

# Breastfeeding confidence starts with timely, comprehensive support



Only 25%

U.S. moms are exclusively breastfeeding at six months (the national target is 42%).<sup>1,2</sup>

67%

U.S. hospitals do not have a comprehensive policy covering breastfeeding support.<sup>3</sup>

If breastfeeding rates met the national target:

More than 3,000

maternal and child deaths could potentially be prevented annually.<sup>4</sup>

Up to \$900

healthcare costs per infant could potentially be saved, due to avoiding communicable illnesses and associated hospitalizations.<sup>4</sup>

## Ovia's breastfeeding support program delivers real results

With 365-day access to lactation coaches, Ovia+ members report:

91%\*

breastfeeding initiation (compared to 83% nationally)<sup>1</sup>

70%\*

exclusive breastfeeding at six months (compared to 25% nationally)<sup>1</sup>

Up to 15%\*\*

increase in breast pump benefit utilization compared to non-Ovia members

### The Challenge

83% of U.S. mothers initiate breastfeeding, but by six months, only 25% are still exclusively breastfeeding—well below the national goal of 42%. According to the CDC, this decline in breastfeeding is often due to lack of comprehensive support to make sustained breastfeeding difficult.<sup>1,2</sup>

Hospital practices play a vital role in supporting breastfeeding, yet 67% of U.S. hospitals lack a comprehensive breastfeeding support policy that educates new mothers, provides hands-on guidance, and ensures access to lactation equipment.<sup>3</sup>

Without consistent guidance and support, breastfeeding rates decline sharply. The impact is far-reaching: babies miss out on critical immune and developmental benefits, mothers lose proven protection against certain cancers and type 2 diabetes, and health plans face higher costs from preventable illnesses and medical care.



### The Solution

Ovia Health delivers a comprehensive digital women's health solution that supports every life stage—including the critical window for breastfeeding success. Our platform meets women where they are—closing gaps, addressing disparities, and empowering mothers to achieve their breastfeeding goals.

Ovia+ breastfeeding support Includes:

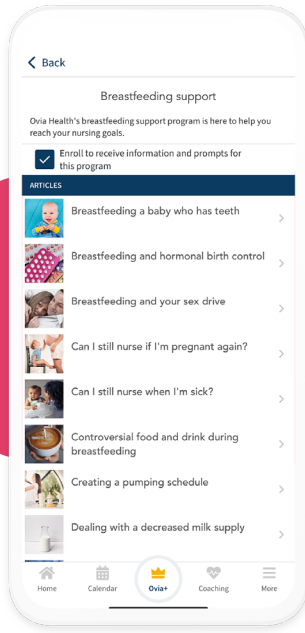
- **The Ovia Care Team:** Unlimited 1:1 support from health coaches who are certified lactation consultants at no cost—removing barriers like wait times, childcare needs, and out-of-pocket expenses.
- **Custom feeding plans:** Tailored to each member's unique needs and lifestyle—whether breastfeeding, pumping, or returning to work.
- **On-Demand education:** Accessible articles and our Breastfeeding Bootcamp video series is designed to provide practical support, whenever it's most convenient.
- **Navigation to lactation benefits:** Helps families understand and use free and/or existing benefits like breast pumps and lactation counseling.
- **Personalized CareFinder service:** Connects members to in-network lactation consultants and local resources, as well as mental health providers.

### The Results

Ovia+ members report:

- **91%** breastfeeding initiation\*
- **70%** exclusive breastfeeding at six months\*
- Up to **15% increase** in breast pump benefit utilization\*\*

These results demonstrate that continuous support throughout maternity and early parenting helps more women initiate and sustain breastfeeding, supporting better long-term health for mothers and infants.



### What This Means For Your Organization

Ovia's comprehensive breastfeeding support helps to improve maternal and infant health outcomes, prevent costly complications, and drive down medical spend. By helping families navigate covered benefits—like breast pumps and lactation counseling—we can increase benefit utilization and reduce out-of-network claims.

Unlike standalone telehealth programs, Ovia+ integrates seamlessly with existing benefits to close gaps in care, address disparities, and provide continuous, personalized support. The result: healthier mothers and babies, measurable cost savings for health plans, and greater member satisfaction.

Learn more about Ovia Health's comprehensive women's health solution at [oviahealth.com](https://oviahealth.com)

\* The above outcome reflects data from a subset of members that was collected between 1/1/25 - 8/12/25.

\*\* The above outcome reflects the greatest improvement experienced by a single client for this/these clinical condition area(s). Other clients may have experienced less, no or negative improvement in this/these clinical area(s). Actual results may vary based upon initial prevalence rate and engagement rates.

#### References:

1. Centers for Disease Control and Prevention. (2022). Breastfeeding Report Card. <https://www.cdc.gov/breastfeeding-data/breastfeeding-report-card>.
2. Centers for Disease Control and Prevention. (2025) About breastfeeding data. <https://www.cdc.gov/breastfeeding-data/about/index.html>.
3. Nelson JM, Grossniklaus DA. Trends in Hospital Breastfeeding Policies in the United States from 2009-2015: Results from the Maternity Practices in Infant Nutrition and Care Survey. Breastfeed Med. 2019;14(3):165-171. <https://pubmed.ncbi.nlm.nih.gov/30844300>.
4. Bartick M, Stuebe AM, Sheehan M, et al. Suboptimal breastfeeding in the United States: maternal and pediatric health outcomes and costs. Matern Child Nutr. 2017;13(1):e12366. <https://pmc.ncbi.nlm.nih.gov/articles/PMC6866210>.