Otherside Life Expands Doula network to North Carolina, and Florida

JACKSONVILLE, FL, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- Interest in death doulas has exploded. Membership in the National End-of-Life Doula Alliance grew more than fivefold between 2019 and 2024, from roughly 260 members to over 1,600, and public curiosity spiked again this spring on a wave of celebrity and media attention, with searches for the role jumping more than 1,000% in a single week, according to Google Trends analysis reported by Forbes.



Logo

But awareness has outrun access. With roughly 1,600 alliance members serving a country where millions die each year, most American families still cannot find a death doula when they need one.

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>
> *Marissa Overcash*

Otherside Life, the death doula marketplace and end-of-life planning platform, today announced the expansion of its practitioner network into North Carolina, and Florida, bringing certified death doulas and grief support specialists to tens of millions of Americans, including regions of the Southeast where families searching for end-of-life support have historically found almost no one.

"America is discovering death doulas. Now it needs to be able to find one," said Yannick Rose, Co-Founder and CEO of Otherside Life. "Every family will face this, and too many face it alone. When a family in Jacksonville or Raleigh or Los Angeles reaches out, someone answers now. That's the whole mission in one sentence. Learn to die so you can learn to live."

Death doulas provide non-medical support to dying people and their families: advance care planning, vigil sitting, legacy work, and grief support before, during, and after a death. Their rise reflects a gap in the system. Hospice and hospitals manage symptoms and logistics, but families are often left alone with the human side of dying, the long vigils, the hard conversations, and the

grief that begins before the loss.

The Florida expansion is anchored by Marissa Overcash, a certified death doula and grief coach based in Jacksonville who brings more than a decade of experience as an estate-planning paralegal.

"I don't believe grief is something we overcome," Overcash said. "We learn to carry the love, integrate the loss, and make room for the life that is still asking to be lived."

The expansion marks a milestone in Otherside Life's national roadmap. The company launched in Los Angeles and is executing an eleven-city U.S. expansion plan built around its three pillars: Prepare to Die, covering advance planning; Deal with Death, supporting executors through the hundreds of hours of work it takes to settle an estate; and Heal with Death, the grief recovery pillar launched in March 2026. Practitioners in the Otherside network, known as the Murmuration, are screened and onboarded through a structured vetting process.

Families in California, North Carolina, and Florida can connect with a practitioner at https://othersidelife.com/practitioners

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