

Feeding is a journey

Prenatal and postpartum virtual baby and breastfeeding care for everyone.



1. Start your care

Check out the SimpliFed website <https://www.simplified.com> and click “Start getting care” or text BABY to 888-458-1364.

2. Meet your baby feeding experts

At the beginning of your care journey, we introduce you to your virtual care team including your lactation consultant and Ally who work with you to help you reach your feeding goals over time.

3. Prenatal education appointment

Access our virtual care during pregnancy to plan for feeding your baby. This helps set expectations and get you and your support team ready, whether it is your first baby or tenth.

4. Text us when baby is born

After baby is born, text us and we will get you started with postpartum care services to help you reach your goals and overcome any challenges.

SimpliFed

Text BABY to 888-458-1364

or

Scan QR Code
to get started



Feel good about feeding your baby

Virtual baby feeding services FAQ



Will I have to show my boob?

Nope! Our SimpliFed Baby Feeding Experts can answer your questions and provide support in the way you feel most comfortable!

Do I have to schedule an appointment around the baby's feeding schedule?

Nope! We meet the parent and baby where they're at. Our team can still provide support, encouragement, and education even if you're not actively feeding on the call.

Should I schedule an appointment while I'm pregnant?

Yes! We would love to meet you during pregnancy to help you set expectations, prepare for your baby feeding journey, help set up your breast pump and more. It's nice to see a friendly, familiar face again once the baby is born!

Is this service covered by my health plan?

Good news! Your employer-sponsored insurance fully covers SimpliFed's services at no cost to you, starting during pregnancy.

How do you sign up for SimpliFed?

You can sign up on the SimpliFed website <https://www.simplifed.com>. Click "Start getting care," or simply text BABY to 888-458-1364.

How do I book an appointment?

Once you text or sign up on the website, a SimpliFed Ally will help you book an appointment. We're also available to answer any questions between 9am and 9pm ET via text at 888-458-1364.

How many appointments do I get access to?

You can enjoy up to six appointments fully covered by your health plan starting during pregnancy at no cost to you.

What happens after my appointment is scheduled?

After your appointment is scheduled, you will receive a text or email (based on your indicated communication preference) with your HIPAA-compliant secure video link. A SimpliFed Ally will reach out prior to your appointment with a reminder and a short pre-appointment questionnaire.

Can I meet with the same provider during a future visit?

Yes, you are able to schedule appointments with a specific healthcare provider.

