



# Practice management, built for lactation care.

*An introduction for care networks and health platforms.*



# The Tools Were Never Built For This

*The gap*

Lactation consultants run clinical care, scheduling, documentation and billing — often alone, on software adapted from other specialties. At scale, that fragmentation becomes the network's problem too.



## Generic tools, retrofitted

Practice software built for other specialties — missing how lactation care actually works.



## A fragmented stack

Charting, scheduling, billing and follow-up scattered across disconnected tools.



## Care that stops at the door

Little continuity between visits — exactly when families need support most.



# One Connected Platform

*What Melkflow is*

The first practice-management platform designed around how lactation consultants actually work — every part of the practice in one connected system.



## Lactation charting & notes

Assessments structured for feeding care.



## Personalised care plans

Built from real LC workflows, not generic ones.



## Scheduling & booking

Online booking and calendar in one place.



## Insurance-ready billing

Claims and superbills without the busywork.



## Secure client messaging

Stay connected between appointments.



## Resource library

Vetted, attributed content to send to clients.

# Care That Continues At Home

*Platform + parent app*

Two connected surfaces: the platform where care happens, and the parent app where it continues — the care plan an LC builds reaches the family on their phone, between visits.



## **For practitioners — where care happens**

Charting, care plans, scheduling, billing and secure messaging.



## **For parents — where care continues**

Feeding & pumping logs, milestones, and secure sharing with their LC.



# Lactation-Native By Design

*The difference*

Most practice software is adapted from other specialties — clinicians bend their workflow to fit the tool. Melkflow is built the other way around.



## Generic practice software

- Adapted from other specialties
- The clinician bends to fit the tool
- Lactation is an afterthought
- Continuity ends at the visit



## Melkflow

- Built around latch, supply & pumping
- The tool fits how LCs already think
- Lactation is the whole point
- Care continues in the parent app

*Templates structured around real LC workflows — not retrofitted from generic charts.*

# Where Melkflow Fits

*For networks & platforms*



## For care networks

- ✓ Standardise care across every practitioner
- ✓ Lighten the admin load that drives burnout
- ✓ Retain and attract lactation talent
- ✓ Scale without rebuilding your stack



## For platforms & EHRs

- ✓ Add a specialty most systems can't serve
- ✓ A lactation-native module, ready to offer
- ✓ Reach an underserved provider segment
- ✓ Partner or integrate — no build from scratch

# Ready For Real Practice

*Compliance, scale & trust*

Built from day one for the requirements an enterprise buyer expects — across every market you serve.



## Compliant by design

HIPAA, GDPR and PIPEDA — built in, not bolted on.



## Multi-market ready

Made for the US, Canada, UK and EU.



## Secure & connected

Encrypted records, messaging and forms.



## Trusted content

A vetted, fully attributed resource library.

# Ways To Work Together

*Flexible by design*



## **Integrate or embed**

Bring lactation care into your existing platform through a clean integration.



## **Co-brand or white-label**

Offer the platform under your own brand to your practitioners and clients.



## **Network rollout**

Deploy across your team, multi-market, with onboarding support throughout.

*Most partnerships start with a small, low-risk pilot.*



# Let's put lactation care on the right platform.

- 1 Review this introduction with your team
- 2 Tell us where lactation care fits your roadmap
- 3 We scope a simple pilot together

