



BLOOM MAMA

Partnership Pack

Helping organisations support mothers beyond discharge and the six-week check.

For clinics, birth centres, midwives, doulas, pelvic health professionals, employers, insurers and maternal wellbeing organisations.

Website

bloommama.app

Contact

bloomapp.imane@gmail.com

Languages

**English, French &
Arabic**

Created by Imane, founder of Bloom Mama, after her own emergency C-section and the realisation that many women need more gentle, practical support after birth.

THE NEED

The postpartum support gap is real

Most mothers leave hospital with a baby, a recovering body and many questions. Follow-up care is valuable, but the weeks between appointments can feel lonely and confusing.

52

weeks of structured guidance

3

languages from day one

24/7

support in her pocket, not an emergency service

Bridge the appointment gap

Gentle week-by-week guidance between visits so mothers arrive better informed and with clearer questions.

Support the whole recovery

Physical recovery, emotional wellbeing, C-section care, pelvic floor education, feeding and nutrition sit together in one calm app.

Language matters

English, French and Arabic support helps partners reach more families with clearer, culturally aware communication.

Privacy-first by design

Sensitive recovery information stays on the mother's device. Bloom Mama supports care without adding unnecessary data burden.

WHAT THE APP OFFERS

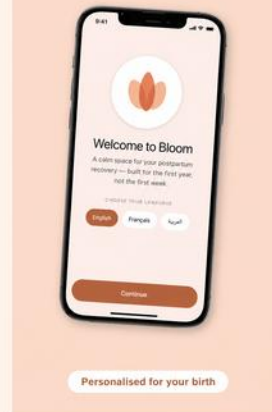
A gentle companion for the first year after birth

Bloom Mama is designed to feel calm, practical and reassuring, with content that supports everyday questions without replacing professional care.

Bloom Mama

- 52-week postpartum guide
- Daily check-ins and personalised prompts
- C-section recovery and scar massage education
- Pelvic floor support and guided timer
- Feeding, nutrition and gentle movement content
- Affirmations, reminders and emotional wellbeing support
- Emergency guidance and red-flag signposting
- English, French and Arabic experience

A calm space
for your
recovery.



Who this is for

- Clinics and birth centres
- Midwives, doulas and pelvic-health physiotherapists
- Employers and HR wellbeing teams
- Insurers and maternity benefit providers
- Maternal wellbeing brands and community organisations

PARTNERSHIP OPTIONS

Flexible ways to work together

Start small with a recommendation pathway, or build a deeper partnership for patients, clients, employees or members.

1 Recommendation pathway

Add Bloom Mama to discharge information, follow-up emails, leaflets or maternity resource lists.

2 Sponsored access

Provide extended Premium access through unique codes for your patients, clients, employees or members.

3 Pilot or co-design

Run a small pilot with agreed outcomes, feedback loops and co-branded materials.

4 Content and education

Collaborate on articles, workshops or culturally aware postpartum education for your community.

Suggested pilot formats

- Offer 1 month of Bloom Mama Premium to postnatal patients or members.
- Share a unique partner code and track redemptions.
- Collect optional feedback after 4 to 8 weeks.
- Review engagement, learnings and next steps together.



BLOOM MAMA

Next step

To explore a partnership, email Imane or book a short partnership call. Calls are available in English or French.

bloomapp.imane@gmail.com

bloommama.app

Bloom Mama provides general educational support and does not diagnose, treat, or replace advice from a midwife, GP or healthcare professional.