



# Maternity Coverage Timeline Tool

The [Maternity Coverage Timeline Tool](#) helps expecting parents plan when and how to use their family leave by providing a personalized calendar of how much leave time they have with State benefits. This work is part of the Resident Experience Initiative.

## Challenge

Most people who work in New Jersey qualify for paid leave benefits under Temporary Disability Insurance and Family Leave Insurance. However, to use these benefits, parents must navigate a complex application process, tracking multiple details and making calculations on their own, increasing the likelihood of making a mistake during the application process or delaying access to the benefit.

## Innovation In Action

Working closely with community partners and expecting parents to understand their needs, OOI saw an opportunity to use technology to simplify a confusing aspect of family leave and reduce stress. After asking parents a series of questions, the tool automatically provides start and end

dates for leave based on their specific circumstances and preferences, giving parents clarity about the benefits they can access and when.

Residents using this resource have the option to leave feedback to improve it, which our team analyzes to make updates, ensuring the tool is continuously improving. The feedback is anonymized and analyzed by a generative artificial intelligence model, which identifies common trends in even large volumes of feedback that point toward areas for improvement.

## Impact + Metrics

- As of August 2024, more than 115,000 New Jerseyans have used the Maternity Coverage Timeline Tool to understand their benefits, and more than 523,000 timelines have been created since the tool launched in May 2022.

## Status

- The tool was launched in May 2022, a second iteration was released in July 2022, and the tool continues to undergo iterative improvements based on user feedback and data.

## Resources and Additional Information

- NJ BIZ: [NJ launches online tool to estimate state maternity coverage](#)

## Partners

- NJ State Department of Labor
- Office of First Lady Tammy Murphy

*Last updated on 9/27/24*

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## Resident Experience Initiative

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NJ AI Assistant

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BasicNeeds.NJ.gov

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Call Center Modernization

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Disability Information Hub

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Feedback Widget

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## **Maternity Coverage Timeline Tool**

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My Career NJ

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NJDOL Benefits Eligibility Tool

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Temporary Disability and Family Leave Benefit Status Tool Modernization

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Training Explorer

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Transgender Information Hub

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Unemployment Insurance Application Redesign

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Unemployment Insurance Call Center Modernization

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Unemployment Insurance Certification Modernization

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Unemployment Insurance Claim Status Tool

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Unemployment Insurance Identity Verification Modernization

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Youth Mental Health Information Hub

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## Business Experience Initiative

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Business.NJ.gov Live Chat

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Business.NJ.Gov

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Business.NJ.Gov Updates

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## Data + Policy

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Artificial Intelligence Task Force

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Algorithmic Hiring Education Initiative

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Future of Work Policy + Practice Catalog

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Future of Work Task Force

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Fund My Future

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Future of Work Accelerator

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Innovation ENJINE Challenge

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RGGI Your Climate Solution Ideas

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SmarterNJ

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Your Future of Work

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Your Voice, Your Shot Video Contest

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## Communication + Engagement Lab

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Business.NJ.Gov Digital Marketing User Activation Campaign

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FundMyFuture Marketing Consultation + Creative Development

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OSHE Some College, No Degree Campaign

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## COVID Response

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New Jersey COVID-19 Information Hub

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COVID-19 Vaccine Appointment Finder

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Healthcare Professional "Call to Serve" Portal

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COVID-19 Jobs and Hiring Portal

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COVID-19 Symptom Checker

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Emergency Assistance Eligibility Wizard

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Executive Order Violation Reporting Form

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NJ Eviction and Homelessness Prevention Certification Form

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NJ Eviction Moratorium Information + Question Form

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Nursing Home Misconduct Form

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Out of State Traveler Registration Form

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Statewide Update Email Program

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Vaccine Hesitancy Email Campaign

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Additional projects

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Innovation Skills Accelerator

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