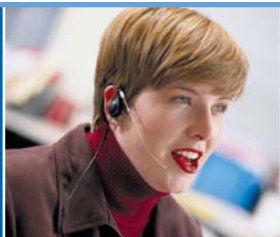




LifeCare®

Caring today for a better tomorrow®

24/7 access to
lactation
consultants



Print and
online content



Quality
assurance

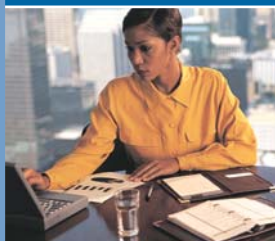
Mothers at Work®

*Premium Workplace
Breastfeeding Program*

On-site
seminars/classes



Mothers at
Work Kit



Pump subsidy
administration



Discounted
breast pumps



LifeCare®'s Work/Life Services

Working women are one of the fastest growing segments of the workforce.



Without your support, working mothers who breastfeed are at a greater risk of adopting behaviors that negatively impact your company—taking an extended leave of absence, losing focus on the job, discontinuing breastfeeding prematurely, or not returning to work at all.

Corporate lactation programs can lead to a 28% decrease in absenteeism and 36% reduction in sick child health care claims.

—*The American Journal of Health Promotion*

Infants who are breastfed have 33% fewer illnesses than formula-fed infants and typically 21% fewer illnesses that lead to a parent's absence from the workplace.

—*The American Journal of Health Promotion*

Total medical care costs for the nation are lower for fully breastfed infants than never-breastfed infants since breastfed infants typically need fewer sick care visits, prescriptions, and hospitalizations

—*American Academy of Pediatrics*

LifeCare's premium Mothers at Work® Program gives your employees the expert support they need. The results tell the story:

Fewer sick baby doctor visits

- While the national average for sick baby doctor visits is 3.6 per year, 74% of Mothers at Work® participants had three or fewer sick baby doctor visits in a one year period—and 65% had two or fewer visits.

Less time away from the office

- 72% of Mothers at WorkSM participants took three or fewer days off work for a sick baby.

Enhanced morale and loyalty

- 91% of participants felt the program increased their morale and loyalty levels toward their employer.

Stronger commitment to breastfeeding

- 66% of participants are still breastfeeding at six months, compared to the national average of 41.9%. That's crucial because breastfed babies cost your organization significantly less money.

Results for one LifeCare client . . .

For one of LifeCare's large technology clients, Mothers at Work® reduced medical costs by an estimated \$424,000 in one year . . . saved about \$92,000 in absenteeism costs . . . and offers a return of more than \$8 on every dollar invested.

The Benefits of LifeCare's premium Mothers at Work® Program:

1) Expert and immediate assistant from LifeCare's Board Certified Lactation consultants

With the Mothers at Work® program, members receive guidance from International Board Certified Lactation Consultants (IBCLCs) who are far more familiar with breastfeeding challenges than many pediatricians. And there's no waiting—our Consultants are available 24/7 to answer questions and help your employees at the exact moment they need assistance.

2) Discounted breast pumps and a free subsidy administration program

Your employees will be able to order competitively priced Medela® breast pumps and accessories online and by phone. You can also opt to further subsidize pumps to maximize utilization of the program and its positive impact on your organization's bottom line. LifeCare will then help you develop a customized subsidy program and administer it for absolutely no additional cost.

3) A Mothers at Work® Kit

To promote the health benefits of breastfeeding, and encourage usage of the program, members will receive a kit containing:

- An interactive, award-winning CDROM, not available in stores, that teaches expectant parents the basics of breastfeeding
- A breastfeeding book, not available in stores, focused exclusively on the unique dual challenges of working and breastfeeding
- Diary for documenting an infant's milk intake and output
- Magnet with breastmilk storage guidelines
- Breastmilk collection and freezer storage bags
- Breast cream
- Bra pads
- Information on Medela® products



Additional benefits of Mothers at Work®:

- Referrals to lactation consultants and child care and parenting resources nationwide
- Print and online educational materials on such topics as: prenatal care, breastfeeding, child care and parenting issues

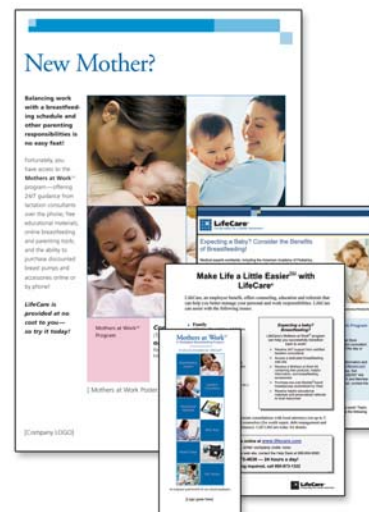


4) Prenatal/Breastfeeding Classes

Breastfeeding requires education and patience. To educate your employees on prenatal care and breastfeeding issues, LifeCare's board certified Lactation Consultants will host classes at your work sites on such topics as:

- The benefits for mother and infant
- What to expect the first 6-8 weeks
- Latch-on and positioning techniques
- Common breastfeeding challenges and solutions
- Pumping, milk collection and storage techniques
- Transitioning back to work
- Coordinating with your caregiver
- Father/partner involvement

Consultants come equipped with all the tools and resources needed as well as handouts and take-aways for participants. Classes are informative and interactive, and can be customized according to each organization's goals and objectives.



Promotional Strategies and Tools

LifeCare will help you design an effective launch campaign to introduce the new program, and create promotional materials that can be used throughout the year to promote services including: introductory letters, brochures, posters, flyers, e-mail teasers, newsletter articles, and tent cards. All materials will be customized to include your organization's name, logo, and specific access instructions.

Quality Assurance and Outstanding ROI

Our goal is to provide your employees with highest quality care and customer service possible—and to provide your organization with useful outcome data that demonstrates a strong return on your investment. As part of our extensive quality assurance program, members receive follow-up during the first year after the birth of their baby and expanded consultations with our lactation consultants. Consultants work with members until their needs are fully met. Plus, we provide all members with a survey asking them to rate elements of our services. We then use this data to report back on issues outcome data such as how the program is linked to:

- longer breastfeeding duration;
- lower absenteeism;
- reduced medical claims;
- company loyalty;
- and a more successful transition back to work after family leave.

For more information on our Mothers at Work® program and how we can help you recruit and retain working mothers, contact us at 866-675-3751 or at sales@lifecare.com.



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Premium Mothers at Work