



Womb, Inc. Launches First-of-Its-Kind Pregnancy and Parenting App

App Provides Aspiring and New Parents Unparalleled Access to Expert and Support Services During the Family Planning and Early Parenting Journey

PORTLAND, OR – July 31, 2018 – Womb, Inc., designer and operator of next generation maternity and parenting care systems, today announced the launch of its new iOS and Android mobile apps. The Womb mobile platform will give unparalleled access to affordable professional services for individuals and families trying to get pregnant through early parenting.

Womb app users will have access to experts and resources in key areas of the family planning and early parenting journey including nutrition, exercise, fertility, birth preparation, breastfeeding, pediatric sleep, infant development, mental health and back-to-work preparation.

“Womb has been operating our clinical support programs for more than three years,” said Womb Inc. founder and CEO Brian Klem. “Our outcome data shows families greatly value getting same- or next-day holistic support from the convenience of their home and mobile devices, even on nights and weekends.”

“It’s a big deal when a new mom can’t feed her newborn or when parents wake up three times a night due to a child having sleep disturbances,” said Klem. “Our professionals help with these issues and more with real-time communication and support.”

Womb’s first-of-its-kind app features include:

- **On-demand secure chat with a vetted provider team.** Users will be able to directly and securely communicate with Womb’s vetted provider team network (nutritionists, childbirth educators, lactation consultants, infant sleep specialists and more) through the application’s encrypted, HIPAA-compliant chat feature.
- **In-app group and personal video chats.** Womb services include one-on-one and group real-time video conferencing with experts discussing a range of topics including birth preparation, breastfeeding and pediatric sleep.
- **A shared partner account.** Users will have the ability to create secure, shared accounts with a partner to share information and treatment plans.
- **Diverse content for users of all backgrounds.** The Womb app provides diverse, specialized content to address each user’s unique background including same-sex, single, and adoptive parents as well as a range of ethnicities.

Individuals and families can select from free and paid subscription plans. Paid plans come with a trained, personal Parenting Guide who will offer real-time expert guidance via the application’s secure chat feature. The Parenting Guide will provide day-to-day support when needed, especially in times of difficulty or when something unexpected happens like a miscarriage.

The Womb app also aims to assist employees and employers in creating a smooth transition back into the workplace for working parents. This specialized support includes guidance on accessing quality childcare, support for nursing mothers in the workplace as well as techniques on dealing with the emotional toll of being away from their baby for the first time.

“Returning to work from parental leave can be a difficult transition for employees and employers,” said Klem. “The addition of the Womb mobile platform to an employers’ benefits package will help organizations attract and retain quality employees by providing the necessary support and guidance that allows for a seamless shift back into the workplace.”

Employers can sponsor all or part of an employee’s paid subscription, plus add their own customized articles and videos on topics like communicating with a manager about upcoming parental leave. Employers or their benefit consultants can learn more about Womb and request more information at www.GetWomb.com.

People trying, expecting, planning to adopt or parenting in their first year can download the new Womb apps directly from the Apple App store or Google Play store or by visiting www.StartWithWomb.com.

About Womb, Inc.

Founded in 2015, Womb, Inc.’s goal is to develop modern maternity care and parenting support systems that offer a 5-star experience, deliver better health outcomes, and cost a fraction of today’s care. Made up of a network of nutritionists, birth educators, lactation consultants, pediatric sleep coaches, parent guides, and OB and nurse midwife advisers, Womb Inc.’s modern tech platform offers on-demand virtual care when expecting and new parents need it through individual or employer-sponsored memberships. For more information about individual memberships visit www.StartWithWomb.com. Employers looking to provide Womb Inc.’s services as an employee benefit can visit www.GetWomb.com.

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