



Resources and Education

Our program includes an unmatched suite of resources that support new parents every step of the way, and make program engagement easy for HR departments.



Insurance Concierge

From 6 weeks prenatal to 2 years post-birth, moms receive free, stage-based education, tools, and services that empower her to breastfeed how she wants, for as long as she wants. Includes concierge support for acquiring an insurance-covered breast pump and exclusive discounts on breastfeeding products.



Mamava® App

An app that helps moms find thousands of vetted places to pump or nurse, enables access to Mamava pods, delivers helpful content, and connects mothers with each other.



Breastfeeding University™

A collection of online courses and videos designed to help prepare expectant and existing mothers, fathers, and even grandparents for the experience of breastfeeding.



Celebratory Gift Box

A beautifully designed gift box, tailored to reflect each client's unique benefits, is sent to the expecting employee's home with information and access instructions for new parent benefits.

more useful
information





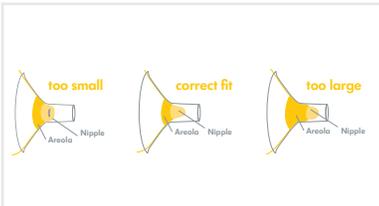
New Parent Email Series

A fully customized email campaign sent to expecting parents at relevant points leading up to and after the arrival of a new baby, designed to remind employees of all the parental benefits available to them.



Breastfeeding Guide

More than 200 curated, clinically-reviewed tips and solutions about breastfeeding and pumping, designed to help new parents meet their breast milk feeding goals.



Breast Shield Sizing

A helpful guide moms can use to find their ideal PersonalFit™ Breast Shield size.



Medela YouTube Channel

A helpful destination to view product setup tutorials, troubleshooting videos, and more.

To learn more about Medela's wealth of resources and education for new parents, visit www.kinbenefits.com.

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