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

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
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.

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.