

A Great Wellness Resource and It's FREE!

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Did you know that on any given day an average of just over 20 premature babies will be born here in Massachusetts? Some of the most severely premature will be born between 23 and 24 weeks gestation, and weigh just over one pound. These tiny miracles arrive on their own schedule, often without warning, and it can happen to anyone. The odds are that it has happened to one or more of your employees or their spouses, and that it will happen again to others in the future. I can speak from personal experience that when it does happen it is devastating to the family. It creates tremendous stress, uncertainty, disruption, challenges, heartache and concern. It will impact employee productivity and there will be a direct and significant impact on health insurance claims cost.

[Healthy Babies Healthy Business](#) is a fantastic educational resource for businesses to utilize as a Wellness resource. This great tool is a **no cost** multi-dimensional educational resource **provided free** to employers, by the March of Dimes. Healthy Babies Healthy Business is easy to manage, implement and promote, and provides your company with a wealth of information to support your employees before, during and after their pregnancy.

More facts about premature birth:

- It affects 1 in 9 babies born in the United States.
- Can lead to long-term health problems and lifelong disabilities.
- It is the leading cause of death during the first month of life.
- Causes developmental delays, cerebral palsy, blindness and intellectual disabilities.
- Affects 11 percent of babies born that are covered by employer sponsored health plans.
- Places \$12 billion in excess health care costs on businesses annually.
- Absenteeism and lost productivity related expense is substantial.
- Employers pay 12 times more in healthcare costs, on average, for premature/low birth weight babies as the pay for babies born without complications.
- More facts about premature birth in Massachusetts – [Click Here](#).

Why is the program free?

The mission of the March of Dimes is to improve the health of babies by preventing birth defects, premature birth and infant mortality. The foundation carries out this mission through programs of research, community services, education and advocacy to improve and save babies' lives. [Healthy Babies Healthy Business](#) is a component of the educational aspect of this mission.

More about the March of Dimes:

The March of Dimes is one of the nation's oldest and most respected charitable organizations. It was founded by President Franklin D. Roosevelt in 1938 in attempt to conquer polio. He asked all Americans to send a dime to Washington to help find a cure for Polio, the response was overwhelming. The outcome was unprecedented; by 1955 the Salk vaccine "the cure" was found! Since that time the March of Dimes has been all about the health and wellbeing of babies. Examples of research funded by the March of Dimes includes the development and widespread use of the APGAR score for new born infants, Surfactant therapy which treats respiratory distress syndrome in severely premature infants (it is the reason that these tiny miracles do so well) and much, much more.

Where does the money for research and programing come from?

Over 95% of the money that funds the March of Dimes mission comes by way of charitable contributions. The largest fund raising event annually takes place each spring. March for Babies events will take place throughout the United States in April and May. These events provide the financial fuel to fund the many great educational programs and resources provided by the March of Dimes.

Here in Massachusetts we are in a very unique position, due to the number of research facilities that are a component of our medical community. For every fundraising dollar raised locally, four dollars comes back to our community in the form of grants and programing funded by the March of Dimes (that is some ROI).

Sullivan Benefits:

The Sullivan Benefits team has actively supported and participated in March for Babies for 13 years. During that time we have raised well over \$150,000 directly and \$250,000 indirectly. We are proud supporters of this great institution and all of the good that it does.

If you have any questions about the Healthy Babies Healthy Business program please reach out to me directly. If you would like to support the Sullivan Benefits March for Babies team this year, it would be greatly appreciated. Simply click on the link below.

Thank you!

[2015 Sullivan Benefits Walk Team - Donate Here!](#)

