



Parenting Coach (Independent Contractor)

Wildflower Health

Wildflower is a women's health solutions company, specializing in digital and value-based care. We are the architect of the industry's first, and only, comprehensive bundle for value-based maternity care, with pre-built functionality for all actuarial, clinical and operational needs. Wildflower is facilitating the transition to value, starting with the OB episode. Our mission is to enable the best care, for all women, every time.

Our capabilities include a combination of technology, health advocacy and value enablement services, all designed to simplify the journey to value-based care for providers, payers, and purchasers by collapsing silos and aligning rewards around the delivery of healthy outcomes for women and their families.

Empowering women. Collapsing silos. Rewarding value. This is a smarter way to care.
www.wildflowerhealth.com.

Wildflower Health provides equal opportunities to all applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. Applicants must be authorized to work lawfully in the United States. Wildflower Health is not able to sponsor applicants for work visas.

About the Role

The Parenting Coach is responsible for providing parenting coaching across multiple domains, including sleep, nutrition, feeding, social-emotional development, and other aspects of child development. Key responsibilities include: provide personalized guidance and support to parents, helping them develop skills and strategies to manage specific challenges and improve family dynamics. The Parenting Coach will work with parents across a variety of geographies and social demographics to provide actionable steps and tools to address current issues and create positive, lasting changes.

The Parenting Coach will coordinate with the Clinical Director (or other assigned manager). This individual will work closely with other coaches and members of the Health Management team. This is a fantastic opportunity for a caring individual who enjoys working with a growing

company, is passionate about improving family outcomes, and is committed to creating exceptional experiences for parents and their families.

Key Responsibilities

- Coach parents across social and clinical needs with the ability to create strong interpersonal relationships
- Leverage deep expertise in evidence-based parenting strategies across a range of critical early childhood domains which can include but are not limited to:
 - Sleep and Sleep Training - assess sleep issues and develop a plan with parents that include routines, environments, and strategies used to help infants and toddlers develop healthy sleep habits
 - Feeding, Nutrition, and Eating Behavior - provide guidance on how children learn to eat, what they eat, and how parents can promote healthy nutrition and eating habits
 - Behavior, Discipline, and Social-Emotional Development - provide guidance on how young children learn emotional regulation, social interaction, and acceptable behavior and how parents can guide and respond to them effectively
 - Cognitive, Language, and Developmental Milestones - educate parents on expected developmental milestones, suggest age-appropriate activities to stimulate learning and language acquisition, identify delays, and support early intervention
 - Screening Management - educate parents on how screen time affects sleep, language, and social development and share strategies for regulating children's use of digital media, including content quality and time spent
 - Potty Training - provide guidance on how to assess physiological and emotional readiness, along with social expectations, routine building, and practical implementation strategies
- Create personalized plans, and empower parents to navigate the challenges of raising young children with confidence and positive techniques
- Leverage general knowledge base of pediatric health and development
- Help parents identify areas of behavior and habit changes to help support optimal health and wellness to improve outcomes
- Work with the patient's care team, including medical providers, to support care coordination and help patients achieve their goals
- Facilitate coaching sessions with parents via phone, video, and in-app messaging
- Work collaboratively with health advocates to support parents and families

Qualifications:

- Bachelor's degree required. Preferred fields: Early Childhood Education, Child Development, Psychology, Social Work (or related). Other fields considered with relevant coursework/certification and applicable experience.
- Current certification and/or experience in pediatric behavior analysis, child sleep consulting, lactation, and/or pediatric nutrition welcome
- 2-3 years experience coaching, consulting, or teaching parents of children aged 0 through 5 years old in the areas listed above
- Expertise in evidence-based parenting strategies across a range of critical early childhood domains
- Motivational Interviewing and knowledge on behavior change techniques preferred
- Experience in health equity, social justice and/or trauma informed care preferred
- Experience working with diverse populations seeking healthcare and cultural competency preferred
- Knowledge of medical terminology preferred
- Understanding of pediatric health including physical, social, and emotional development preferred
- Bilingual - written and verbal communication skills in English and Spanish preferred
- Experience coaching by phone and/or video conferencing preferred
- Ability to project a professional business image by phone and/or video conferencing required
- Strong judgment regarding scope of work and in determining when to refer to appropriate resources and qualified providers
- Proficiency using software programs such as Microsoft Word, Excel, and Outlook or similar software
- Maintains and ensures the security/confidentiality of all personal health information (PHI) collected
- Excellent verbal, written and interpersonal communication skills
- Strong organizational and time-management skills
- Maintain accurate and timely records of coaching sessions, progress, and personalized plans
- Familiarity with startup environments
- Demonstrate a strong commitment to the mission and values of the organization

Why Join Wildflower Health?

At Wildflower Health, you'll be part of a fast-growing, purpose-driven organization that directly impacts the lives of growing families. You'll collaborate with a passionate team, learn new skills, and help solve meaningful challenges. We prioritize respect, diversity, and inclusion across all

backgrounds to reflect the populations we serve. Our values include fast-paced innovation, data-driven decisions, and always putting the patient first.

Job Type: Part-time Contractor

Pay: \$50 per coaching session (usually 20-30 minute sessions)

Expected hours: 10 – 20 per week

Schedule: Monday to Friday - contractor schedule will depend on volume of appointment requests

Work Location: Remote

To Apply: Please provide cover letter and resume using this link:

<https://jobs.gusto.com/postings/wildflower-health-parenting-coach-independent-contractor-83869e65-76ca-4706-8f3b-5cd32e4cf276>