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## Fact Sheet

**Company Name:** The Breastfeeding Success Company, LLC (BFS)

**Company Mission:** To improve the health of mothers and their babies across Central Texas by providing the gold standard of breastfeeding medicine and neonatal dietetics when and where they need it.

**Company Vision:** Breastfeeding support becomes synonymous with the highest standards of postnatal care for mother and baby wherever they are across Central Texas.

**Services:** BFS provides trusted professional staffing with International Board Certified Lactation Consultants® (IBCLC) and licensed, registered neonatal dietitians (RD) at hospitals, at two clinics, and with in-home visits. They are Central Texas' premier lactation services provider serving breastfeeding women and their babies; consulting with healthcare providers committed to the highest standards of breastfeeding medicine; and educating employers dedicated to creating mother-friendly worksites with the goal of ensuring the health and well-being of Central Texas babies, mothers and families. BFS has a medical director for medical oversight and continuity of care. Insurance is accepted.

- Lactation consultation
- Neonatal Intensive Care Unit (NICU) dietetics
- Classes and support groups
- Hospital-grade breast pump and scale rental
- Staffing for healthcare providers
- Continuing education for healthcare professionals
- Mentorship for aspiring IBCLCs
- Corporate lactation program and consultation

### History:

- 2014: Company founded
- 2015: First in Austin to provide lactation services through multiple in-network payers
- Feb 2015: South Austin Clinic opened
- Feb 2017: Contract with Ascension Seton
- Jan 2018: Central Austin Clinic at Ascension Seton Austin opened
- July 2019: Dr. Sule named medical director

### Growth Milestones:

- As of February 2017, a contract with Ascension Seton made BFS the largest lactation services provider in the region.
- As of 2019, BFS serves approximately 13,000 babies per year, 250 per week.

### Locations (as of August 2019):

- Co-located at six Ascension Seton facilities in Central Texas, providing lactation support and NICU dietetics care
- **Central Outpatient Clinic:** Ascension Seton Medical Center Austin, 8<sup>th</sup> floor, 1201 W 38th St, Austin, TX 78705
- **South Outpatient Clinic:** 111 Ramble Ln Suite 115, Austin, TX 78745

**Affiliations:** International Lactation Consultant Association, United States Lactation Consultant Association, Texas Breastfeeding Coalition and the Central Texas Breastfeeding Coalition.

**Owners:** Janet Jones, IBCLC, RLC and Lauren Reyes, IBCLC, RLC

**HQ:** Austin, Texas      **Number of Employees** (as of 8/2019): 35

**Year Founded:** 2014      **Funding Source:** Self/Private      **Franchise:** No