

Pacify

Mississippi WIC
Staff Training

 May 2025



Welcome

Reach out to your devoted Client Success Manager



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Partnership Success Manager

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Our goals

By the end of this webinar, you should feel:



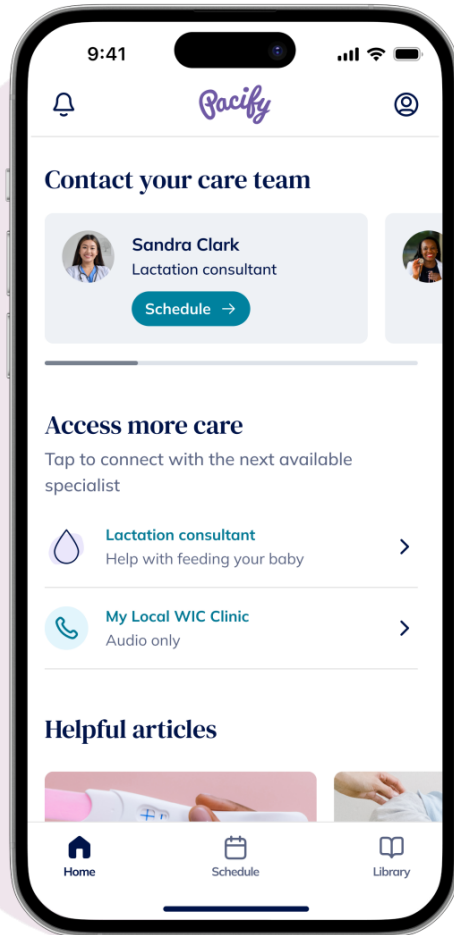
Comfortable with the Pacify platform



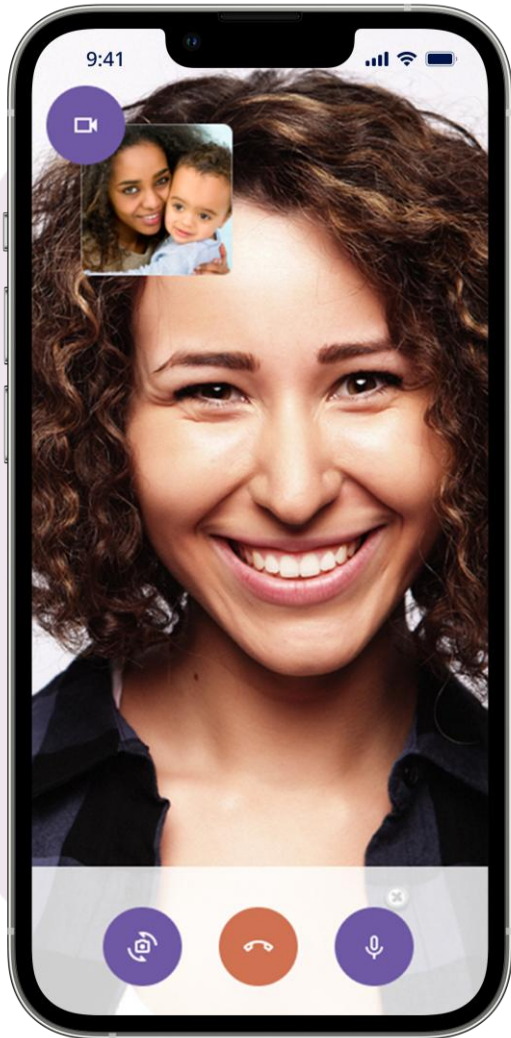
Confident in how Participants enroll in the Pacify program



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



Training Agenda



Pacify 101



Platform Enhancements



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



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





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) 

Judgment-free help for all families



Pacify is proud to maintain an average call rating of **4.9/5 stars**.

Hear from some of our callers:

"**Fantastic**. She listened to all my concerns (there were many) and provided specific recommendations for each of my worries. I now have a plan to get back on track."

"The **BEST experience** with a lactation consultant I've ever had!!"

"The nurse was extremely helpful and calm and gave us precise instructions that were easy to follow. **We are very glad we called.**"

"She was **very kind, helpful and compassionate**, I can tell she's very empathetic and you can trust her when it comes to delivering babies! Thank you for helping me get some answers to my questions/concerns!"

"She was so great with the orientation!! Such a nice lady, **seriously made me less nervous about my first pregnancy**. She was very detailed about everything. Thank you so much."

"She is **SUPER kind, knowledgeable, and answered every question that I had** (Had at least 1,000 questions being a first-time Mom). Truly appreciate her and everything she does!!!!" 





Platform Enhancements





Enrollment Outreach

Meeting your participants where they are



Marketing materials



Social media



Participant page



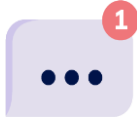
WIC staff



WIC website



WIC Shopper app



Text message

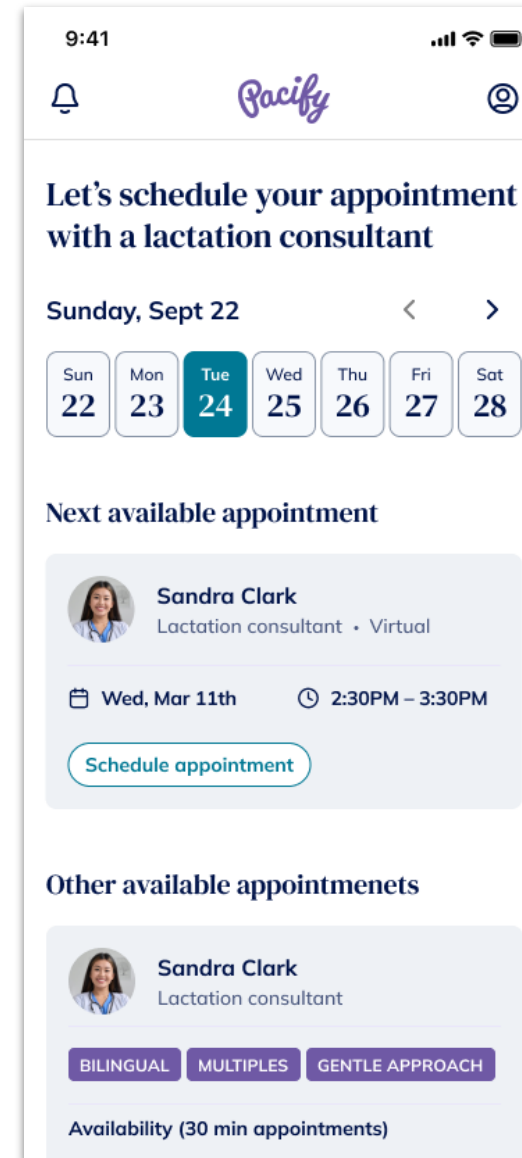


New features & benefits

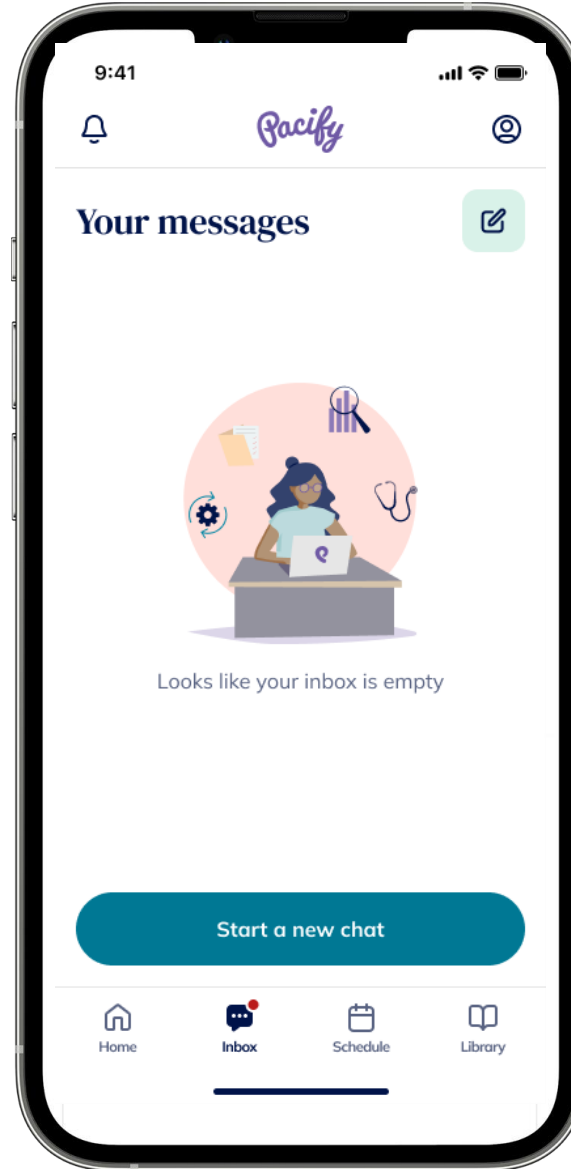
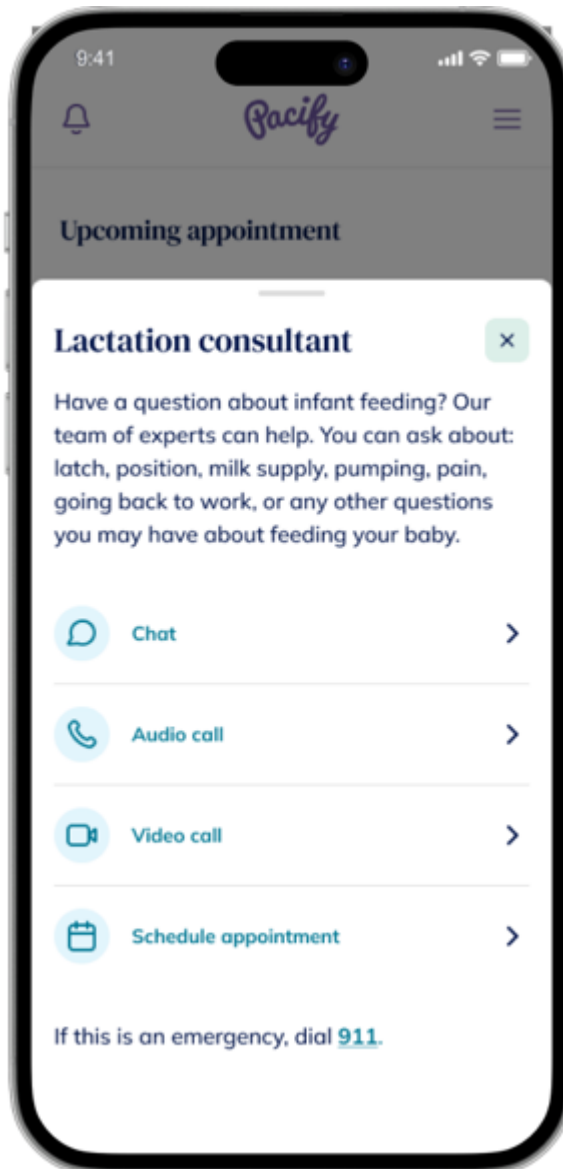
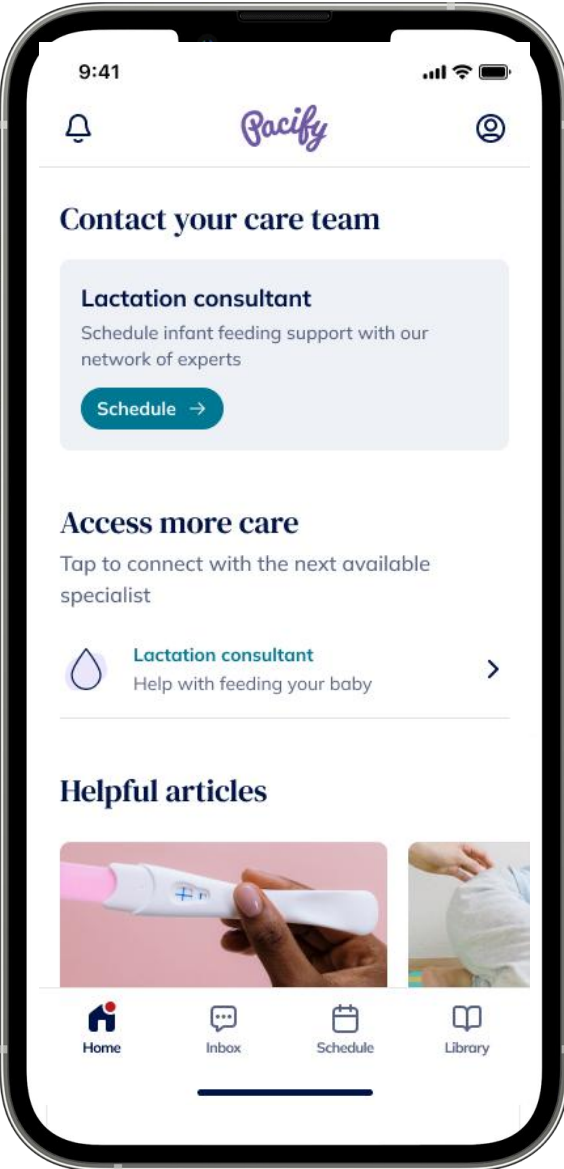
Scheduled visits

Audio only calls

Continuity of relationship



In-app Chat



Already Enrolled Participants



Member will be prompted to
update the Pacify app

Member Enrollment Materials



- No change to enrollment CTA
(download the app + enrollment code)
- Updates to service descriptions, features
& benefits, as well as app images

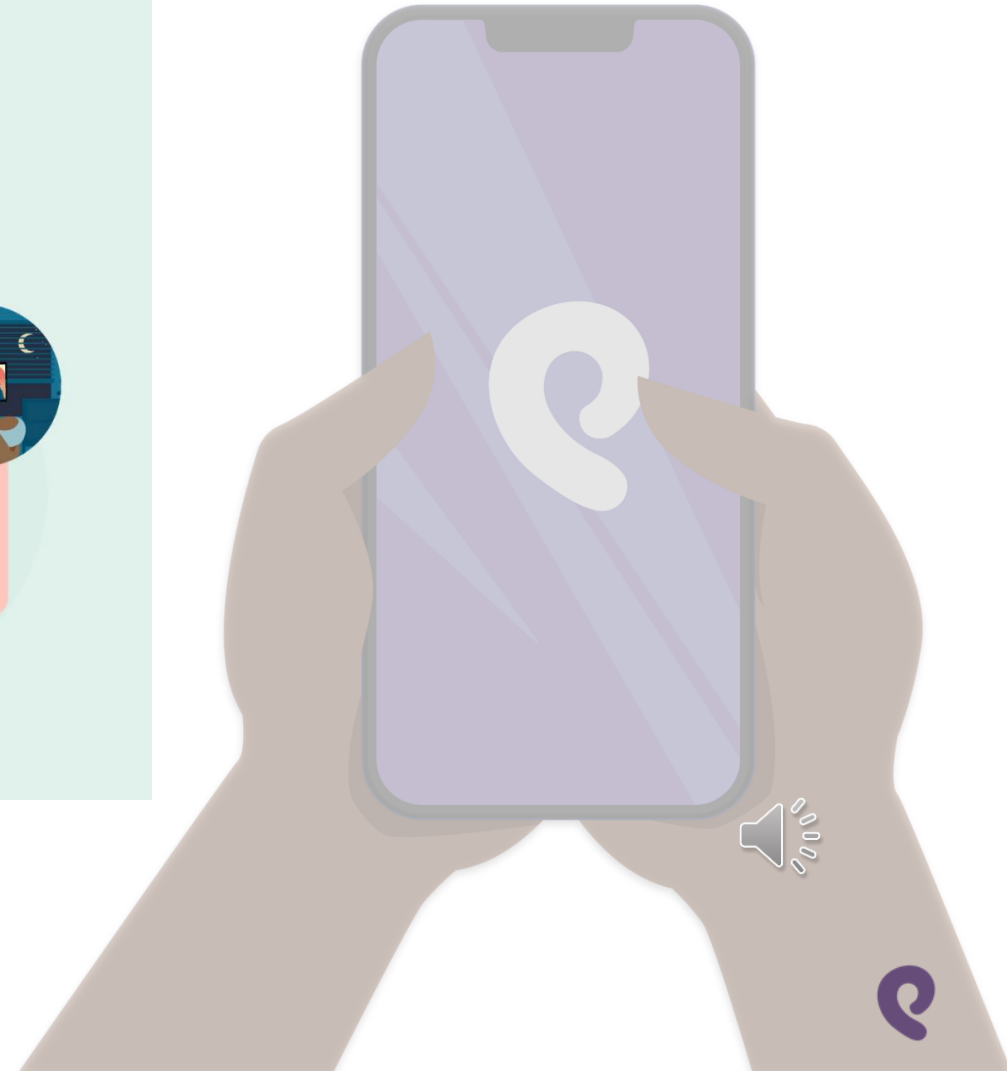


Enrollment

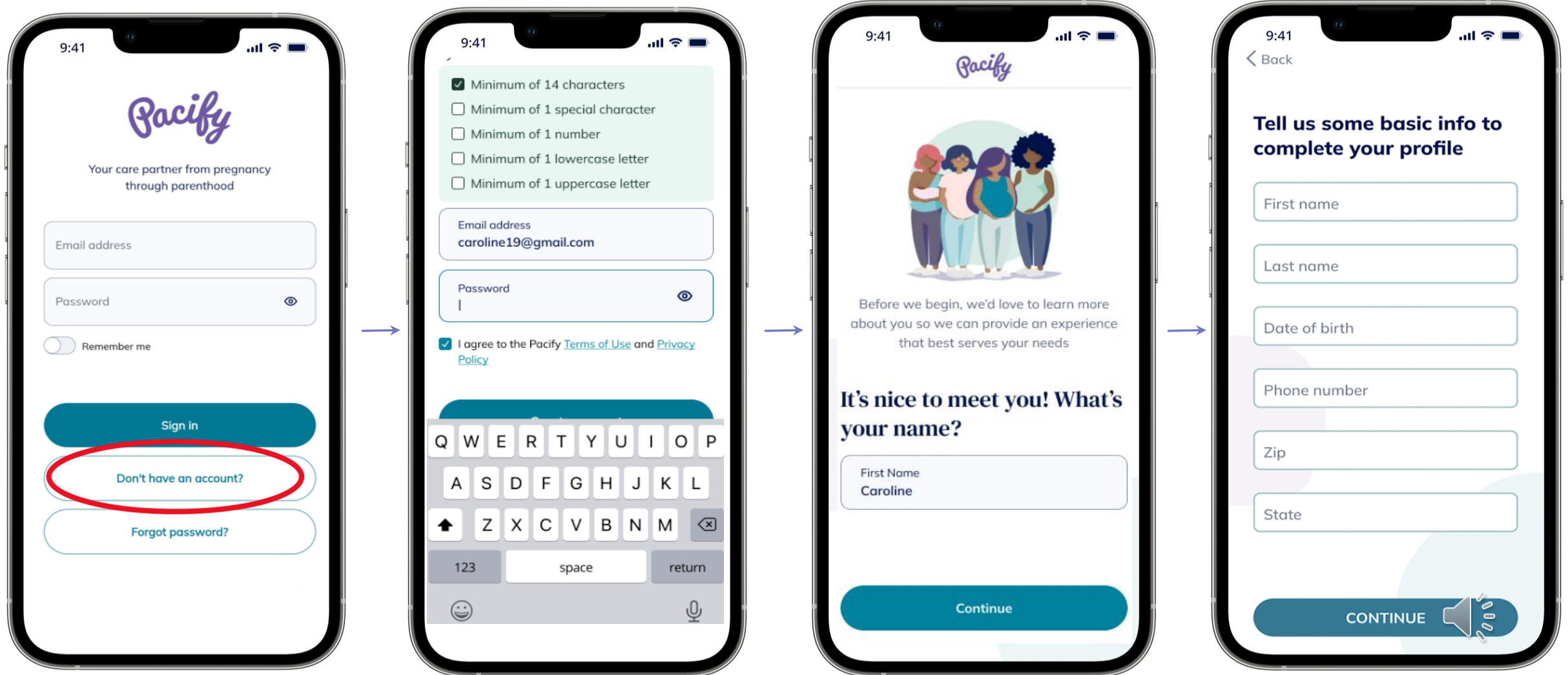


Pacify

How to Download and Sign-Up for Pacify



Pacify Enrollment Process



Pacify Enrollment Process



9:41

< Back

Which of the following best describes you?

- ☐ Asian or Pacific Islander
- ☐ Black or African American
- ☐ Hispanic or Latino
- ☐ Native American or Alaskan Native
- ☐ White or Caucasian
- ☐ Multiracial or Biracial
- ☐ A race/ethnicity not listed here
- ☒ Prefer not to say

CONTINUE



9:41

Pacify

Welcome Caroline, has your baby been born yet?

What is your baby's due date?

Due date
August 8, 2024

This helps us share updates about getting ready to have a baby. Don't worry if you don't know the exact date. An estimate within weeks will work!

Continue



9:41

Pacify

67%

Get Pacify

Members can access Pacify at no cost with a code provided by their health plan, public health program (including WIC), and employer benefits program. If you didn't receive a code, check if your insurance covers Pacify, or purchase one of our care packages.

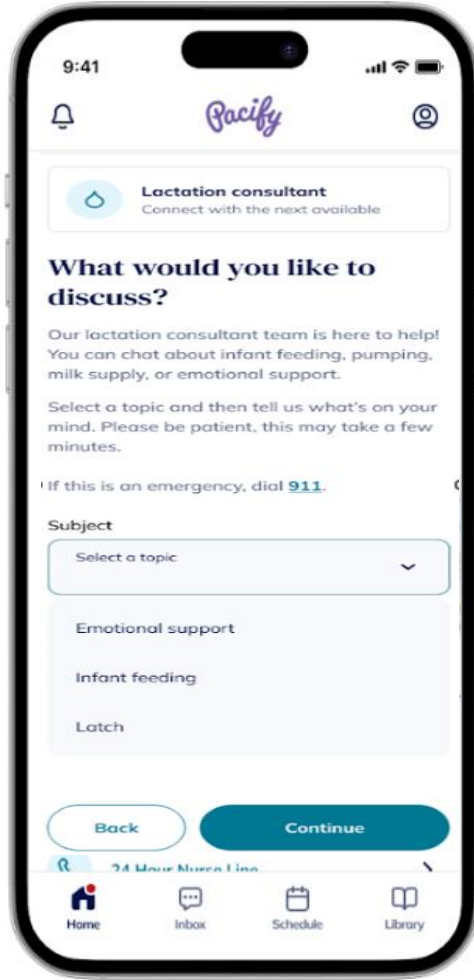
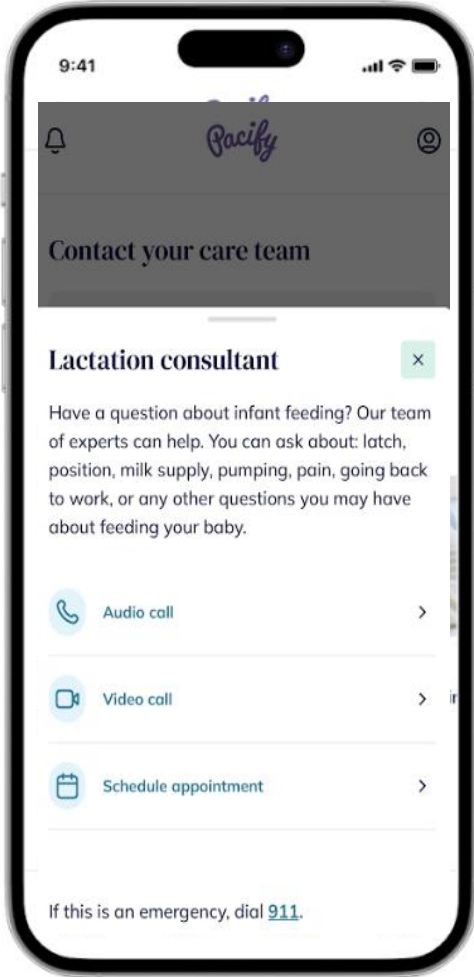
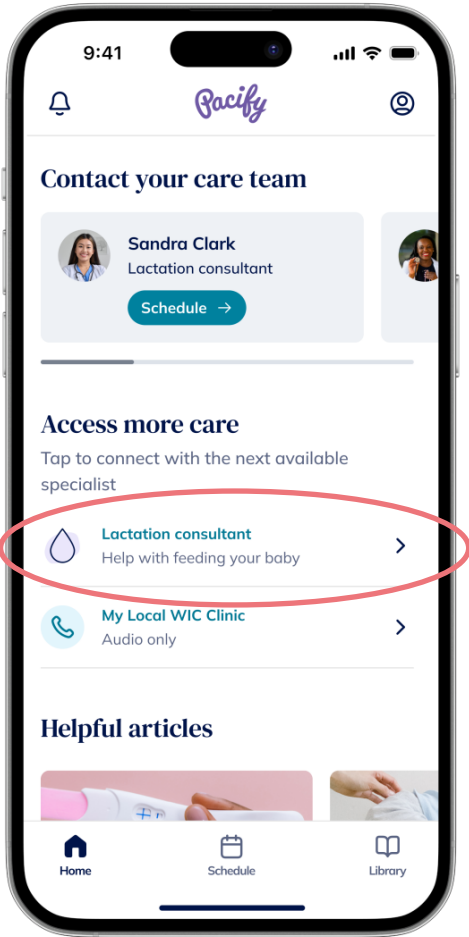
Receive a no-cost code? Input it here

See if your insurance covers your care

Choose the care package that's best for you



Complete A Welcome Call or Schedule First Appointment



Enrolling Participants

Introduce

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

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



Pacify as a Designated Breastfeeding Expert



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





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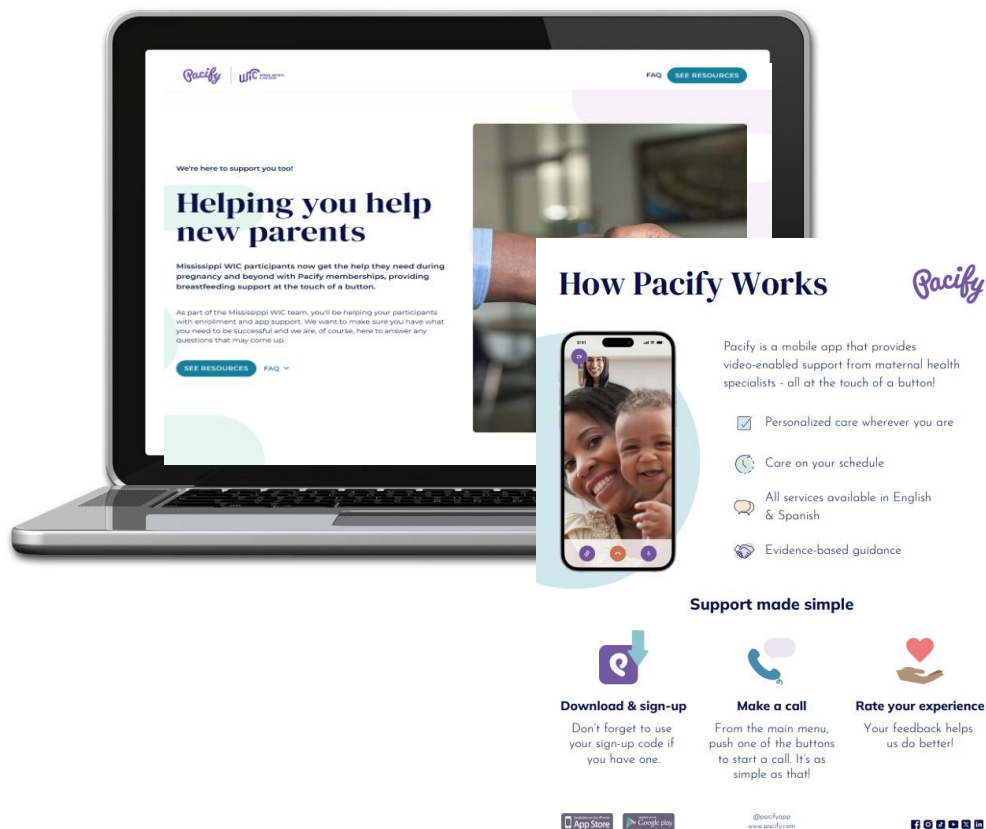
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Bookmark the staff resource page at:
<https://www.pacify.com/staff/ms-wic>



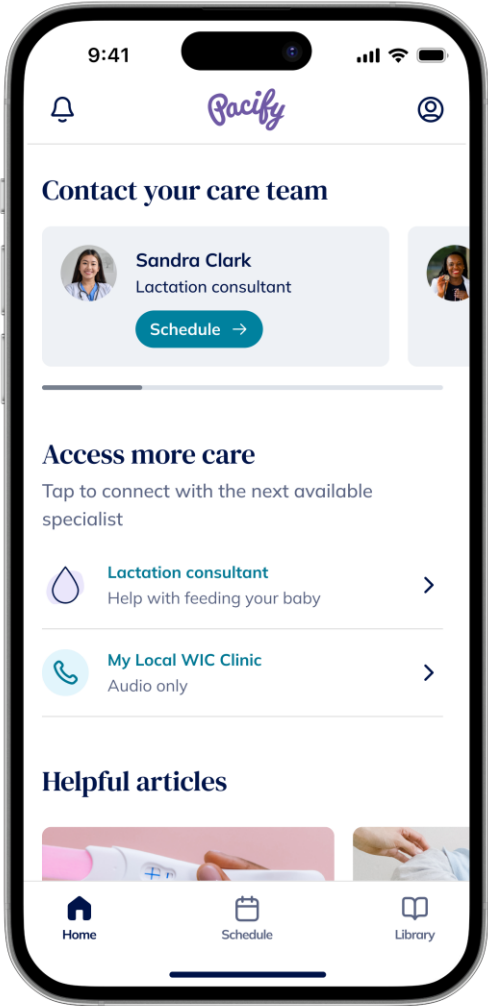
- **We want to support staff too!** Facilitating regular and open communication.
- **Dedicated staff resources page:** a resource hub for enrollment and app support that staff can access from anywhere to learn more or submit a support ticket for further support.
- **Enrollment videos:** to inform staff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





Example of MS WIC

Enrollment Codes



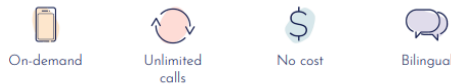
Code	Code Description
MS011	District 1
MS012	District 2
MS013	District 3
MS024	District 4
MS025	District 5
MS026	District 6
MS037	District 7
MS038	District 8
MS039	District 9
MSWICAdmin	Staff

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>



Marketing Materials

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.

Pacify WIC WOMEN, INFANTS, & CHILDREN

Video chat instantly with breastfeeding experts

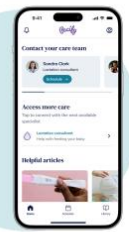
Mississippi WIC now offers **free** memberships to Pacify for **unlimited** video visits with Board-Certified Lactation Consultants!

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



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

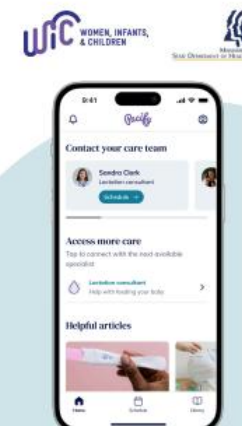


Help is at your fingertips

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



Pacify WIC WOMEN, INFANTS, & CHILDREN

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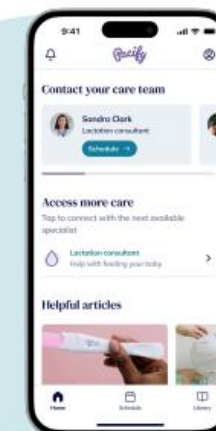
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- Download the Pacify app
Scan the QR code or search for "Pacify" in the App Store or Google Play store
- Use sign-up code _____
When prompted, enter your special sign-up code. This makes Pacify free to you!
- Try it out
Place a welcome call by pressing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

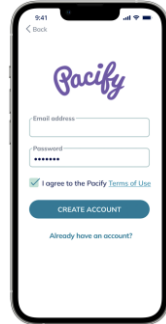
Enter the unique sign-up code provided to you to gain access to Pacify at no cost

MSWICAdmin



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

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