

EXPECTING WELL ESSENTIAL SUPPORT *guide*



Hello!

We know this season can be both beautiful and bewildering. You're not just adding a baby—you're navigating an entire transformation. This isn't about doing it all, but it IS about not doing it alone. You deserve clarity, guidance, reassurance, and room to breathe. We created this for you—so you can feel more like yourself in a time when everything feels new.

This is your warm invitation into care that sees all of you.

Cassidy & Maura

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The Basics

Expecting Well Essential Support is a private, guided care offering for parents navigating pregnancy, postpartum recovery, and early parenthood. It's a mix of emotional wellness support, personalized education and planning, and actionable guidance, all rooted in our unique approach that blends evidence-based care with real-life wisdom. It was crafted to be the missing piece between OB/midwife care and real-life, day-to-day support. It's parenthood, but better.

Why It Matters

Medical care treats the physical—our care embraces the rest.

You might have...

- Questions you don't want to “bother” your doctor with
- Emotional shifts you didn't expect
- Conflicting advice from everyone around you
- A desire to feel more prepared—but where to start?
- A partner who wants to help—but doesn't know how
- So many questions!
- Uncertainty about how you'll manage work and leave
- A need for real answers—not another social media rabbit hole
- Cravings for quiet, reassurance, or someone who gets it
- A wish for someone to say: “You're not alone. Let's figure this out together.”

This is where we come in.

It's built for busy, thoughtful parents who want:

- ☐ Support before and after birth
- ☐ Values-aligned plans for birth, postpartum, and return to work
- ☐ 1:1 mental health support and guidance without having to piece everything together themselves
- ☐ A calm, informed approach to navigating modern parenthood without the overwhelm
- ☐ To support the whole family system



This is a premium, concierge-level service that supports your mental, emotional, and logistical transition into parenthood — with licensed professionals walking beside you the entire way.

What This Is & Isn't

Here's a quick breakdown to help you understand exactly what this support includes—and what it doesn't. We believe in transparency, realistic expectations, and making sure you feel aligned and informed every step of the way.

IS

Thoughtful, personalized support for your journey into parenthood

Emotional health support and logistical planning rolled into one

A safe place to learn, ask questions, and explore your options

A central place for local and informational resources

A postpartum vision and strategy

Care that includes your changing identity, lifestyle, and values

ISN'T

A replacement for medical care

A course you have to “keep up with” or complete on a deadline

A prescriptive plan that tells you exactly what to do

Therapy sessions (though we can assist you with finding a therapist)

Just for “crisis” moments

Just for first-time parents

Generic advice pulled from the internet— everything is customized to your values, goals, and needs

What's Included

Each care plan is personalized, but here's what you can expect:



CUSTOM BIRTH + POSTPARTUM PLANNING

- Pregnancy, postpartum recovery + mental wellness education
- Choose your own series (Birth Ed & Planning or Family Foundation)
- Baby feeding education
- Personalized sleep, baby feeding, and relationship care planning
- Clarification of family identity and vision
- Client portal with educational videos and PDFs



EMOTIONAL WELLNESS SUPPORT

- Guidance sessions with Cassidy (nurse coach + educator)
- Therapeutic consultation and medication support with Maura (psychiatric provider, maternal mental health specialist)
- Thoughtful guidance around identity, roles, and emotional shifts
- Care continues through postpartum



EXTRAS TO MAKE LIFE EASIER

- Digital workbook (Google Doc format for your own editing)
- Notion planning template
- Printable planning sheets
- One "SOS" call
- Motherboard Birth Plan or Bringing Baby Home tools (depending on chosen series)
- Text and email access
- Coordination with medical provider, if needed

Session Framework

1 Foundation building intake and values work with Cassidy	2 Family identity, vision, and roles
3 Prenatal Series of choice (details below)	4 Baby feeding strategy
5 Postpartum planning	6 Emotional wellness education and intake with Maura
7 Free-flow session before birth	8* Postpartum session 1: Birth story & needs review
9* Postpartum session 2: Free-flow	10 Postpartum session 3: Free-flow
11 Emotional wellness check-in with Maura	12 Postpartum session 4: Return to work/life focus
13 Emotional wellness check-in with Maura	14 Complimentary SOS call at any time during our care

*These 2 sessions can be done in the home, if desired



Series Options

OPTION ONE

Birth Ed & Planning: This is a hybrid education and interactive planning class. The focus will be on labor and vaginal birth at a hospital but can be tailored for a planned cesarean birth or VBAC. 5 hour class + a Motherboard Birth Plan

OPTION 2

Family Foundation: This class focuses on building a healthy partnership with open communication before baby arrives.

This is an ideal series if you have already taken a childbirth class and/or are familiar with giving birth. 5 hour class + tools from the Bringing Baby Home course from The Gottman Institute





You'll intentionally create a season in which you feel...

Confident – clear on your values, your plans, and how to navigate the unknown

Prepared – not just logistically, but emotionally and relationally

Heard – validated in your unique experience and preferences

Calm (ish) – not because everything is perfect, but because you know what matters most to you

Aligned – your choices match your values and goals

Supported – knowing you have a safety net when you need it

Grounded – aware of what you need to stay emotionally and physically well

Informed – about your options, rights, and physiological experiences

Validated – knowing that your experiences are both unique and normal

In sync with your partner – after conversations that might not have happened otherwise

Like you've done something meaningful! – not just checking boxes, but creating a thoughtful, supported transition into parenthood

IF THIS FEELS LIKE THE
SUPPORT YOU'VE BEEN
LOOKING FOR... WE'RE
READY WHEN YOU ARE.

[Click here to schedule your
informational session](#)

Contact:

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