

Building Your Practice

With the growing trend in breastfeeding, mothers are seeking knowledgeable physicians who are willing to provide support and encouragement during their breastfeeding experience. By offering current and accurate breastfeeding information, these patients will share the good news of your expertise and support with her peers. In turn, your practice gains the reputation of which many mothers are now seeking!

Will your practice be next in promoting the benefits of breastfeeding and protecting the breastfeeding relationships between mothers and their infants?



For more information on how to give your patients the very best breastfeeding support, contact an ABC member today!

ABC

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How to Increase Patient Satisfaction and Build Your Practice



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ACOG:

“Research that shows the many health benefits of breastfeeding to infants, women, families, and society continues to accumulate. Education and support for breastfeeding can improve breastfeeding rates for all women and would be a positive economic investment for both health plans and employers because there are lower rates of illness among infants who are breastfed”

AAP:

“Although economic, cultural, and political pressures often confound decisions about infant feeding, the AAP firmly adheres to the position that breastfeeding ensures the best possible health as well as the best developmental and psychosocial outcomes for the infant. Enthusiastic support and involvement of pediatricians in the promotion and practice of breastfeeding is essential to the achievement of optimal infant and child health, growth, and development.”

CDC:

“Both babies and mothers gain many benefits from breastfeeding. Breast milk is easy to digest and contains antibodies that can protect infants from bacterial and viral infections. Research indicates that women who breastfeed may have lower rates of certain breast and ovarian cancers.”



Implementing Factors to Increase Patient Satisfaction:

- Discuss the benefits of breastfeeding with all patients of childbearing age during their annual exams.
- Supply breastfeeding literature and information to newly expectant patients.
- Discuss the importance of breast milk and its protection against many illnesses and diseases during prenatal check-ups.
- Allow time for breastfeeding Q & A during appointments so that your patient will feel that you have time for her concerns.
- Educate office staff on breastfeeding support issues.
- In the delivery setting, encourage your patients to breastfeed and offer immediate skin-to-skin infant care.
- Stay abreast of the newest research on the use of medications and breastfeeding.
- Offer referrals to International Board Certified Lactation Consultants as needed.



The Ten Steps to Successful Breastfeeding are as follows:

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within a half-hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation even if they should be separated from their infants.
6. Give newborn infants no food or drink other than breast-milk, unless medically indicated.
7. Practice rooming-in—allow mothers and infants to remain together—24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no artificial teats or pacifiers (also called dummies or soothers) to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

