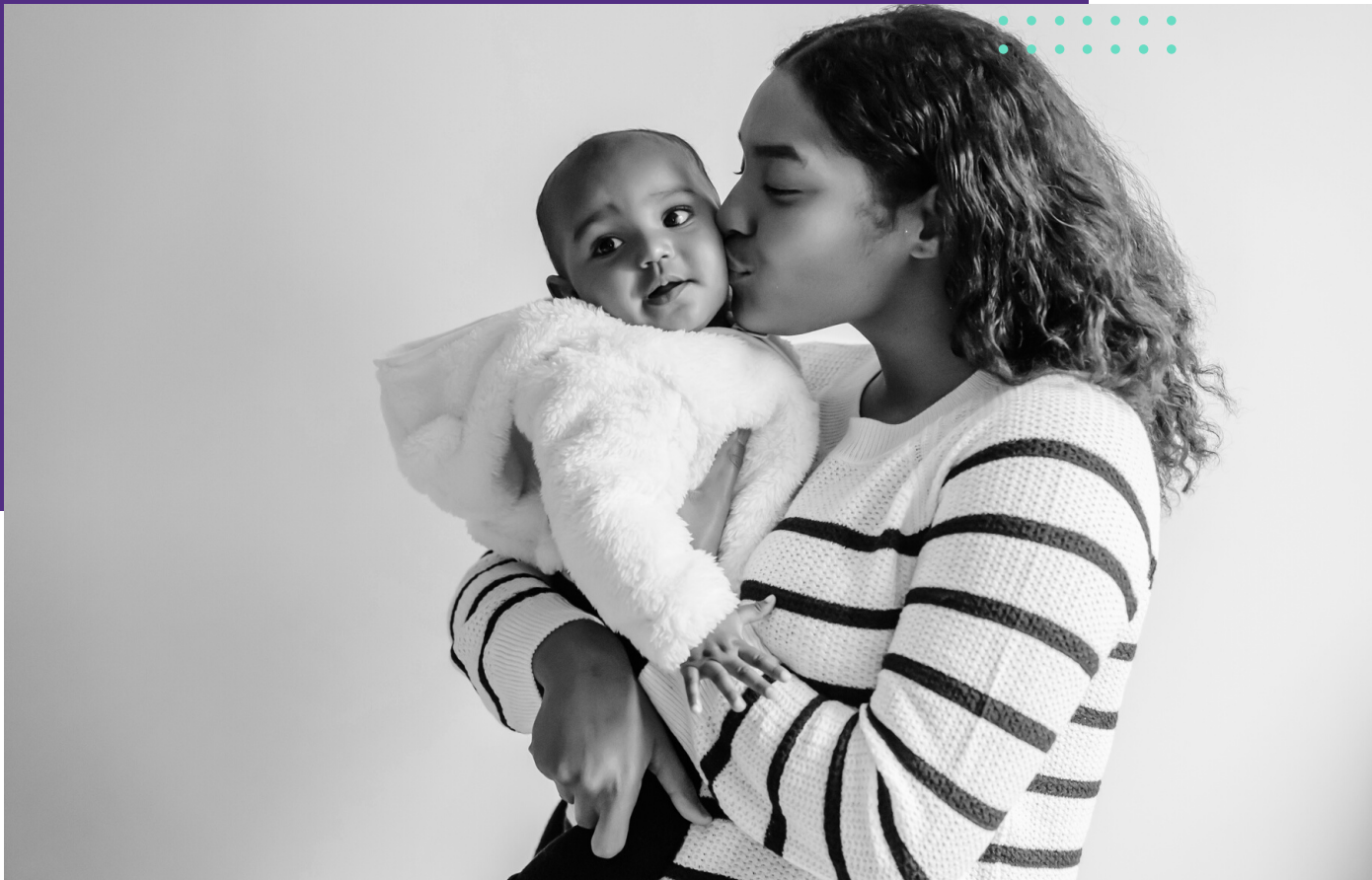


ALLY Program



Raising Awareness for
Healthy Babies

OTIS MOTHERTOBABY



The Organization of Teratology Information Specialists (OTIS) is the professional scientific society made up of the experts that provide the MotherToBaby service and the researchers that conduct MotherToBaby Pregnancy Studies.

In 2002, OTIS established a national call routing system so that anyone in the United States and Canada calling the toll-free number would be routed to an affiliated service to speak with an expert. In 2013, OTIS announced MotherToBaby, a name for its public-facing service and research studies.

For over 30 years, our experts have provided the most cutting-edge and up-to-date information about the risks of exposures during pregnancy and while breastfeeding.



REACH OF MOTHERTOBABY



MotherToBaby has a national network of 13 affiliates that are dedicated to education about effects of exposures during pregnancy or while breastfeeding. Each affiliate performs outreach at the local levels and offers many modes of communication, in both English and Spanish, including chat, email, phone and texting. In addition, all information and services are provided free of charge.

Our services are used by parents, those wishing to be parents, relatives, those adopting and healthcare providers.

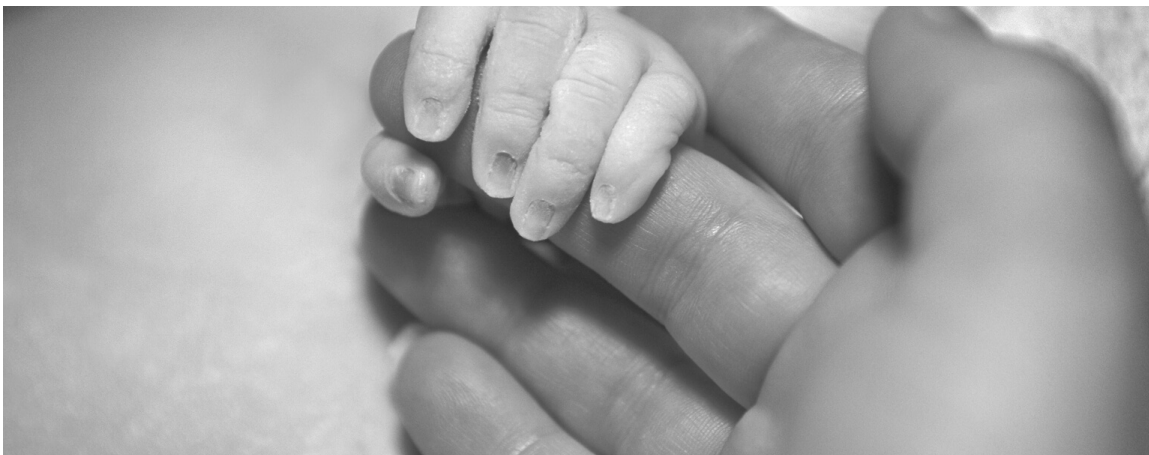
Currently, MotherToBaby has a strong relationship with the Health Resources and Services Administration (HRSA) and the Centers for Disease Control and Prevention (CDC). During the Zika epidemic and the COVID-19 pandemic, MotherToBaby became a vital source of information for the CDC and was listed on their website as a trusted source of information for pregnant and breastfeeding individuals. In addition, other groups, such as March of Dimes and the American Academy of Pediatrics use our data when collaborating with partners.



SUPPORT A HEALTHY AND SAFE PREGNANCY AND BREASTFEEDING JOURNEY

MotherToBaby's overarching goal is to enable informed decision making by effectively communicating accurate, up-to-date, evidence-based information about the effects of exposures during pregnancy or while breastfeeding, leading to a reduction of preventable birth defects and other adverse outcomes.

As the environment, medications and health landscape is constantly changing, requests to MotherToBaby for evidence-based information is on the rise. We are launching our Ally program to partner with like-minded organizations and individuals that are passionate about a healthy and safe pregnancy and breastfeeding journey.



Become an Ally for Healthy Pregnancy and Lactation

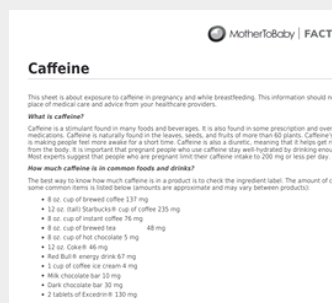




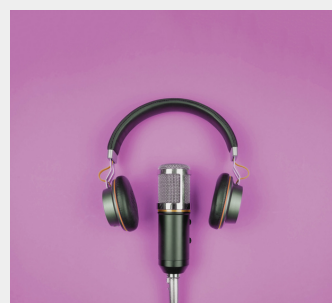
MOTHERTOBABY COMMUNITY



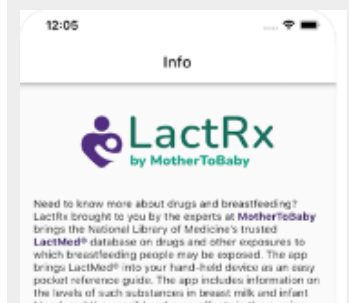
Website
5,500,000
Website Visits
Annually



300+ Fact Sheets
Viewed Nearly 2
Million Times in the
Last 12 Months



50+ Podcast Episodes
7,760
Annual Downloads



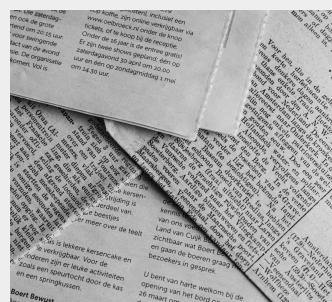
LactRx App
6,725 Downloads
13,238 engaged
sessions



130+ Blogs
Viewed 339,852
Times in the Last
12 months



Questions Answered
45,000 questions
annually



**Healthcare
Provider Newsletters**
10,000 recipients



Social Media
44,300 Followers

••••• Become an Ally for Healthy Pregnancy and Lactation

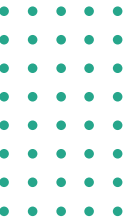




MOTHERTOBABY ALLY PROGRAM

All MotherToBaby Ally members will have a linked logo on the MotherToBaby website. *Partnership is renewed annually and limited to one level per Ally.*

Select four (4) options	\$30,000
Select three (3) options	\$20,000
Select two (2) options	\$15,000
Select one (1) option	\$10,000



Ally Program Menu

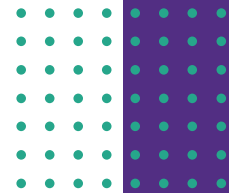
- One (1) 20 second ad during pre-approved MotherToBaby Podcasts
- One (1) tagged and branded recognition post on social media channels
- One (1) ad in MotherToBaby newsletter
- Listing of company name on transcript email to those who have used chat service
- Placement in conference materials
- Sponsorship of One (1) Blog

MotherToBaby and OTIS reserve the right to review and approve all content before it is disseminated to our community.



BECOME AN ALLY FOR FAMILIES

FURTHER INFORMATION



Phone 615.649.3082
Website mothertobaby.org
Email contactus@mothertobaby.org