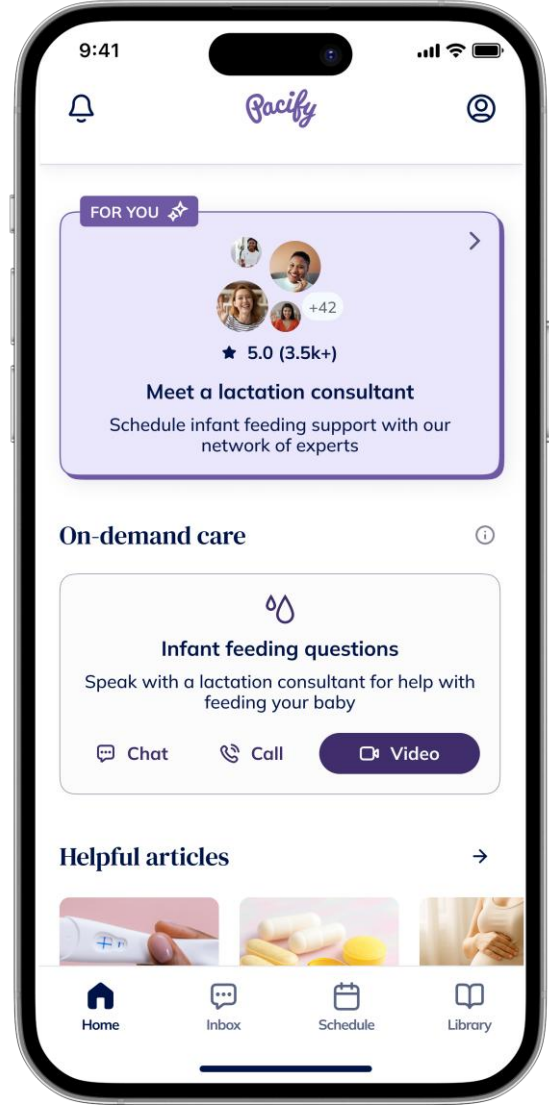
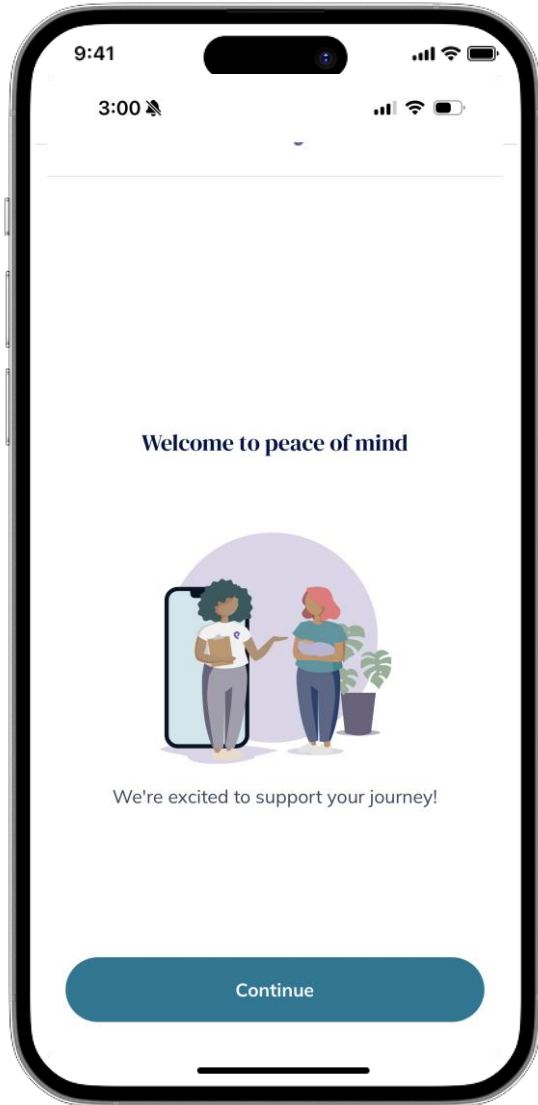
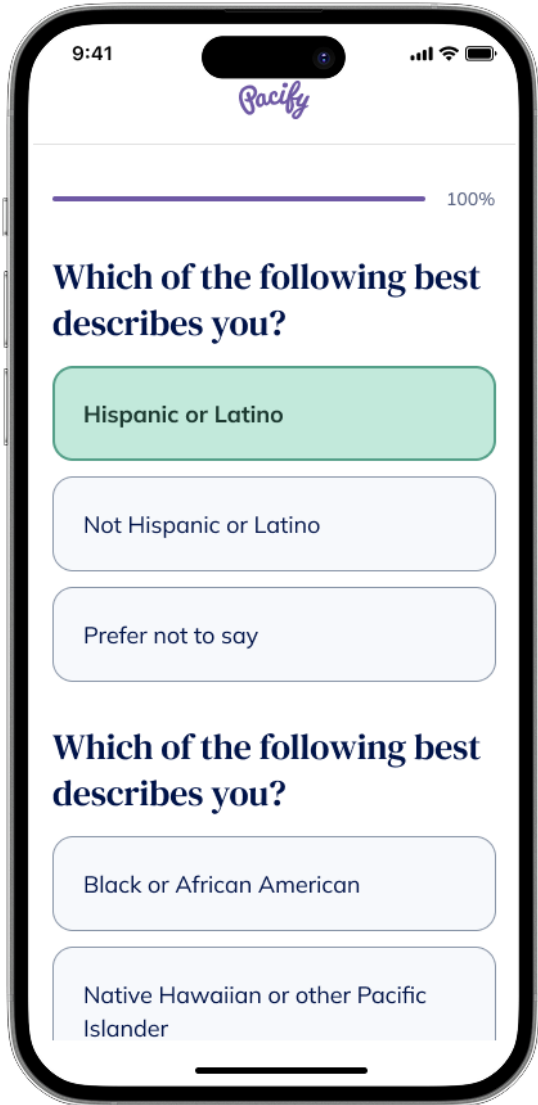
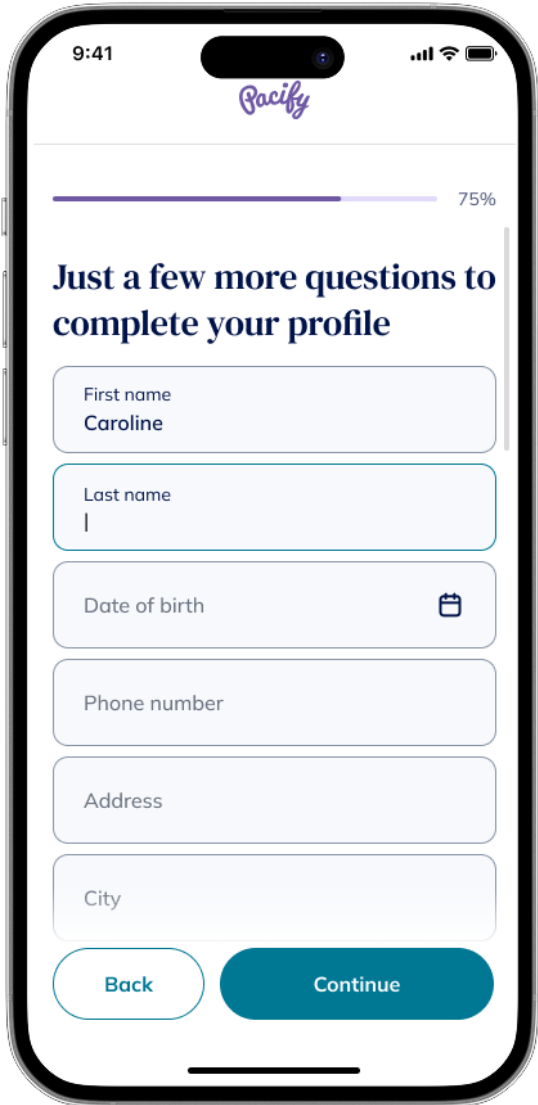
Pacify Enrollment Process



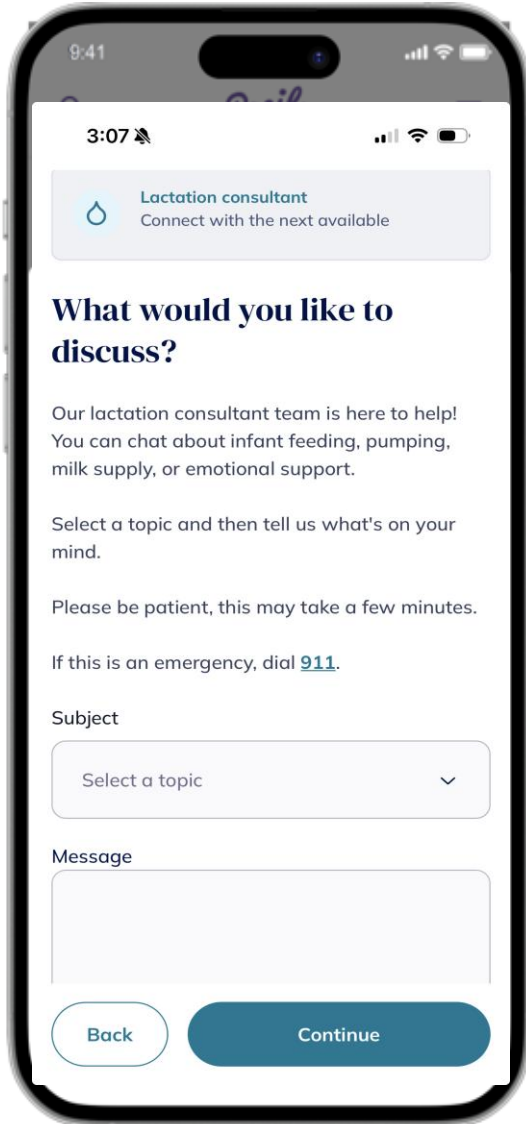
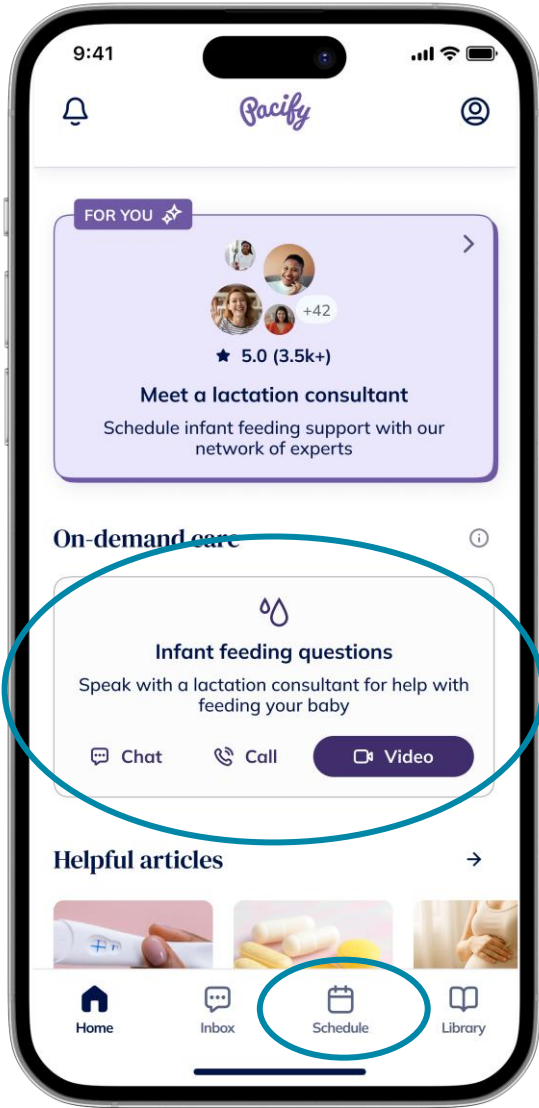
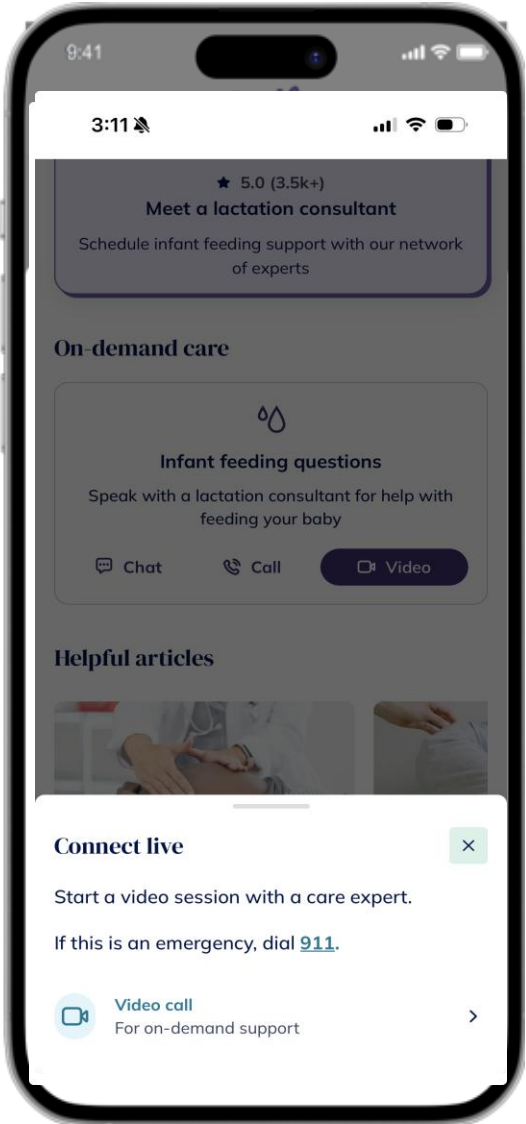
Pacify Enrollment Process



Pacify Enrollment Process



Complete A Welcome Call or Schedule First Appointment





Introduce

Explain what Pacify is and identify how it can be most useful to the Participant

Enroll

Assist Participants as they sign up for Pacify, encouraging them to complete a welcome call or schedule an appointment.

- Provide your unique Pacify Enrollment Code
- Enrollment Page: <https://www.pacify.com/enroll/ms-wic>

Promote

Talk about Pacify and remind Participants to use it to get support



Resources





Using Pacify to Connect with a Designated Breastfeeding Expert (DBE)

We are excited that Pacify can act as a Designated Breastfeeding Expert. Your support for families is essential, and with the new DBE requirements, Pacify is here as a partner, to offer 24/7 IBCLC access as an extra tool for you and your participants.



There are 3 ways WIC staff can utilize Pacify as a DBE:



DBE breast pump approvals

1. Initiate the call

Place the participant on speakerphone in the office and use the on-demand lactation consultant button in the Pacify app to connect with a Pacify IBCLC.

2. Introduction script once Pacify IBCLC joins the call

"Hi, I'm [Your Name], a MS WIC peer counselor. I'm calling to get help with [briefly describe the issue, e.g., low milk supply, trouble latching, pain while breastfeeding, approval to issue a pump, etc]."

3. Continue conversation with Pacify IBCLC as needed

Use the IBCLC's expertise for any clinical concerns or complex issues the participant may be facing.



Multi-user pump follow up

1. Initiate the call

Place the participant on speakerphone in the office and use the on-demand lactation consultant button in the Pacify app to connect with a Pacify IBCLC.

2. Introduction script once Pacify IBCLC joins the call

"Hi, I'm [Your Name], a MS WIC peer counselor. I have a WIC participant here with me for the multi user pump follow up call who would like some support with breastfeeding and pumping. I'll be leading the conversation, and we appreciate you being here to assist if additional expertise is needed."

3. Begin questions for the Participant

The WIC peer counselor will ask questions to the participant including:

- Are you still pumping for your baby?
- Is your baby still in the hospital or has he/she been discharged?

4. Continue conversation and involve Pacify IBCLC as needed

Use the IBCLC's expertise for any clinical concerns or complex issues the participant may be facing.



Other complex breastfeeding problem

1. Support participant with Pacify app enrollment

- The WIC peer counselor encourages the participant to download and enroll in the Pacify app on their personal phone, if they haven't already.
- The peer counselor assists the participant in opening the app and navigating to the on-demand lactation consultant button, ensuring they understand how to use the app.

2. Participant initiates a call to Pacify

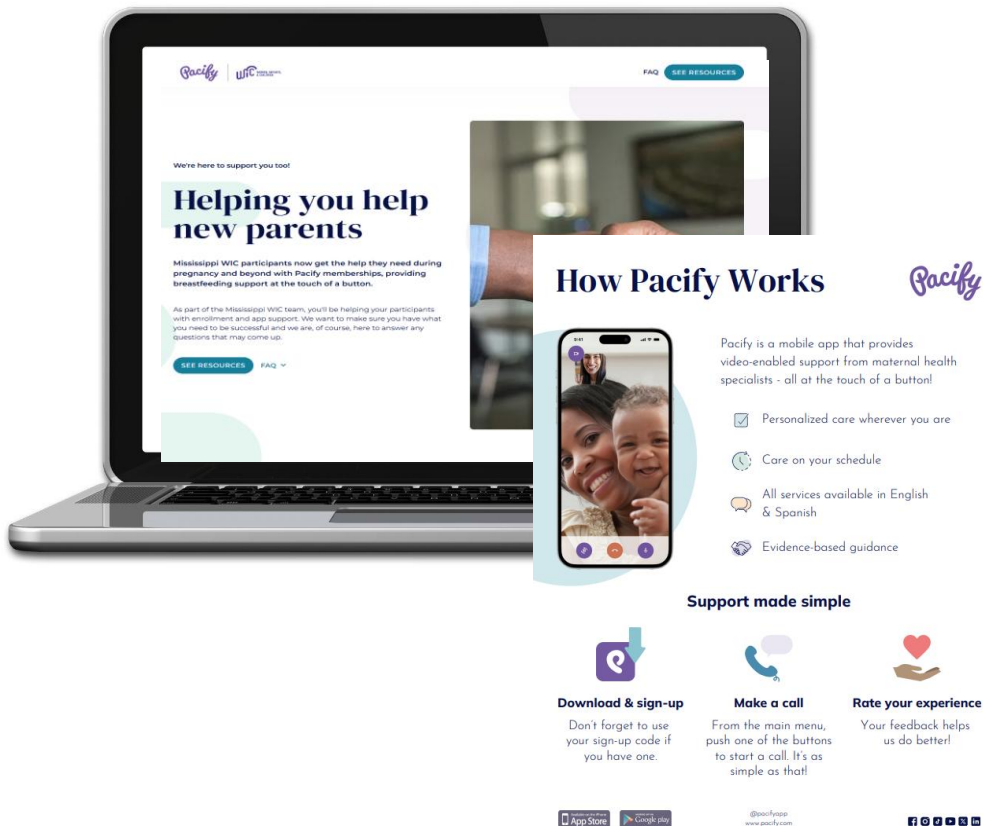
- The participant uses the Pacify app on their own phone to initiate the call with a lactation consultant.
- Participants can continue to use the app 24/7, whenever support is needed.

3 Ways WIC staff can utilize Pacify as DBE

- DBE Breast Pump Approvals
- Multi-Use Pump Follow Up
- Other Complex Breastfeeding Problems



Bookmark the staff resource page at:
<https://www.pacify.com/staff/ms-wic>



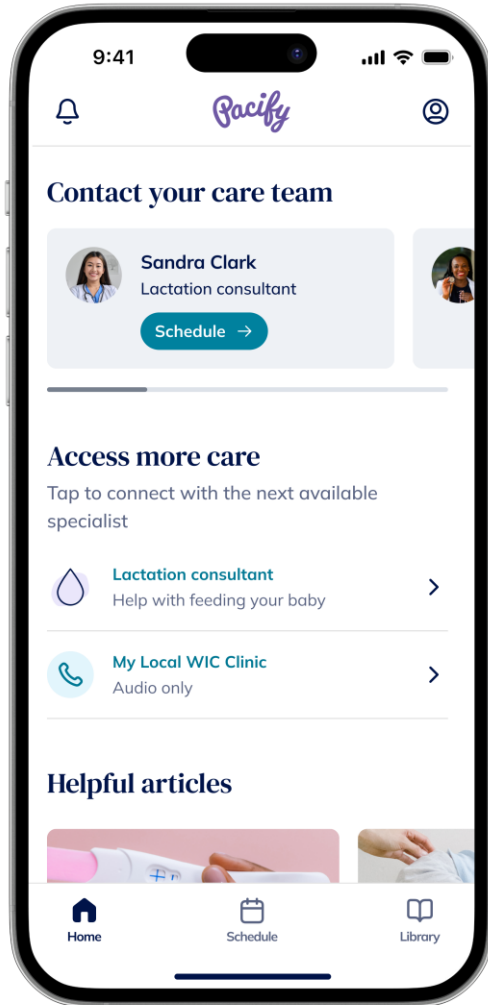
- **We want to support staff too!** Facilitating regular and open communication.
- **Dedicated staff resources page:** a resource hub for enrollment and app support that staff can access from anywhere to learn more or submit a support ticket for further support.
- **Enrollment videos:** to inform staff of the enrollment process they will be assisting Participants with.





Example of MS WIC

Enrollment Codes



Code	Code Description
MS011	District 1
MS012	District 2
MS013	District 3
MS024	District 4
MS025	District 5
MS026	District 6
MS037	District 7
MS038	District 8
MS039	District 9
MSWICAdmin	Staff

Code	Code Description
PCDBE1	Peer Counselor District 1
PCDBE2	Peer Counselor District 2
PCDBE3	Peer Counselor District 3
PCDBE4	Peer Counselor District 4
PCDBE5	Peer Counselor District 5
PCDBE6	Peer Counselor District 6
PCDBE7	Peer Counselor District 7
PCDBE8	Peer Counselor District 8
PCDBE9	Peer Counselor District 9

Detailed Enrollment Overview

STEP 1: Introduce Pacify

Pacify is a mobile app that provides video-enabled support from maternal health specialists - all at the touch of a button!



STEP 2: Assist in Account Creation

1. Help the participant download Pacify. It's available for free on both Apple and Android devices. Then, have them open Pacify.
2. Help the participant create an account. Select "Create an account" or "Don't have an account" at the bottom of the login screen. Then, have them enter an email address and password.
3. On the next screen, have the participant enter the appropriate sign-up code.
4. Assist the participant while they complete their profile.

STEP 3: Encourage a Welcome Call

1. Explain that lactation calls are video-enabled, just like FaceTime.
2. Instruct the participant to start a "test" call, by pressing the Lactation Consultant button.
3. Have the participant initiate the video call, ask any questions, and then leave feedback when done.



A full list of enrollment codes can be found on the **AL WIC Staff Resources** page

<https://www.pacify.com/staff/ms-wic>





Pacify provides a variety of marketing materials that you can use to help promote the program.

Materials are available digitally on the staff resources page.



Connect with breastfeeding experts!

Download **Pacify** for support, right from your smartphone.

- Available 24/7
- Unlimited calls
- Free
- Available in English & Spanish

@pacifyapp
www.pacify.com



Video chat instantly with breastfeeding experts

Mississippi WIC now offers **free** memberships to Pacify for **unlimited video** visits with Board-Certified Lactation Consultants!



Schedule calls when needed | On-demand | 24/7 support

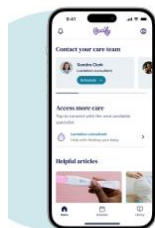


Video chat instantly with breastfeeding experts

Mississippi WIC now offers **free** memberships to Pacify for **unlimited video** visits with Board-Certified Lactation Consultants!



Schedule calls when needed | On-demand | 24/7 support



Signing up is easy!

- Download the Pacify app**
Scan the QR code or search for "Pacify" in the App Store or Google Play store
- Use sign-up code _____**
When prompted, enter your special sign-up code. This makes Pacify free to you!
- Try it out**
Place a welcome call by pressing the lactation consultant button



@pacifyapp
www.pacify.com



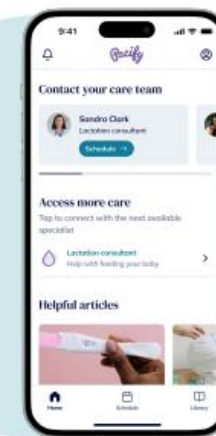
Help is at your fingertips

As a Mississippi WIC participant, you can talk with a lactation consultant any time you have questions about your baby.



Create your Pacify account today!

1. Download the Pacify app
2. Use sign-up code _____
3. Create an account
4. Place a welcome call



Signing up is easy!

- Download the Pacify app**
Scan the QR code or search for "Pacify" in the App Store or Google Play store
- Use sign-up code _____**
When prompted, enter your special sign-up code. This makes Pacify free to you!
- Try it out**
Place a welcome call by pressing the lactation consultant button

@pacifyapp
www.pacify.com



Staff can experience Pacify

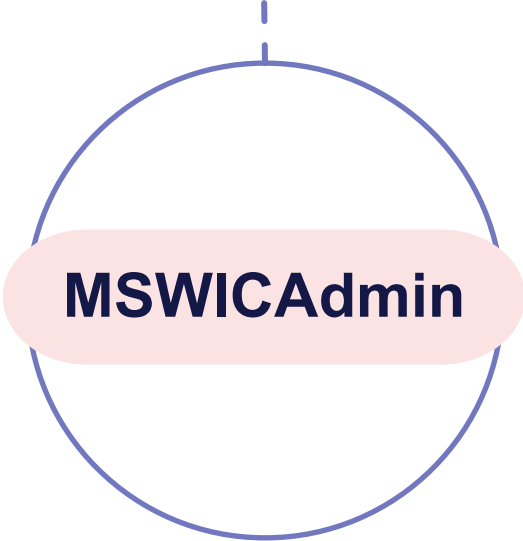
Download Pacify

Get the Pacify app at no cost from the App Store or Google Play



Enter the sign-up code

Enter the unique sign-up code provided to you to gain access to Pacify at no cost



Create an account

Select "Don't have an account" on the Pacify app. Enter an email & password to create an account - it's that simple!



Make a Welcome Call

Our lactation consultants would love to hear from you & welcome you to Pacify. Just tap a button on the home screen!



Reach out to your devoted Client Success Manager



Ariel Zuckerman

Partnership Success Manager

✉ ariel@pacify.io

☎ 516-978-6197

