Help us investigate a new method of delivering lactation advice!

About the study:
• The goal is to better understand virtual support for baby feeding and how effective telehealth is for new parents
• By joining the study, you will have access to a virtual lactation consultant at no cost to you or your insurance

Who is eligible?
• Individuals 18-years-old or older
• Parents at least 28 weeks pregnant or within 3 months of delivery
• Must be able to read, write, and speak English or Spanish.
• Individuals with a condition incompatible with breastfeeding will be excluded from this study

What does participation in this study involve?
• You will have access to virtual baby feeding support through the SimpliFed app and text messaging at no cost
• You will be asked to complete 8 surveys across the first year of your child’s life
• You will receive up to $150 in the form of Bank of America cards depending on the number of surveys you complete.

STUDY FAQ’s

Location
This is a site-less digital study. You will not need to attend any in-person study appointments

Study Duration
You will be enrolled in the study for at most 15 months.
We do not expect your active participation in the study to take more than 15 to 20 minutes per survey

More Information
For more information, please email pdm.simplifed@umassmed.edu
Scan the QR Code above to be contacted by a member of our study team and learn more about the study!