

March 2010 Mavens Monthly

Greetings, Medela Mom Mavens!

Happy spring! This month you'll learn about a new breastfeeding insurance reimbursement tool from Medela and how to handle baby's biting during breastfeeding. Continue on for another Q&A with a Medela product manager, more contest opportunities, and a second installment of "From the Nursing Trenches."

MMM Updates

Stay Connected

Medela is now active on Twitter! Follow [@Medela_US](https://twitter.com/Medela_US) for daily Medela updates and breastfeeding tips.



If you'd like to find other Mom Mavens on [Twitter](https://twitter.com) — and want them to find you — we're collecting Twitter handles (also known as user names) and posting them in the [Networking section](#) of the Mom Mavens Web site. Just send your handle to us at medela@mommavens.com and use "Twitter" as the subject line. Check the [Networking section](#) to see which Mom Mavens are Tweeting and begin following them. Not familiar with Twitter? [Click here](#) to see what it's all about.

[Read more MMM Updates...](#)

Lighting up the Message Boards

This month we've tracked some breastfeeding conversations online where your experience and advice might come in handy. Here are some moms looking for breastfeeding suggestions on the message boards:

- "Jessica2746" at babycenter.com seeks nursing bra recommendations. Share your favorites [here](#).
- "Lora - Audrey's Mommy" at babyzone.com asks how to maintain a healthy diet for her baby while breastfeeding. Click [here](#) to give suggestions.



[Read more about where to contribute to online conversations...](#)

Did You Know?

Medela launches new insurance reimbursement tool

Many health insurance plans take into consideration the numerous health benefits of breastfeeding and therefore cover certain breastfeeding-related expenses. This could include anything from breastpump rental/purchase to a lactation consultant.

Because coverage for these expenses varies widely among different health insurance plans, Medela worked with respected insurance experts to provide families with reimbursement-related resources to help them determine what their insurance will cover. Comprehensive information and tools for expectant and new parents can now be found on Medela's new insurance reimbursement site: www.breastfeedinginsurance.com.

[Read more about Medela's new insurance reimbursement tool...](#)

Mom to Mom: From the Nursing Trenches

Every nursing mother's experience is different, but sometimes it helps to hear from someone who has stood in your shoes. In this section you can read a mother's account of her breastfeeding ups and downs.

Breastfeeding mother of three Julie Hamilton returns to share how her husband was able to help her with a nighttime nursing routine.



[Read more about Julie Hamilton's experience...](#)

In the News: This month in parenting and breastfeeding

Topics concerning parents make headlines every day, whether it's a new study about the benefits of breastfeeding or a health concern such as BPA. We're constantly monitoring for news that affects moms like you. Here's a recap of this month's news:

TIME.com: [Mothers Who Opt for Breast Milk, Not Breast-Feeding](#) (3/11/2010)

- TIME takes a look at why some nursing moms are choosing to breastpump exclusively.

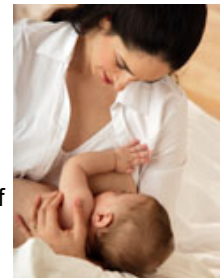
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Breastfeeding and Baby: Tips of the Trade

Troubleshooting baby's biting during breastfeeding

When baby's teeth start to come in, a breastfeeding mom may wonder how it will affect her nursing. The good news is that most babies do not bite while breastfeeding, and biting can be prevented for those that do.

First, it helps to understand how breastfeeding works. A baby sucks by keeping his tongue over his lower gum, placing it between the teeth and the breast. This stops the bite reflex. If baby latches properly, the nipple is deep in the mouth and protected from baby's teeth. In some instances, though, baby may release the normal, deep latch and clamp down on the mother's breast.



[Read more on how to prevent biting during breastfeeding...](#)

Expert Corner: Susan Rappin

This month's expert, **Susan Rappin**, Medela's director of product management, addresses your top questions on breastpump trouble-shooting. Susan played a major role in the planning and development of Medela's hands-free [Freestyle](#) breastpump. Since joining



Medela seven years ago, she has been responsible for managing all of the company's personal-use pump products, and has made significant contributions to new product development. Susan has three children who range in age from 3 to 7 years old.



[Read more answers from Susan...](#)

Maven Spotlight

Name: Alissa Apel

Children's names and ages: Mica Zachary Apel (age 4, will be 5 in Aug) and Isaak Jaxon Apel (age 1, will be 2 in May)

Who is your parenting role model? Too many to name, but I'd say my mom is number 1.



[Read more about Alissa...](#)

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Looking for other ways to get to know Mom Mavens and breastfeeding moms and stay current on Medela news? Medela recently relaunched its [Facebook page](#) to offer more frequent content updates. Not a Facebook member yet? [Click here](#) to join Facebook.

Vote for Medela!

Medela has been nominated for *Pregnancy & Newborn's* 2010 Readers' Choice Awards! [Click here](#) to vote for Medela as your favorite breastpump brand.

Reporting Reminder

As always, when you have a breastfeeding conversation, online or offline, be sure to let us know through our reporting form at www.mommavens.com/report. Remember to identify yourself as a Medela Mom Maven during these conversations.

Having a hard time remembering to report? E-mail us at medela@mommavens.com with "Weekly Reporting Reminder" in the subject line and we'll send you a reminder every week.

Give Us Your Feedback

We hope to continue to deliver newsletter content that serves your needs, and we welcome your suggestions for improvement. Please e-mail us at medela@mommavens.com with the subject line "Newsletter Feedback" to share your thoughts.

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- “babyg2” at babyzone.com wonders how to go about pumping exclusively. [Click here](#) to offer your advice.



If you think a mom might benefit from speaking with a lactation consultant, remember to invite her to visit our [Ask the LC](#) service. You can always start your own breastfeeding conversation on the Web, as well. To help get you started go to www.mommavens.com/links for a list of message boards.



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The site includes information to help parents submit claims and appeal denied claims for services. It also provides additional templates to help them get assistance from an employer, healthcare provider and lactation consultant. Other information includes:

- Coverage Questions You Should Ask
- Tips for Communicating with Your Insurance Company
- Understanding the Benefits of Breastmilk
- Filing an Insurance Claim
- Lactation Consultant Coverage
- Appealing an Insurance Claim
- Quick Coding Reference Guide

Visit www.breastfeedinginsurance.com to get started.

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Breastfeeding mother of three Julie Hamilton returns to share how her husband was able to help her with a nighttime nursing routine.



Great news: partners or other support persons can absolutely help a breastfeeding mom! Nighttime nursing is particularly challenging because of trying to minimize “awake” time, and with twins, trying to keep them on the same schedule. For the first three weeks I tried a nighttime breastfeeding routine with my boy/girl twins by myself. It didn't work because I'd lay one down on the floor to get the other in bed, and one of them would inevitably wake up. After some trial and error, my husband and I discovered a couple of easy ways for him to help...and still get some sleep: 1) the “tag-team but maximizing sleep” method, and 2) the occasional “mom-stays-in-bed” method.

Tag-team: My son always woke first, so when we heard him, we both got up and went to the nursery. I got settled with my twin nursing pillow, and my husband handed me both babies and went back to bed. When I finished nursing, I called him on his cell phone. He returned to the babies' room and carefully lifted one baby back to bed while I did the same with the second. The biggest tip with this system is to make sure your husband's cell phone isn't on vibrate! I did get caught a few times calling and calling and having to get them both to bed by myself.

“Mom stays in bed”: When we heard my son in the night, my husband brought both babies to me and set his phone alarm for 25 minutes (because we both would go immediately back to sleep). When the alarm rang, my husband woke up and took the twins back to bed.

Thanks to our teamwork, I fed the twins together for every feeding (19 months!) until my daughter began sleeping longer. Then I just breastfed my son and let my daughter sleep. You don't have to do the nighttime feedings alone! Partners can (and absolutely should!) help. Depending on how involved your partner or other support person wishes to be, the two of you can come up with a system that helps you to breastfeed and both still get some sleep. This worked great for us.

Julie Hamilton hails from Nashville, Tenn., and is a part-time strategic marketing consultant and mom to three breastfed children, including 18-month-old twins who are still nursing. Previously, she served as chief operating officer at a financial branding and marketing agency. Julie recently earned the title of Mrs. Nashville 2010 and works to help other moms breastfeed successfully.

Breastfeeding and Baby: Tips of the Trade

Troubleshooting baby's biting during breastfeeding

When baby's teeth start to come in, a breastfeeding mom may wonder how it will affect her nursing. The good news is that most babies do not bite while breastfeeding, and biting can be prevented for those that do.

First, it helps to understand how breastfeeding works. A baby sucks by keeping his tongue over his lower gum, placing it between the teeth and the breast. This stops the bite reflex. If baby latches properly, the nipple is deep in the mouth and protected from baby's teeth. In some instances, though, baby may release the normal, deep latch and clamp down on the mother's breast.



What causes a baby to bite and how do I prevent it?

Cause: To reduce the flow of milk if it's too fast.

Solution: Lean back while feeding. If the baby is in a more upright feeding position, he can better manage a fast milk flow. Avoid pressing on baby's head, as it may cause him to let go of the breast if he needs to take a breath.

Cause: To relieve sore gums from teething.

Solution: Keep the gums clean using a soft baby toothbrush and plain water, or gauze moistened with cold water. This can reduce swelling and make baby feel better. Allow the baby to chew on a teething ring.

Cause: Temporary disinterest in feeding.

Solution: Wait until baby wants to eat and don't encourage baby to stay on the breast if he becomes restless.

Cause: Feeding by bottle. (A baby becomes confused, as he can bite on an artificial nipple without causing pain.)

Solution: Switch baby to a sippy cup.

Before baby's teeth even appear, try to teach him not to clamp down on the breast. If baby closes his gums on the breast, stop feeding for at least a few minutes. In a firm tone, say, "Don't bite," or, in a gentler tone, "Gentle with mom." Babies will stop clamping down on the breast once they learn that it might end their feeding. If baby does bite, however, keep a finger ready to remove him when he clamps down. Some mothers also try briefly pulling baby in close to block his nose, then safely unlatch him when he opens his mouth to breathe. A strong reaction from mom may cause baby to refuse breastfeeding for a little while, though this "nursing strike" typically doesn't last long.

If your baby continues to bite, contact an IBCLC (Medela's [Breastfeeding National Network](#) can help you find a specialist in your area) or [ILCA](#) to help determine the reason. More specific questions can also be answered using Medela's [Ask the LC](#).

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Q: My Pump In Style is about four years old and seems to be losing suction. What can I do to troubleshoot this?

A: The performance of a Personal Use Breastpump, like Pump In Style, can change over time depending on how much it's been used or how it's been stored while not in use. It's important to know when your pump is not performing optimally because this can actually impact your milk supply. First – make sure all of your pump kit pieces and parts are properly cleaned, dry and assembled correctly. Second – make sure that the pump's diaphragm cap or "faceplate" is completely snapped on. If the suction still doesn't feel right your pump may need replacing. Medela's Customer Service team can also help you troubleshoot – call 1-800-435-8316 or email customer.service@medela.com.

Q: What are the yellow and white filters on the breastshields for? How frequently should they be replaced?

A: The yellow "valve" and white "membrane" are key pieces in the pump kit. If they are not properly cleaned, dried and assembled, or if they are damaged, your pump will not function correctly. We recommend these parts be separated and cleaned after each use. They also must be completely dry before reassembling for pumping. You also should consider having spare valves and membranes on hand in case you lose one. They are widely available at most Medela retail locations. To find a Medela retailer in your area, visit www.medela.com/bnn.

Q: How can I tell if the pump is still creating enough suction after months of use?

A: Many lactation consultants have vacuum gauges that can test your pump's suction. You can find a lactation consultant in your area at www.medela.com/bnn - call ahead to ask if they can test the suction for you. Medela pumps often last for years, through pumping for multiple children. It is possible for pump performance to change over time depending on how much the pump has been used, or how it's been stored while not in use.

Here are some tips to help ensure optimal performance for as long as you own your pump:

- **Choose the right kind of pump for your needs**
 - For frequent pumping on a daily basis, such as going back to work, use a double electric pump with research-based technology (like [Pump In Style Advanced](#) or [Freestyle](#)). These pumps are designed for optimal performance and consistent suction long-term with lots of use.

- For less frequent pumping, like an occasional afternoon or night out, you may be happy with a single electric pump (like [Swing](#)), or even a manual pump (like [Harmony](#)). These pumps also feature research-based technology, but they're more appropriate for less frequent use.
- **Proper cleaning**
 - Always take apart all the pieces of your pumping accessories prior to cleaning, and let them dry completely before putting them back together.
- **Pump storage**
 - If you're putting your pump away for long-term storage, like in-between children, make sure it is stored in a dry, temperature-controlled environment. It is also recommended that the pump be thoroughly cleaned before and after any long-term storage.
- **Used pumps borrowed or purchased from someone else**
 - For the sake of your milk supply, using a borrowed or previously-used pump is not recommended because there's no way for you to have a performance or suction "benchmark."

Next month, **Beatriz Cacheaux**, a senior product coordinator, returns to answer more of your questions that were submitted last month on how to find the right nursing bra. Beatriz Cacheux has been with Medela for 10 years and works with product management to develop, test and fit intimate apparel.

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Maven Spotlight

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Name: Alissa Apel

Children's names and ages: Mica Zachary Apel (age 4, will be 5 in Aug) and Isaak Jaxon Apel (age 1, will be 2 in May)

Hometown and occupation: Omaha, NE - College Art Instructor

Who is your parenting role model? Too many to name, but I'd say my mom is number 1.

What calms you down? A warm bath

If you were a Sesame Street character which one would you be? Elmo because that is who my boys love

What's the strangest thing you've recently found in your purse/pockets? ATM card, I forgot to put it back in my purse, it was in my pocket.

What's the last song you listened to? No! By They Might Be Giants, great album for kids!

What's the last book/magazine you read? The Very Hungry Caterpillar By Eric Carle

What mommy blog or parenting message board do you recommend? [Mom 4 Life](#)

What did you want to be when you were little? An artist, and I am one.

What item could you currently not survive without? Jacket, it's been a rough winter.

How did you overcome a breastfeeding hurdle? Lots of patience! My oldest was born with a cyst under his tongue making his tongue misshaped, plus he was tongue tied. When he was older he had a staph infection in his neck making breastfeeding tough once again. I learned that at that time sitting up was the best position for him. My youngest wasn't gaining weight at first, so I kept pumping after feedings. Isaak got meningitis at 2 months, so I had to build back up my supply by pumping. They both were very active nursers when they were old enough to move around. I never could cover up and nurse in public because I had to see what I was doing. Oh...and I worked full-time, so again lots of pumping. I nursed Mica until he was past 2 years, and I'm still nursing Isaak.

What is the fondest breastfeeding moment you've had with your baby? Cuddling with them in the morning. I love laying in bed with them.

Interested in being featured in next month's "Maven Spotlight?" If you haven't already submitted your answers, e-mail them to the above survey (try to answer in one sentence or less per question, please) along with a



photo of you and/or your baby to medela@mommavens.com and we'll select one Medela Mom Maven at random. Put "Maven Spotlight" in the subject line. To be eligible for April's newsletter, entries must be received no later than by Monday, April 12th.

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Additionally, Medela is still seeking entries for its Mom of the Month contest. [Enter to win a Freestyle here](#), by sharing your answers to the following question:

- What are your favorite features of Freestyle and how would each of them change your pumping experience?

Good luck!



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