



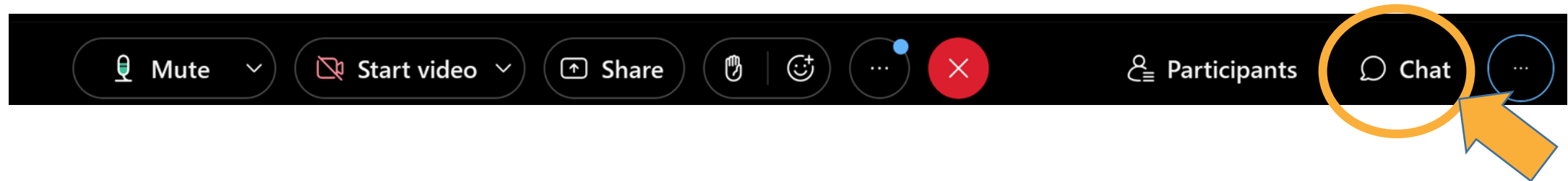
**Breastfeeding Support  
Project Opportunity**  
Wednesday, March 19, 2025

# For Questions Use the CHAT FUNCTION



## Please use the **Chat function** for any questions.

For most devices, the **Chat function** can be found at the bottom right-hand side of the screen.



- With the Chat window open, choose the tab to send DIRECT to **Ashley Tait-Dinger (Host)**.
- Type in your question. Please note there is a 512-character limit.
- If we are unable to address your content-related questions during the online presentation, we will try to have the remaining questions answered and posted with the follow up material.
- Any technical questions will be addressed as quickly as possible.
- For participants who have called in, to mute/unmute use \*6

# Agenda

- Welcome
- Importance and impact of breastfeeding and appropriate support
- Introduce speaker
- Best practice versus reality
- Affiliate Member TLN's approach and outcomes
- Next steps
- Open Discussion/Questions



# Importance and Impact of Breastfeeding Support



- Health Benefits for Mothers and Babies – stronger immunity for babies, lower risk of chronic disease for mothers, supports infant development
- Workplace Benefits – increases employee retention, boosts productivity and reduces absenteeism, enhances company reputation
- Addresses Workplace Equity – supports working mothers, reduces economic disparities
- Cost Savings for Employers – lower healthcare costs

# Speaker Introduction



## Presenting today:

- **Kim Kozeny**
- *Vice President, Employer Partnerships, The Lactation Network*
- Affiliate Member, Florida Alliance

# Best Practice is NOT Common Practice.

<u>Clinical Recommendation</u>		<u>Common Practice Today</u>
<b>Three 60-minute sessions</b> are the clinical standard of care	→	10–15 min in-patient consultations
<b>88% of parents prefer in-person</b> appointments, and a third of lactating parents are still recovering from a C-section, which has a major impact on mobility	→	No in-home and limited clinic support
<b>Specialist expertise and patient understanding</b> is critical for safe and effective care	→	Varied levels of expertise and lack of continuity of care
<b>NICU babies may especially need lactation care</b>	→	Limited NICU support

# Support for all families, how and when they need it

## New mothers should have access to:



A dedicated IBCLC matched by acuity, based on the patient's preferences and needs



At-home, in-office, or virtual visits for convenience and comfort. We match patients with a nearby provider for accessible care



Comprehensive consultations that last 90 minutes, on average



IBCLC support as many times as needed throughout their breastfeeding journey

# The Patient Journey



## Prenatal

Lactation  
consultation

### Weeks 1-6

- Establish latch and supply
- Triage feeding challenges
- Pumping and bottle feeding

## 2+ months

Prepare to return  
to work

### 4+ months

Sleep, distracted  
feeding, and  
teething

## 5+ months

Prepare to start  
solids

### 1 year+

Breastfeeding a  
toddler and  
weaning when  
you're ready

### As needed

- Supply issues
- Sore nipples
- Slow weight gain (or milk transfer issues)
- Nursing strikes



# TLN Standard of Care

- ✓ A local, dedicated IBCLC provides continuity of care, builds trust, and improves communication
- ✓ In-depth consultations help to identify issues and provide care plans customized for each family

## 1 PREBIRTH CONSULTATION

Educating parents and setting expectations before the baby is born, which increases initiation rates

## 2 POSTPARTUM CONSULTATION

Supporting parents after they return from the hospital to address early issues, which increases breastfeeding duration

## 3 BACK TO WORK CONSULTATION

Supporting mother and baby for transition, which preserves the breastfeeding relationship



# Healthier Families. Healthier Companies.

## Breastfeeding benefits *boost* bottom lines.

When working parents win, their employers (and communities) do too.

95%

of TLN mothers returned to work from maternity leave, compared with a 59% national average<sup>1</sup>

89%

lower odds of postpartum depression in women who exclusively breastfeed<sup>2</sup>

56%

less chance of infant hospitalization within the first year of life when breastfed exclusively for 4 months<sup>3</sup>

93,082

potential breast, ovarian, and uterine cancer cases prevented annually<sup>4</sup>

97%

of patients would recommend TLN to family or friends<sup>5</sup>

# Lactation Care Reduces Medical Claims

## Short-term payor savings per infant

**\$494 annual savings** from lower respiratory infections, gastrointestinal infections, and ear infections prevented by breastfeeding<sup>6-8</sup>



Breastfed babies contract fewer infections than formula-fed babies

## Long-term payor savings per mother

**\$2,121 annual savings** due to decreases in breast, ovarian and uterine cancers<sup>9-11</sup>

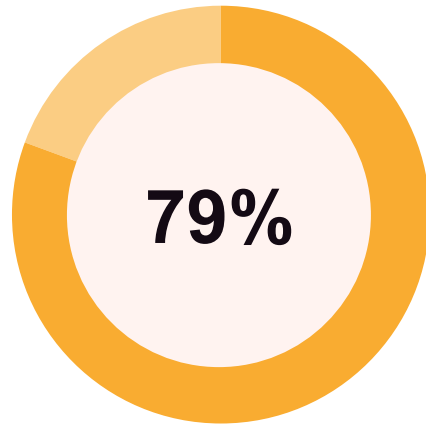
**\$25,074 lifetime savings** due to decreases in cardiovascular disease<sup>12-14</sup>

**\$4,681 lifetime savings** due to decrease in diabetes<sup>15-18</sup>



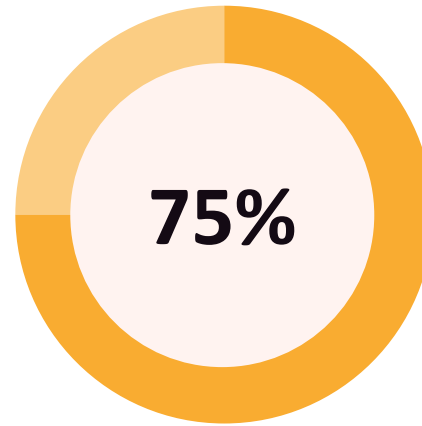
Mothers who breastfeed reduce their risk of chronic illness

# Impact of TLN's Lactation Care



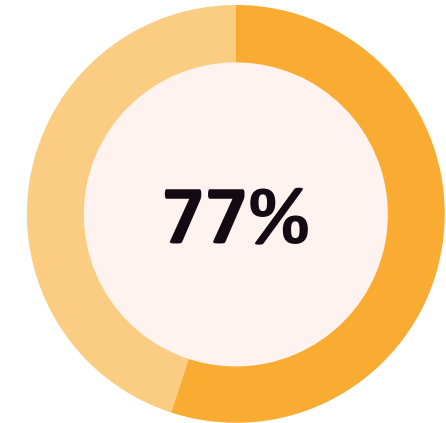
## Confident in Feeding Goals

79% of TLN parents felt confident in meeting their breastfeeding goals



## Prepared to Return to Work

75% of TLN parents felt prepared as it relates to feeding their baby to return to work



## Supported to Return to Work

77% of TLN parents felt supported as it relates to feeding their baby to return to work

# References

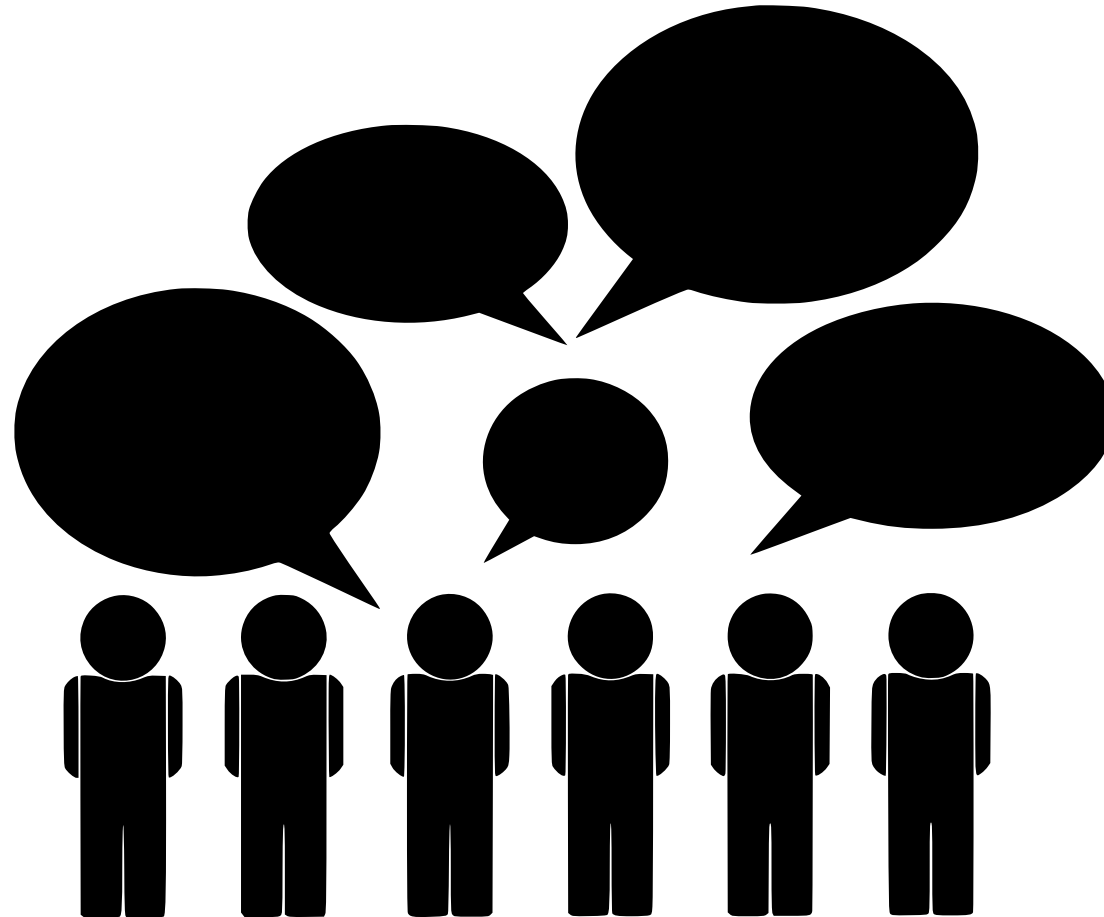
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# Next Steps



- Pre- and Post Surveys to our Employer Members: assessment of breastfeeding support and coverage – brief survey via Survey Monkey – to be repeated after the ELC and development of the Employer Guide
- Collective Impact: advocate for in-network coverage with the carriers where needed
- Attend May 1 Annual Conference: panel session on women’s health equity – the “pink tax”
- Participate: Women’s Health Employer Learning Collaborative (ELC)
- Provide Input: towards development of an Employer Guide and Insights to Managing Women’s Health

# Open Discussion and Questions



# Thank you!

