

Baby feeding is hard

Virtual, judgment-free support from baby feeding experts – no matter how you feed your baby, whether that’s breastfeeding, pumping, donor milk, formula, or any combination

Baby feeding is a journey. We'd be honored to support you on yours. Here's how to start:

1. Reach out

Text BABY to 888-458-1364 or call us 24/7. You can also visit www.SimpliFed.com and click "Start getting care".

3. Make a plan

Access 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 fifth.

SimpliFed

Text BABY to 888-458-1364

or

Scan QR Code
to get started



2. Meet the team

You'll be connected with a SimpliFed Ally who will do a quick intake and schedule your virtual appointment with one of our clinicians.

4. Reach your goals

After your baby is born, text us to set up a postpartum check-in. We'll make sure you and baby are doing well and answer any feeding questions or concerns. We'll continue to check-in throughout the baby feeding journey so that you feel supported no matter what comes your way!



Feel good about feeding your baby

Virtual baby feeding services FAQ



Do I have to turn my camera on?

Not if you don't want to. Our providers can answer your questions and provide support in whatever 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 24/7 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.

Can I pay out-of-pocket for services after I've met my benefit limit?

Yes! There are several payment options available to you, including using HSA or FSA funds, or paying out-of-pocket. More information at www.SimpliFed.com

