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decisions, decisions.....

(why are there so many breast pumps?)
(and how to help your clients sort through the choices)



objectives

- Why are there so many choices?
- Describe the different categories of breast pumps
- Describe the basic features of an electric breast pump
- Be able to help a new parent set up and use a breast pump effectively
- Be able to help an expectant parent choose a pump that will meet their needs

Why are there so many choices?

Affordable Care Act

- Became law in 2010
- Under the ACA, most private health insurers must provide coverage of women's preventive health care
- Health Resources and Services Administration recommended updates which would include double electric breast pumps in the women's preventive health care section [Women's Preventive Services Guidelines](#)
[| HRSA](#)

Why are there so many choices?

- The breast pump market is a billion-dollar industry
- The global breast pump market size was estimated at USD 2.94 billion in 2023

<https://www.grandviewresearch.com/industry-analysis/breast-pumps-market>

Recent Amazon search revealed 46 brands of pumps just on first two pages ranging in cost from \$17.99 - \$625.

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Describe the basic features of an electric breast pump

- A device that creates suction
- We can adjust how fast it cycles and the strength of the suction
 - These settings may be called other things by different brands
 - Cycles may be called speed
 - Suction may be called vacuum or strength
- To remove milk from the breast

Be able to help a new parent set up and use a breast pump effectively

Use in a way that imitates how a baby removes milk from the breast

start with fast speed and low suction (stimulation, massage or let down mode)

switch to slow speed and stronger suction (expression or collection mode)

Describe the different types of pumps

Hospital pump



Table top pump



Describe the different types of pumps

Portable pump



Wearable pump



Be able to help an expectant parent choose a pump that will meet their needs

- Consider the cost
- Consider the lifestyle
- Consider the features

Be able to help an expectant parent choose a pump that will meet their needs

- Features to consider

- Suction power (not the most important feature)
- Weight
- Loudness
- How discreet? (size, shape, volume, lights)
- Smart pump technology (don't have to push a button inside of your shirt)
- Is the technology compatible with Android as well as iPhone
- Rechargeable battery or plug in only
- Memory option – allows you to record or save the settings you used (some allow the user to record settings after the session, most require that you choose before)
- Does it have a warranty? (Motors are not meant to last forever)
- How easy is it to get replacement parts?
- Battery life (How many hours is it expected to last?)
- Dual motor

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Thank you!

References

- Tolman, Allison. (2023). Exploratory Research on Comparing Breast Pumps: Using Data to Objectively Evaluate Pump Qualities. *Clinical Lactation*. Vol. 14, Issue 4, 171-183.
- <https://www.grandviewresearch.com/industry-analysis/breast-pumps-market>
- [Pumping. Unplugged. - Elvie Pump](#)
- [Elvie Pump - Smallest¹. Quietest². Smartest³. The only Piezo-Powered™ wearable breast pump.](#)
- [Amazon.com : double electric breast pump](#)
- [About the ACA | HHS.gov](#)