

## The JJ Way® Delivering Health

Minority women in the practice since 2001 have experienced an increase in:

- Full- term babies > 37 weeks
- Healthy weight babies averaging 6lbs – 8lbs
- Greater number of breast feeding 'starts' regardless of delivery site or type of practitioner



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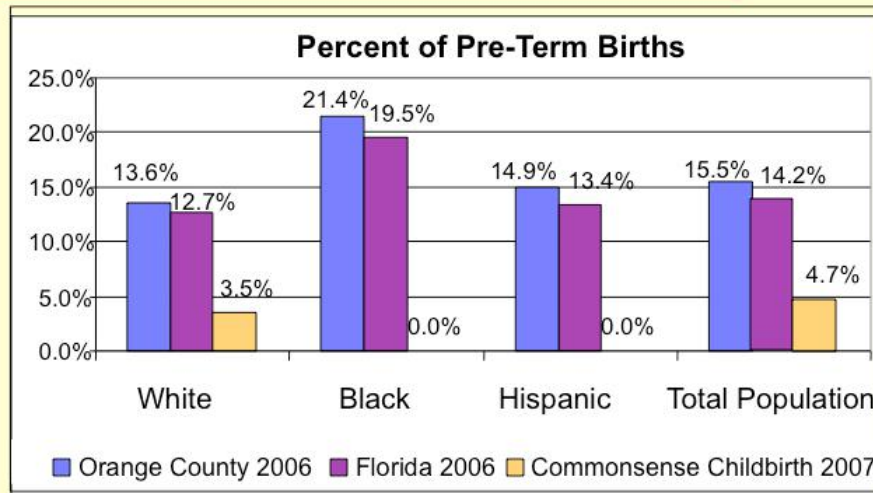
## The JJ Way® Works!

- 2007 Clinical Study conducted at The Birth Place clinic in Winter Garden
- 100 women enrolled
- 95% of babies weighed an average 7lbs 7ozs
- 95% of women delivered at 39 weeks
- **NO low birth weight or premature infants born to African American or Hispanic women**



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## Pre-term Births



## The Cost of Low Birth Weight Babies

- **Medicaid** programs pay for **40 percent** of preterm births.
- Medicaid programs will spend **\$6.4 billion** in the first seven years of life of preterm babies born in 2005.
- Preterm births cost society at least **\$26 billion or \$51,600 per premature baby** per year. This includes money spent on medical care for short- and long-term health conditions, educational expenditures and lost productivity.

**Sources:** March of Dimes, 2007; Institute of Medicine, 2006



# The JJ Way® saves \$\$\$ MONEY!

## 2011 Statistics

Of 280 at-risk women

- **3.2% or 9** had low birth weight babies (of which 5 were also preterm)  
- 3 Caucasian, 5 African American, 1 Hispanic baby
- **1.75% or 5** (of the low birth weight babies) were preterm - all survived. - 2 Caucasian, 2 African American, 1 Hispanic baby
- Florida preterm birth rate is around **14%** - therefore

of our 280 women we should have experienced **39** preterm babies.

**So 34 Easy Access babies went to full term  
saving the state approximately \$50,000 per baby, or  
\$1,700,000 in immediate and long term costs.**



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Commonsense Childbirth Inc. is a 501 (C)3 non-profit corporation operating The Birth Place, birthing center and the Easy Access prenatal care clinic in Winter Garden, Florida.