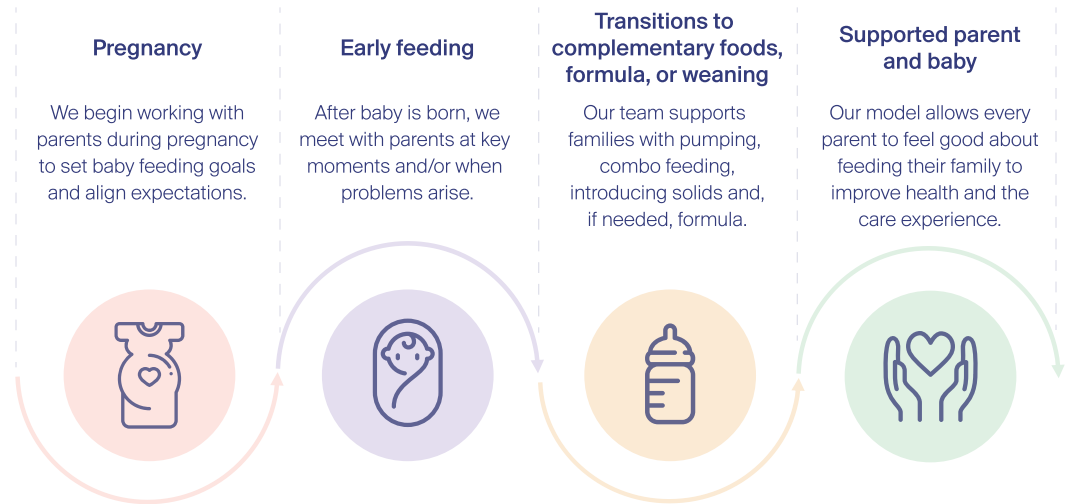


Mission

SimpliFed's mission is to create a new model for optimal feeding by building trusted relationships with parents, partnering with healthcare payers, providers, and employers, and shifting policy, practice, and narratives to drive health and economic equity, starting with baby's first foods. We work with parents through the baby feeding journey – from prenatal through early toddler. SimpliFed helps parents feed their baby, with the support of facts and data, and without judgement, all in the comfort of their own home.

Creating a New Model for Optimal Feeding



Our Team

We are a team of baby feeding experts: IBCLCs (International Board Certified Lactation Consultants) and CLCs (Certified Lactation Counselors). We are also moms, health care workers, doulas, and change makers dedicated to meeting families where they're at and supporting them without judgment. We hold ourselves to high clinical quality standards, and work in close partnership with the healthcare system. Our goal is to support all families, no matter how they choose to feed their babies.

How we partner with payers, healthcare systems, and employers

SimpliFed partners with employers, healthcare providers and payers across the nation. We offer our services to patients at no cost to providers.

- SimpliFed is a 100% virtual platform that is designed to augment in-person care. We provide preventive and supportive care so physicians and providers can focus on complex patient needs.
- We work with parents throughout the baby feeding journey, starting in pregnancy. Appointments do not require prior authorization and can be scheduled within 24 hours of a request.
- SimpliFed closes the loop with care teams by sharing visit notes, highlighting potential high-risk situations and ensuring we refer back to in-person care whenever needed. We believe our work isn't done until parents and baby are happy in the baby feeding journey.



Contact

team@simplifed.us | www.simplifed.com

