

Content Selection & Governance Policy

How educational content is selected for inclusion in MelkFlow learning libraries and care plans

Version 1.0 · Effective June 2026 · For content partners

At MelkFlow, we seek the best available information for our lactation consultants and the families they serve — content that reflects the integrity our practitioners abide by and the diversity of the lactation community.

1. Purpose & Scope

This policy explains how MelkFlow decides which instructional and educational content is presented to clinicians and patients across our learning libraries and care plans. It exists to protect the clinical integrity our users rely on and to give content partners a clear, predictable understanding of how their material is used.

Our core principle is simple: **content decisions are made on clinical merit, not on commercial relationships.** Partnership grants eligibility for inclusion; it never guarantees selection or priority. We maintain a deliberate separation between commercial agreements and editorial decisions, and we prioritize evidence-based, inclusive materials that meet the standards expected by the lactation profession.

2. Guiding Principles

- **Patient benefit first.** Selection serves the family receiving care, not the commercial interests of any party.
- **Clinical merit over relationship.** Accuracy, neutrality, and quality decide what is used.
- **Commercial firewall.** Partnership status and fees are not inputs to content selection.
- **Clinician judgment.** Credentialed lactation professionals retain discretion over what is placed in a given care plan.
- **Transparency.** Criteria are documented and shared, and decisions can be explained on request.

3. How Content Is Categorized

All partner content falls into one of two categories, which are treated differently:

Device-specific content	Universal clinical education
Assembly, settings, cleaning, and troubleshooting for a specific pump or product.	Latch, positioning, hand expression, milk transfer, engorgement, supply, and similar product-independent topics.

Device-specific content	Universal clinical education
Matched to the patient’s actual equipment. When a care plan includes a given device, that manufacturer’s own content is the default source for tasks relating to it — no selection between partners is required.	Several partners may offer comparable material. Inclusion is decided by the clinical criteria in Section 4, and more than one option may be offered to the clinician.

4. Selection Criteria for Universal Content

Where multiple partners offer comparable product-independent content, material is evaluated against the following criteria, in priority order:

1	Clinical accuracy & evidence alignment (threshold) Content must reflect current evidence and recognized professional guidance. Inaccurate or outdated material is excluded regardless of its source.
2	Clinical neutrality Educational content should teach the skill or concept without functioning as embedded product promotion.
3	Accessibility & inclusivity Captioning, plain language, available translations, and representation across diverse body types, skin tones, and feeding circumstances.
4	Clarity, quality & currency Clear production, accurate to current best practice, and actively maintained.

Where more than one piece of content meets these criteria, MelkFlow may include multiple options and allow the credentialed clinician building a care plan to select what best fits the patient. **Selection is not a single winner-takes-all decision.**

5. Governance & Oversight

Clinical oversight

Content eligibility and selection are reviewed under the direction of qualified lactation professionals (IBCLCs), not commercial staff.

Commercial firewall

Partnership status, fees, and business relationships are not inputs to content selection. Commercial and editorial functions are kept separate.

Transparency

Selection criteria are documented and shared with partners. Partners may request the rationale behind decisions affecting their content.

Periodic re-review

Included content is reviewed on a recurring basis and may be added or removed as evidence, guidance, and quality change. Partners are expected to keep submitted content current.

6. Partner Responsibilities & How to Maximize Inclusion

Because selection is criteria-based, partners control the most important levers. To maximize how often content is used:

1. **Keep content clinically accurate** and aligned with current professional guidance.
2. **Maintain currency** — update materials when guidance or best practice changes.
3. **Ensure accessibility and inclusivity** (captions, plain language, translations, diverse representation).
4. **Keep universal education free of embedded promotion.** Teach the skill rather than the product.

Device-specific content remains the default for the matching device in every case. *The path to broader use is straightforward and entirely within a partner's control: meet the criteria better.*

7. Review & Updates

This policy may be updated as professional guidance and platform practices evolve. Material changes will be communicated to active content partners. The version and effective date on the first page indicate the current edition.

8. Contact

Questions about this policy or about content partnership can be directed to the MelkFlow partnerships team at info@melkflow.com.

This document is intended for prospective and active MelkFlow content partners.