

Unlocking the Potential of Lactation Services: Maximizing Member Engagement & Satisfaction

A Comprehensive Approach to Lactation Support and Patient Engagement



Aeroflow Health, a personalized health partner providing patients with easy access to insurance-covered medical equipment and supplies, has partnered with a large Medicaid Managed Care plan in North Carolina (the “health plan”) to enhance access to lactation services for their members.

While breastfeeding is a natural process, many mothers struggle to strengthen the mother-infant bond. Trained professionals, like lactation consultants (IBCLCs), can help bridge care gaps for mothers by helping them feel prepared, confident and empowered with education and support in their maternal health journey.

Breastfeeding provides significant health benefits for both mothers and infants. According to the [National Institute of Health \(NIH\)](#), breastfeeding improves maternal health and reduces maternal mortality and morbidity. In addition, [CDC](#) research shows that breastfeeding can reduce the mother's risk of breast and ovarian cancer, type 1 and 2 diabetes, high blood pressure and postpartum depression.

Aeroflow understands the importance of the right maternal care support to meet patients' unique needs. Serving over 1 million mothers per year as the go-to, trusted breast pump supplier, engaging before and during their second trimester, we help maternal care teams close care gaps and deliver on the mission of providing accessible and equitable care, to help individuals live healthier lives.



The dramatic increase in monthly enrollment represents hundreds of mothers and infants finally getting the lactation support they're entitled to, transforming our program's impact on maternal health outcomes.

The Challenge: Lactation Utilization, Poor Member Engagement

The Health Plan's leadership team experienced utilization challenges with their lactation support vendor. Members weren't engaging, and an overly complicated, multi-step integration led to poor uptake. In **1.5 years** of the partnership, merely **36** members signed up for lactation services. Lactation care is a critical part of the maternal care program and this disconnect created an unnecessary barrier.

The vendor's inability to meet expectations created frustration for the case management team, who sought to improve engagement and provide stronger, more effective support during pregnancy and postpartum. Though the health plan had a preferred lactation vendor, they were able to quickly add Aeroflow as a partner option and saw an immediate uptick in clinical services.



Within six months, Aeroflow enrolled an average of **88 members** per month into lactation services. The vendor had previously enrolled **36 members** in **1.5 years** or **1.4 members** per month.

Aeroflow

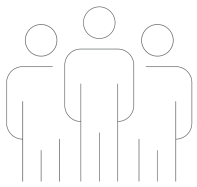
88

members per month

Vendor

1.4

Immediate Impact: Results that Matter



88 members on average per month

98%

of moms reported feeling more confident breastfeeding after attending

45%

unique member participation per month



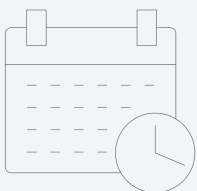
Survey: **9.57** out of **10** patients likely to recommend class to a friend or colleague



Average classes attended **2.5**

10%

better than the baseline CDC average for breastfeeding at 6-month point



First attendance **50** days prior to due date on average



Reach of **8-10K** births per year



Aeroflow's Comprehensive Lactation Support Approach

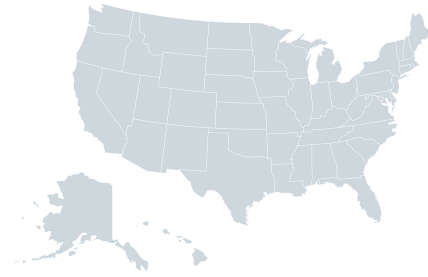
Aeroflow Health is uniquely equipped to make a profound impact on maternal health through a combination of unmatched reach, proven results, and innovative support systems. Our services meet patients where they are and are designed to address barriers and stigmas, utilizing telehealth and community support. We reach **42%** of all births nationwide, including **50%** of patients in maternal care deserts—areas with limited access to essential maternal healthcare. This positions us to touch the most patients and provide critical care to underserved populations.

Moms come to us early for group and 1:1 lactation services. Prenatal education empowers expectant mothers to feel more confident in the maternal journey. We also empower members with the tools and resources to make informed decisions about their birth plans and encourage members to explore and choose a birth location that aligns with their values and goals—whether it's a hospital, birth center, or home.

Our birth planning preparation services guide members through developing personalized plans and understanding the steps necessary to achieve their ideal birth experience. With a comprehensive, expert-led curriculum, we make class sizes comfortable so that moms feel seen and heard, and are more likely to be proactive in their health.

Our **30,000** active member online support group fosters a vibrant community where mothers connect, share experiences, and find encouragement—building confidence and reducing feelings of isolation. Online support communities can offer a safe space for mothers to connect and break barriers, including stigmas associated with their maternal health journey. By combining extensive reach, high satisfaction rates, and a holistic approach to care and education, Aeroflow Health ensures that every mother has the resources, support, and confidence to achieve better health outcomes for herself and her baby.

The Aeroflow Maternal Health Difference



Work with **1000+** health insurance plans across all **50 states**

Reach of **42%** of all births nationwide

Reach of **50%** of mothers in U.S. maternal care deserts



Early pregnancy notifications at **14 weeks** gestation

70%

of our patients continue to engage with us up to **1-year** postpartum



Serving over **1M+** moms per year

81

NPS score



4.9 (13,577)

Google reviews rating

Are you a health plan interested in learning how we can support your maternal health and care programs? We'd love to hear from you. Contact us [here](#).

