

NEW MOMS'

HEALTHY RETURNS



Now employers can
make families' priorities
their priorities.

medela 
mother's milk,
everyday amazing™

 **mamava**®



Moms want to continue providing breast milk for their babies when they return to work, but find it challenging. We can help.

Today, there are more moms than ever in the workforce. But many new moms who want to continue providing breast milk to their babies feel they're not getting the right support and products to meet their needs when they return to work. As a result, they are unable to meet their breast milk feeding goals and may leave their jobs after giving birth.

Employers are under pressure to retain valuable talent while managing or reducing costs. But providing a seamless, supportive experience that helps moms go back to work and feed with breast milk longer can be a challenge.

An unmet personal need that has a societal impact



Now employers can make families' priorities their priorities.

Parents shouldn't have to choose between returning to work and continuing to provide breast milk to their baby. That's why we created New Moms' Healthy Returns™—a customizable, single-source solution from Medela and Mamava that opens up a world of best-in-class technology, resources, and accessories specifically designed for new and expecting parents.

Your employees get the support they need to successfully balance their career with breastfeeding and a growing family. You get an easy, measurable way to show your commitment to working moms—and a competitive advantage by providing a supportive, family-friendly environment that attracts and retains employees.



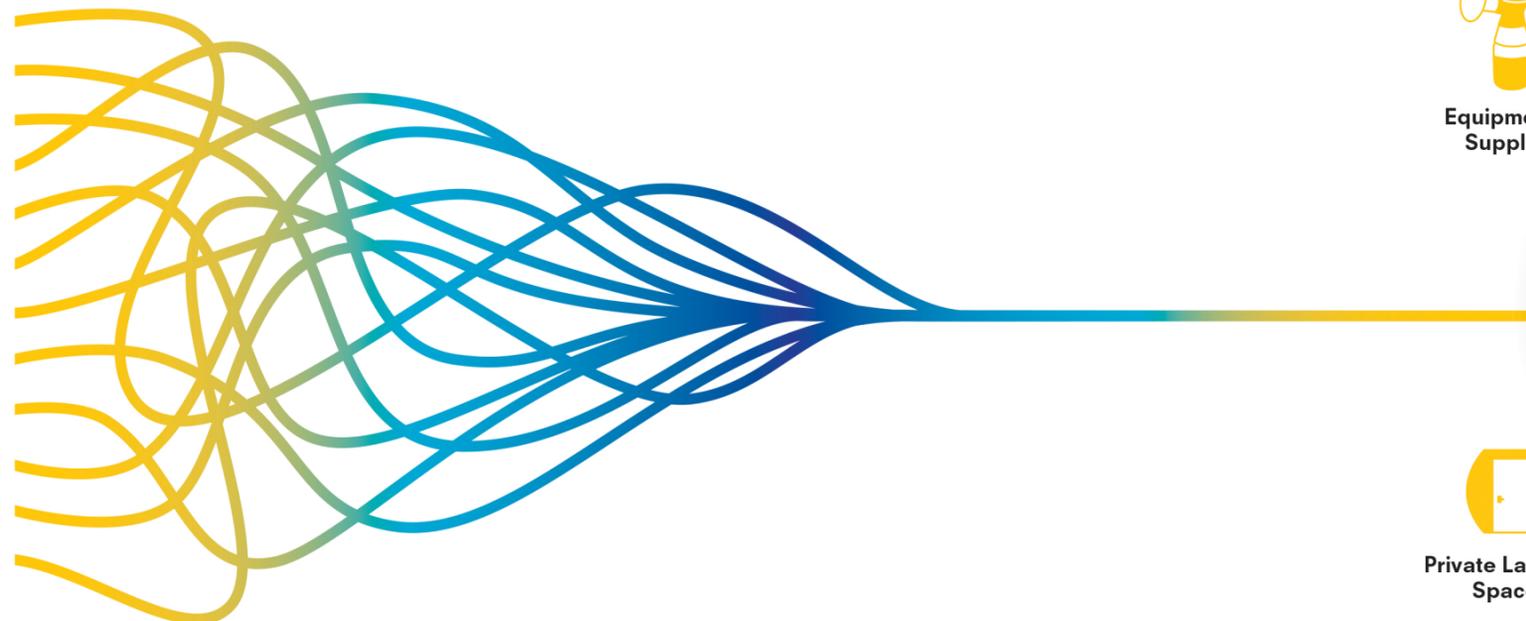
A commitment that leads to healthy returns for everyone

94.2%
retention rate of highly qualified female employees when workplace support programs are put in place⁴

¹CDC. <https://www.cdc.gov/nchs/data/vsrr/vsrr-007-508.pdf>, 2018.
²CDC. http://www.cdc.gov/breastfeeding/data/NIS_data/index.htm.
³Bureau of Labor Statistics. <https://www.bls.gov/opub/reports/womensdatabook/2018/home.htm>, 2008.
⁴Berry, et al. CDC, Becker's, Harvard.

New and expecting parents are faced with a fragmented and inconsistent workplace experience.

- Dozens of vendors
- Lactation support driven by health plan case management
- No support built into the intranet
- Back-to-work focus on leave and childcare
- Low engagement in health risk assessment and wellness programs
- Fragmented support
- Issues with finding breast pump provider
- Need for breast milk shipping
- Access to pumps varies by benefit design and plan
- Lack of portable lactation solution for open workspaces
- No early education
- Inconsistent room design and access




Equipment & Supplies


24/7 Virtual Support


Milk Shipping

NEW MOMS' HEALTHY RETURNS


Private Lactation Spaces


Resources & Education

The New Moms' Healthy Returns™ program is a single-source, customizable solution from brands you know and trust



Equipment and Supplies

Medela breast pumps are preferred by hospitals and clinicians—and are the brand moms choose most. Options include our hospital-grade Symphony PLUS® Breast Pump, the #1 multi-user breast pump used in hospitals,⁵ and two of our most popular premium personal-use breast pumps (not typically available under the insurance benefit). Best-in-class breastfeeding accessories are also available to stock your lactation room, as well as to offer to your employees.



Private Lactation Spaces

Space to pump breast milk at work is required by a variety of federal and state laws, and Mamava's easy-to-place lactation pods can make compliance fun, modern—and cost-effective. Mamava's app gives moms autonomous access and provides you with helpful insights and usage data.

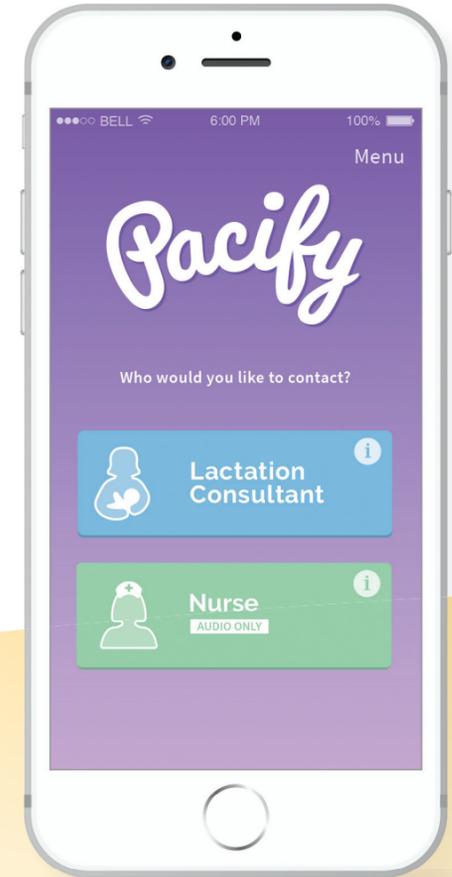


⁵Medela 2018 U.S. Breast Milk Feeding Report.



24/7 Virtual Support

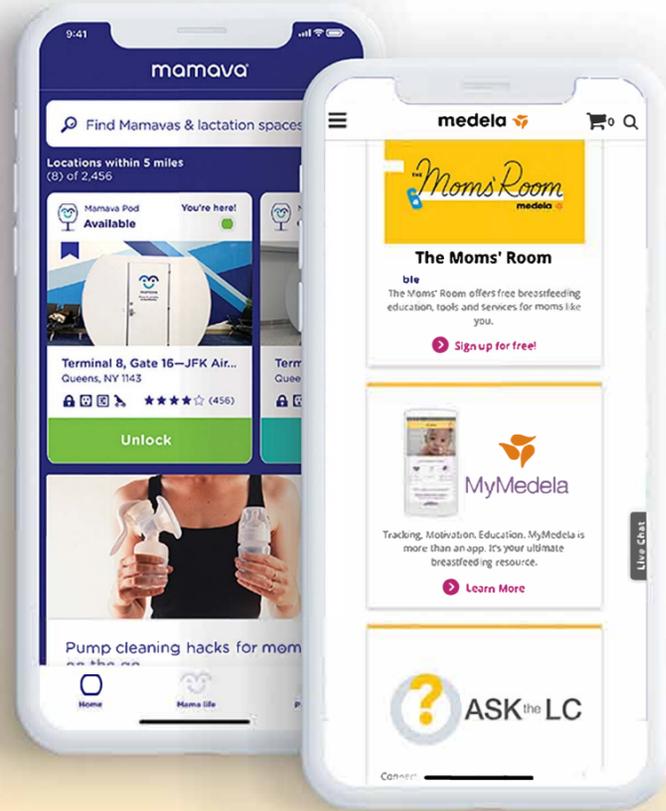
Medela's 24/7 virtual support powered by Pacify improves engagement into your already existing nurse line and complements the support with around-the-clock on-demand access to pediatric experts and certified lactation consultants via teleconference through baby's first year.





Resources and Education

Employees have access to unmatched breastfeeding education, resources and a community of digitally connected moms. Resources range from helpful apps that take the guesswork out of locating a private space to pump and tracking your pumping session to a comprehensive video library, stage-based educational emails, and more—all designed to help reduce the stress of feeding with breast milk at work.



Milk Shipping

Make it easy for working moms to get their breast milk home from anywhere in the world when they travel for business. Moms can choose the shipping option that works best for getting milk back home to baby.



NEW MOMS' HEALTHY RETURNS

New Moms' Healthy Returns™ offers a customizable, single-source solution from Medela and Mamava, designed to make it easier for you to support your employees when they return to work after baby.



To learn more about how
New Moms' Healthy Returns can
help create a more satisfied, productive,
and engaged workforce, visit

NewMomsHealthyReturns.com

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