

Frequently Asked Questions

Who is a good candidate for referral?

Any pregnant or postpartum patient who could benefit from additional feeding or maternal health support, including patients who:

- Are planning to breastfeed, pump, bottle feed, or combination feed
- Want prenatal feeding education
- Are experiencing breastfeeding or pumping challenges
- Need postpartum support after hospital discharge
- Could benefit from ongoing maternal health support between office visits

When should I refer my patient?

The earlier, the better.

Patients can be referred at 28 weeks pregnant for prenatal education or anytime during the postpartum period. Referrals before delivery help families feel more prepared, while postpartum referrals provide timely support when challenges arise.

What services does SimpliFed provide?

SimpliFed offers:

- Prenatal lactation education
- Virtual lactation consultations
- Breastfeeding and pumping support
- Bottle and combination feeding guidance
- Postpartum recovery support
- Maternal mental health screening
- Care coordination and referrals when additional services are needed

How does care coordination work?

Our clinicians communicate significant clinical findings back to the referring provider and coordinate care when additional follow-up is recommended.

Patients continue receiving their primary medical care from your practice.

Is SimpliFed covered by insurance?

Many patients have coverage through commercial insurance, Medicaid, and other health plans.

Coverage varies by payer and employer. Our team verifies eligibility and helps patients understand their benefits before care begins.

How do patients schedule?

After a referral is received, our team contacts the patient to verify eligibility and schedule an appointment.

Patients can also self-schedule when appropriate via our website.

How quickly can patients be seen?

Many patients can be seen within just a few days, and urgent feeding concerns are prioritized whenever possible.

What technology is required?

Patients simply need a smartphone, tablet, or computer with internet access. Appointments are completed securely through SimpliFed's virtual platform.

Will my office receive updates?

Yes.

We communicate important clinical information and recommendations back to the referring provider, helping maintain continuity of care.

Does referring create more work for my staff?

No.

Our goal is to reduce administrative burden. Once a referral is submitted, SimpliFed manages patient outreach, eligibility verification, scheduling, billing, and ongoing patient support.

Why should I refer during pregnancy instead of waiting until there's a problem?

Preparing families before delivery improves confidence, sets realistic expectations, and allows feeding challenges to be addressed proactively rather than reactively.

How does SimpliFed support postpartum care?

SimpliFed helps bridge the gap between office visits by providing ongoing virtual support during the weeks and months after delivery, when many feeding, recovery, and mental health concerns arise.

Does SimpliFed prescribe medications?

No. Our providers do not prescribe medications. If we identify a concern that may require a prescription, we refer back to the primary healthcare provider or OB/GYN for evaluation and treatment.

Are your providers lactation certified?

Yes!

All of our lactation consultants are certified.

What makes SimpliFed different?

SimpliFed delivers evidence-based, virtual maternal healthcare that extends beyond feeding support. Our model combines clinical expertise, technology, and longitudinal engagement to help families receive the right care at the right time while supporting providers, health systems, and health plans.

Have additional questions?

Our Provider Success team is happy to help with referral workflows, implementation, EMR integration, training, or patient eligibility.

Contact us:

☎ 888-991-6772

✉ team@simplifed.us

SimpliFed

