

My own personal birth trauma inspired my business

Postpartum Plan is revolutionising post-birth care by offering a comprehensive program that addresses the emotional and physical needs of new parents. It brings together a team of experienced postpartum experts, including women's health physiotherapists, yoga and breath-work instructors, nutritionists, postpartum doulas, and more.

Postpartum Plan offers what society doesn't; 24/7 postpartum support; unbiased resources on everything from infant feeding to prolapse recovery advice; weekly live sessions for real-time access to professionals; a community of like-minded parents who share stories and support on the live sessions.

This is me after the birth of my first baby. Jude had to spend three days in neonatal being 'cooled' as there was a risk of brain damage.

Don't worry, he was fine and is now a thriving 6-year-old. I, however, was not fine. Whilst all my - and the doctors' - love and care poured into Jude's wellbeing, I was left with undiagnosed PTSD, postpartum anxiety, insomnia and diastasis recti (the splitting of the abdominal muscles, that affects 30% of all pregnant women will get). Whilst everyone was there to hold the baby, no one was there to hold me. And I am not alone. Every day, the needs of new parents

go widely ignored because our society does not think about postpartum recovery. I was left alone to deal with my emotional and physical needs whilst also caring for a newborn and my health suffered.

After a long four years of seeking out my own emotional and physical support (plus another baby later), lockdown struck. I could not stop thinking about all the new parents who really were truly alone during this time. This, coupled with the 45% increase in rates of postpartum anxiety during lockdown, inspired me to launch Postpartum Plan in May 2021.

In our 2 years of business, we have achieved a lot

We have had hundreds of members and some now coming back for their second baby!

We have even had some celebrity and influencer members. Notably, celebrity Doctor Zoe Williams has endorsed Postpartum Plan, sharing her positive experience with the platform after the birth of her first baby.

I have been asked to speak on a number of podcasts including Made by Mamas, Multi-Faceted Mama and MyWellnessPie as well as Investing in Women about the business journey.

I was selected to be part of FemTech Labs and won a grant for my work in the FemTech space.

Postpartum Plan has seen a 47% increase in turnover so far in 2023

In July 2023, the company has doubled its profit margins compared to last year

2023 has seen a 56% increase in members from last year

We recently won two awards for best content and subscription for new parents PLUS Theo Paphitis' Small Business Sunday.

Searches for "postpartum plan" have increased by 85% over the last year showing that the message and brand are getting the much-needed awareness.

Becoming a corporate benefit

Postpartum Plan has recently established partnerships with prominent corporate companies such as *Hertility* and law firm Fieldfisher, extending our services as workplace benefits to employees on parental leave. This strategic move has significantly contributed to the company's growth, allowing more individuals to access vital postpartum support.

100% of Postpartum Plan's corporate clients from 2022 have renewed their contracts for this year demonstrating that Postpartum Plan is a popular workplace benefit for their employees. These clients typically purchase between five and 50 licenses per year for their employees, with an average of 30 per year. Currently, a total of 40 employees from corporate partnerships are utilising Postpartum Plan.

I am thrilled to see the increased demand for our postpartum care services. By prioritizing the healing and well-being of parents during the postpartum period, I aim to empower individuals to navigate parenthood with strength and knowledge, ensuring they thrive throughout the Fourth Trimester and beyond. With the growing recognition of the importance of looking after mum and not just baby, Postpartum Plan continues to lead the way in providing comprehensive support to new parents.

Looking to the future

I recently had my third baby – my first baby with Postpartum Plan beside me – so I got to become a member myself. This taught me a few things. Firstly, that Postpartum Plan works. My recovery this time has been better than ever and I have felt calmer and stronger than I did before. Secondly, postpartum does not end after the six-week check (when society tells us we stop being postpartum). We are postpartum for life; our hormones, our brains, and our bodies will never be the same again. This means that Postpartum Plan is for life and I am planning additional services like back-to-work coaching that give members the support they need in that first year and beyond. Finally, emotional recovery is the foundation of all postpartum recovery; if you focus on your body before dealing with your trauma or mental health then you are building your body back on rocky foundations. Our Mindset pillar is growing and I am training in breath-work to add more services to support our members.

Meg Murray Jones is the founder of *Postpartum Plan*.

