



Breastfeeding can decrease **childhood obesity**, improve **cognitive development**, and combat **chronic illness**.<sup>1</sup>

Yet...

**17%**

of US parents do not breastfeed.<sup>2</sup>

## encouraging breastfeeding with empathetic lactation counseling

**Breastfeeding can be an emotionally-charged topic, and many parents feel apprehensive about seeking help.**

From problems latching to clogged ducts, chapped nipples, and even pumping at work, breastfeeding can feel like a postpartum mother's personal Mount Everest!

Yet, mother's milk has been shown to prevent early childhood diseases, such as ear infections. Our highly conservative estimates put the cost savings at a minimum of \$500 per breastfed child in the first three months of life alone.

By approaching members with empathy and meeting them where they are, Ovia improves rates of breastfeeding across our member population.

1. ["The Long-Term Public Health Benefits of Breastfeeding," Asia Pac Journal of Public Health](#)

2. [Centers for Disease Control and Prevention, "Breastfeeding Data & Statistics."](#)

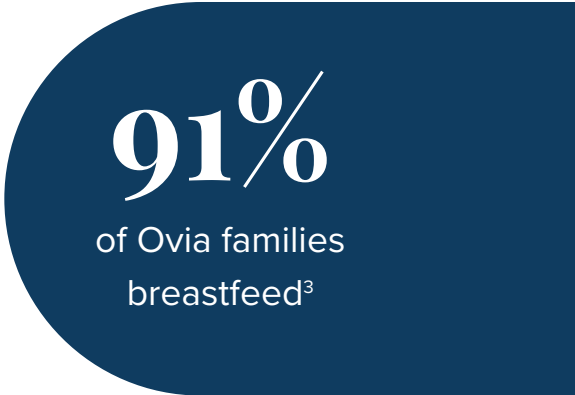
## Encouraging breastfeeding when available

Families often leave breastfeeding preparation until after birth, but it's never too early to start learning.

Ovia's culturally-sensitive lactation consultants engage members early in pregnancy, providing them with support, tips, and tools to make breastfeeding easier and less mentally taxing.

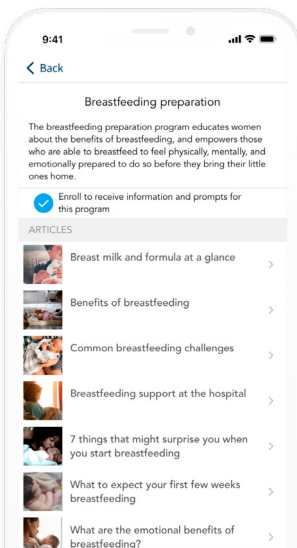
Our engaging programs make members excited to track their feeding duration and even access sponsor benefits, such as breast pumps.

We recognize that some women will end up needing to bottle feed, and we don't judge — in fact, it's that attitude that makes our breastfeeding preparation programs just so successful.

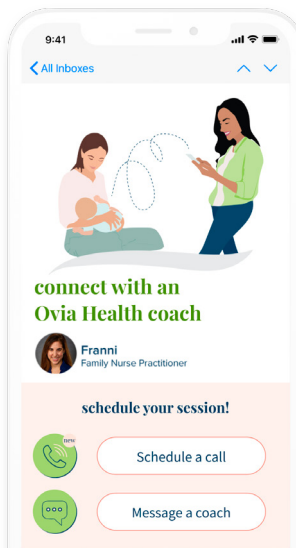


## Ovia's algorithms, health programming, & experts at work

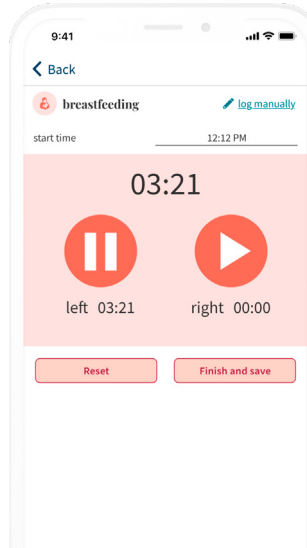
Engage early with preparation content during pregnancy



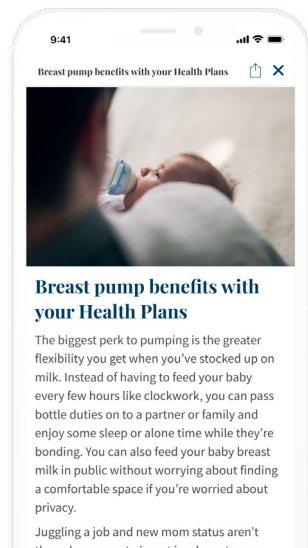
Proactive coaching lactation support & breastfeeding tips



Tools to make breastfeeding easier, timer & tracker



Connect with other breastfeeding benefits (breast pumps)



## What this means for your organization

Ovia Health's supportive lactation consulting and breastfeeding programming help families who would like to breastfeed achieve their goals, saving **\$500** per breastfeed infant in the first three months of life.<sup>4</sup>

3. Ovia Health Book of Business Claims Analysis.

4. Journal of Pediatrics, "Health care costs of formula-feeding in the first year of life."