



IMPACT REPORT

An in-depth look at the positive impacts
Acelleron has made over the last 6 months.

Second half of 2025

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Proprietary and Confidential



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OVERVIEW

Acelleron, one of the leading experts in the mom and baby space, is striving to improve public health by increasing breast/chestfeeding rates and duration.

Our industry experience, clinical expertise, product knowledge, and client data come together to improve feeding outcomes. **Our goal is simple:** to not only help expectant families obtain a high-quality breast pump through their insurance, but to also be a valuable resource and an extension of care to both families and referral sources.

We are proud to provide our Impact Report. This report provides a compilation of data on what was accomplished over the last six months. From customer service data to breastfeeding outcomes to how we help provide human donor milk throughout the Northeast to fragile babies in need. Additionally, we have included survey outcome data on feeding rates from the population of families we serve relative to the CDC Breastfeeding Report Card and other important insights that further substantiate our value and commitment. We hope you enjoy our report!

WHAT'S NEW? Insurance

New insurances added/updated:

- Connecticare Marketplace (Exchange)
- EBPA (Employee Benefits Planning Association) of ME
- EBPA of NH
- Excellus BCBS of NY (commercial)
- HealthFirst NY (commercial)
- Independent Health of NY
- Northwell of NY, NJ, CT
- NYC Employees PPO / United
- NY Medicaid and MCOs
- Oscar Health of AL and MS

Acelleron is NOW providing:

Blood Pressure Monitors

- All TX Medicaid
- Aetna



WHAT'S NEW? Pumps, Parts, & Support

New **Medela** model:

Pump In Style Pro



- New suction strength light indicators (16 levels)
- New pumping pattern similar to Medela Symphony
- SMALL & COMPACT: Less than 2 pounds makes it easy to take with you

Pro+, with rechargeable battery, launching February 2026!

WHAT'S NEW? Pumps, Parts, & Support

Maymom

MyFit Crater Series Shield

13 mm, 15 mm, 17 mm, 19 mm



Two-Piece Wide Neck Pump Parts; Incl Wide Mouth Flanges (Crater shape).

12 mm, 14 mm, 18 mm, 22 mm



Silicone Breastshield Sleeve, 4pc



New breast pump Unboxing videos & more added to our [YouTube](#) channel!



Deciding Which Breast Pump is Right For You | What You Need to Know



Wearable Breast Pumps: Are they right for you?



How Breast Pumps Work



Troubleshooting Your Drive JetNeb Nebulizer

WHAT'S NEW? Patient Support

Recent posts on our [Baby, Breast, and Beyond](#) blog!

- [Understanding Your Lactation Support Options: From Peer Support to IBCLCs](#)
- [Birth and Breastfeeding: How Irth Is Creating Better Experiences for Black and Brown Families](#)
- [Finding the Right Breast Pump for You: Types, Features, and What To Look For](#)

We ended 2025 with all our [free virtual support offerings](#) receiving a 4.9-star rating from patients!

- [Unbox Your Pump / Desempaqueta Tu Extractor de Leche](#)
- [Flange Fit Basics / Conceptos Básicos Sobre el Ajuste de Bidas](#)
- [Return to Work 101 / Regresando al Trabajo 101](#)

4.9★
average rating



Updated survey verbiage and choices

Acelleron remains committed to patient feedback as part of improving our processes, their experience, and overall support.

We have:

- Added satisfaction survey answer options
- Added breast pump order survey questions
- Finetuned answer options within our breastfeeding experience survey

WHAT'S NEW? Provider Support



Our new [Maternity Provider Portal](#) is live and packed with helpful tools and information.

While the portal isn't designed for patients directly, we know the support **you** provide has a tremendous impact on their experience—and we want to make **your work** easier.

WHAT'S NEW? Provider Support

Clinical Series: Breast Pump Trends, Products, and Support Resources

Join Brittany Regan, IBCLC, CLC, CBS, for a monthly insightful and interactive meeting specifically designed for clinicians working in lactation. In these sessions, you will stay informed on the latest trends, studies, and products related to pumping, as well as gain valuable updates on the ever-expanding and evolving insurance coverage landscape.

Focus topics

February 10th: Understanding cycles & vacuum settings

March 19th: Flange fit

April 8th: Social Media's impact on pump choices

Register [here!](#)

Your Feedback

Interested in submitting your feedback on your experience with Acelleron?

Your voice matters!

You can [submit your testimonial here](#) or complete our [feedback form](#).

WHAT'S YOUR FLANGE SIZE? 2025 Survey results

Goals:

Understand the percentage of moms who fall below “standard,” included sizes.

Use data to tailor our product offerings and increase education, access, and accommodations for the correct fitting flange size.

Over 490 respondents

We will be launching this survey annually and will share 2026 results in January 2027!

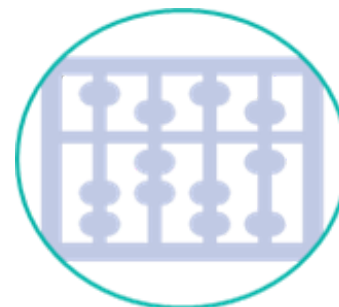


75.3% reported needing a flange size smaller than 21mm!



Over 72% needed to purchase additional flanges or inserts.

Less than 7% of all surveyed reported getting additional flange sizes through insurance.



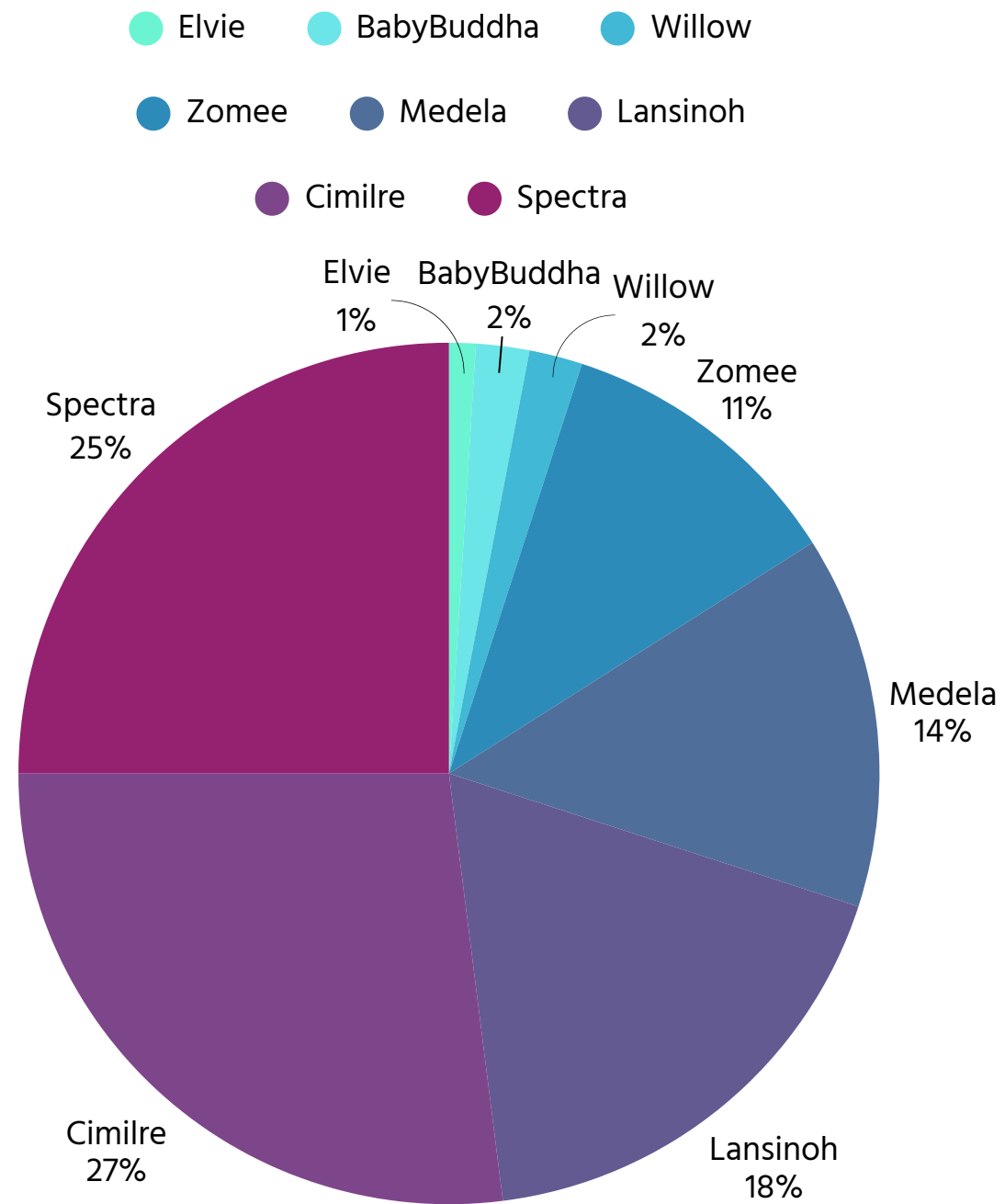
**Top 3 most commonly reported sizes:
17mm, 19mm, 21mm***

*Most likely a common choice due to being included in many original pump kits from manufacturers.

FAMILIES WE SERVED

Acelleron helped over **32,040** expectant and new families in Q3 & Q4 of 2025!

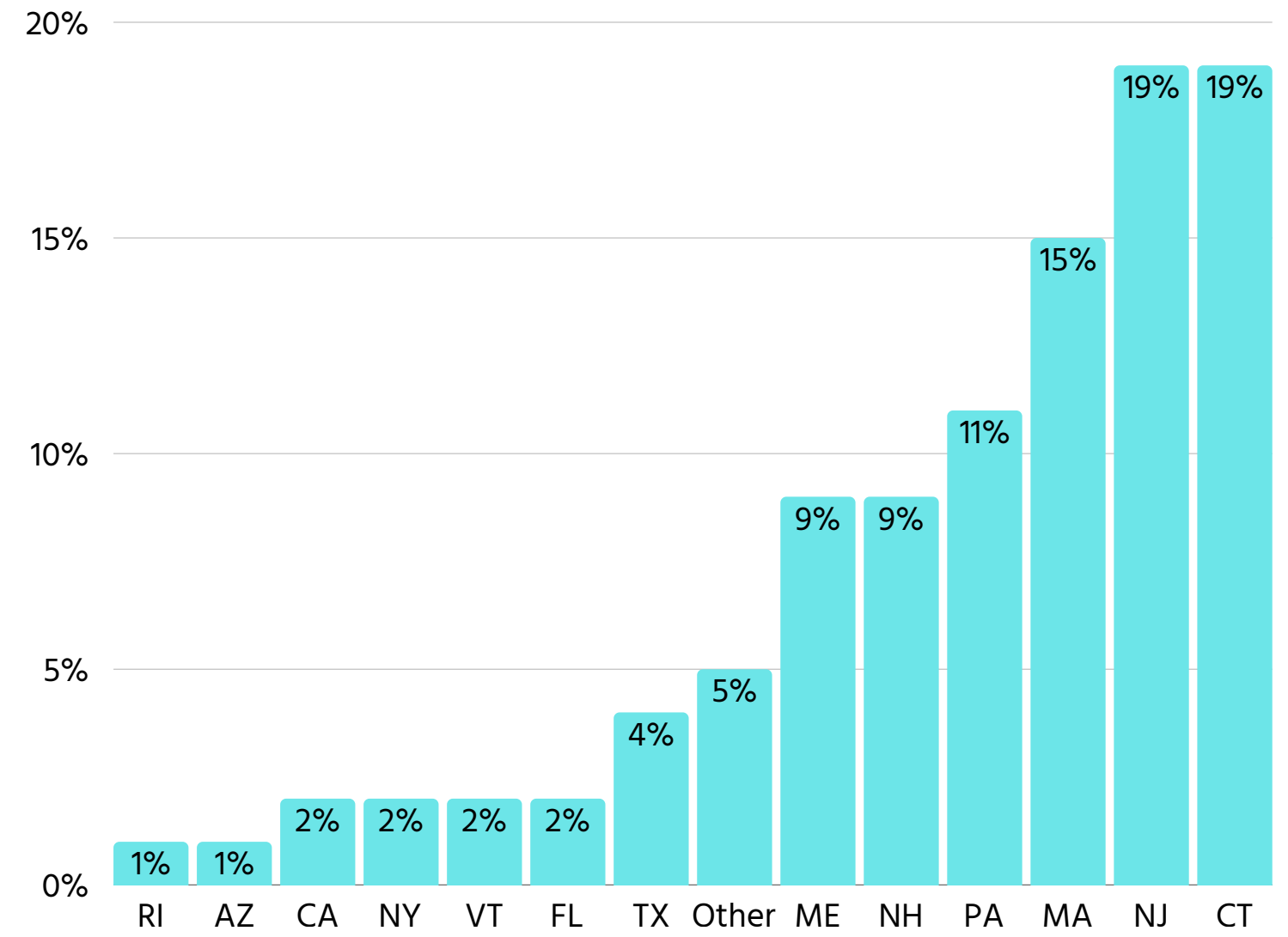
Pump Brand Breakdown



The majority of moms hear about us from their provider!

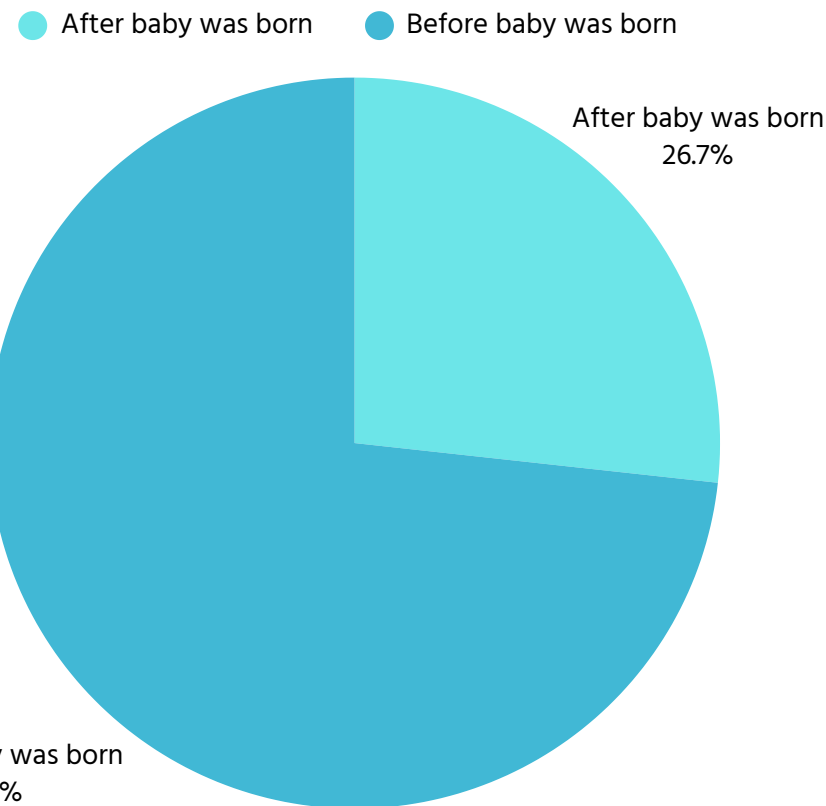
Over 18% of commercial patients upgraded their pump.

State Breakdown (%)



FAMILIES WE SERVED

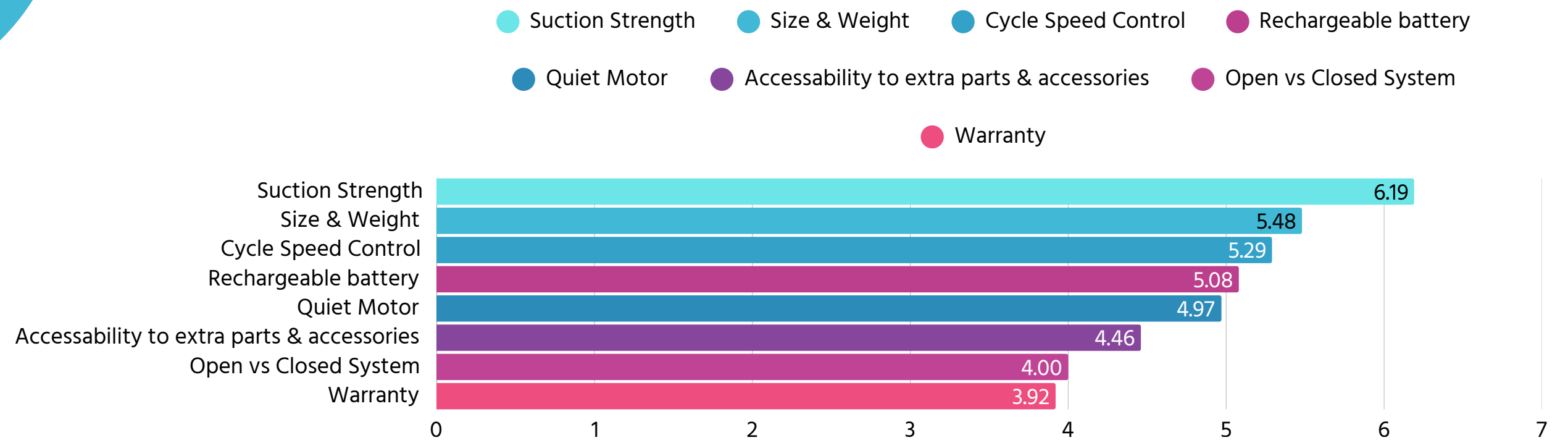
When did you receive your breast pump?



Of the 26.7% who received their BP after baby was born, 22% did so because they did not know breast pumps were covered by their insurance!

Over 94% said their breast pump and/or supplies were delivered in a timely manner!

What breast pump features are most important to you when deciding what pump is best for you?



FAMILIES WE SERVED Beyond the pump

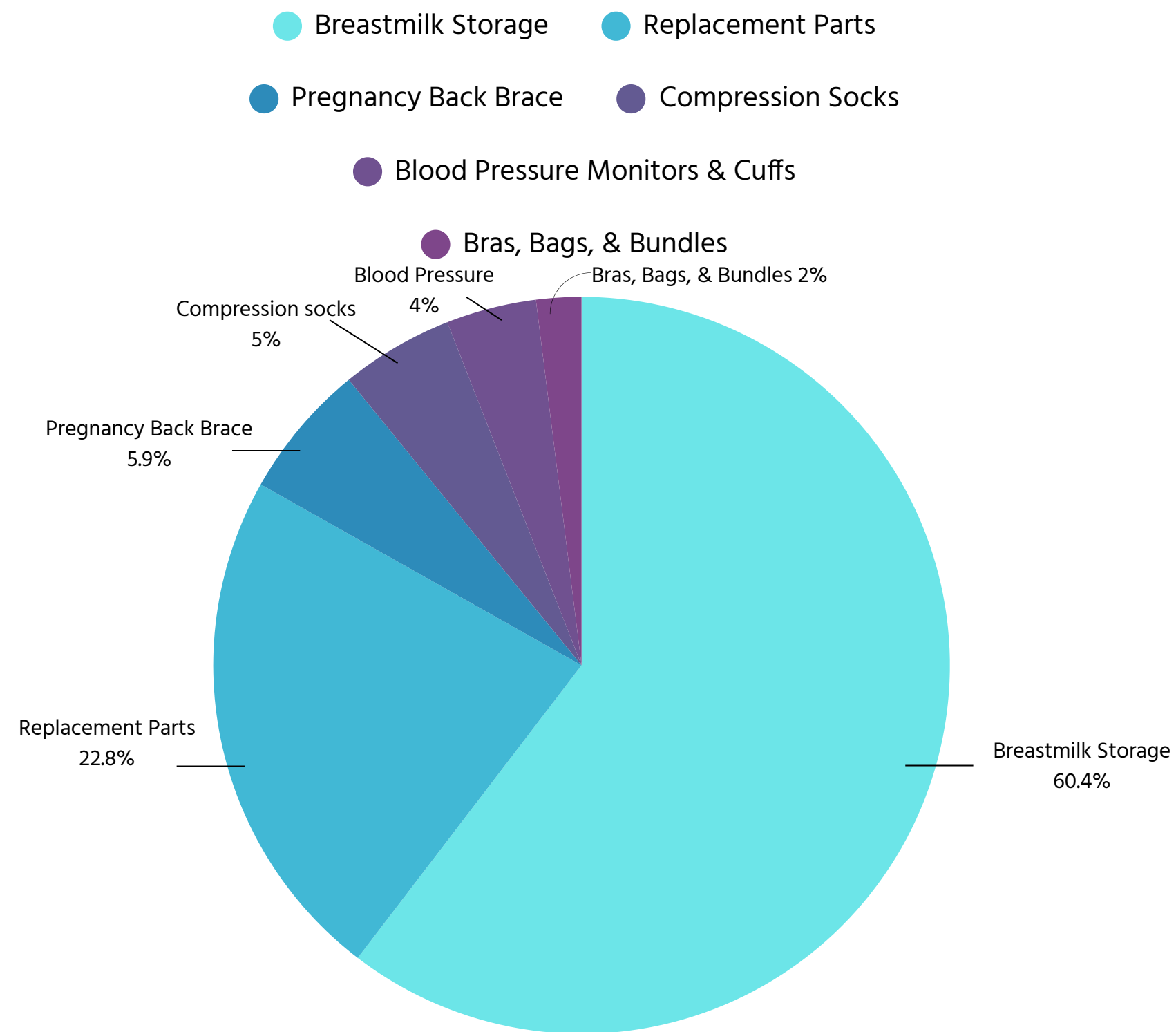
Acelleron provided even more mom and baby items in the last 6 months!

Maternity equipment coverage has expanded over the years to go **beyond** just breast pumps!

Many insurances now cover:

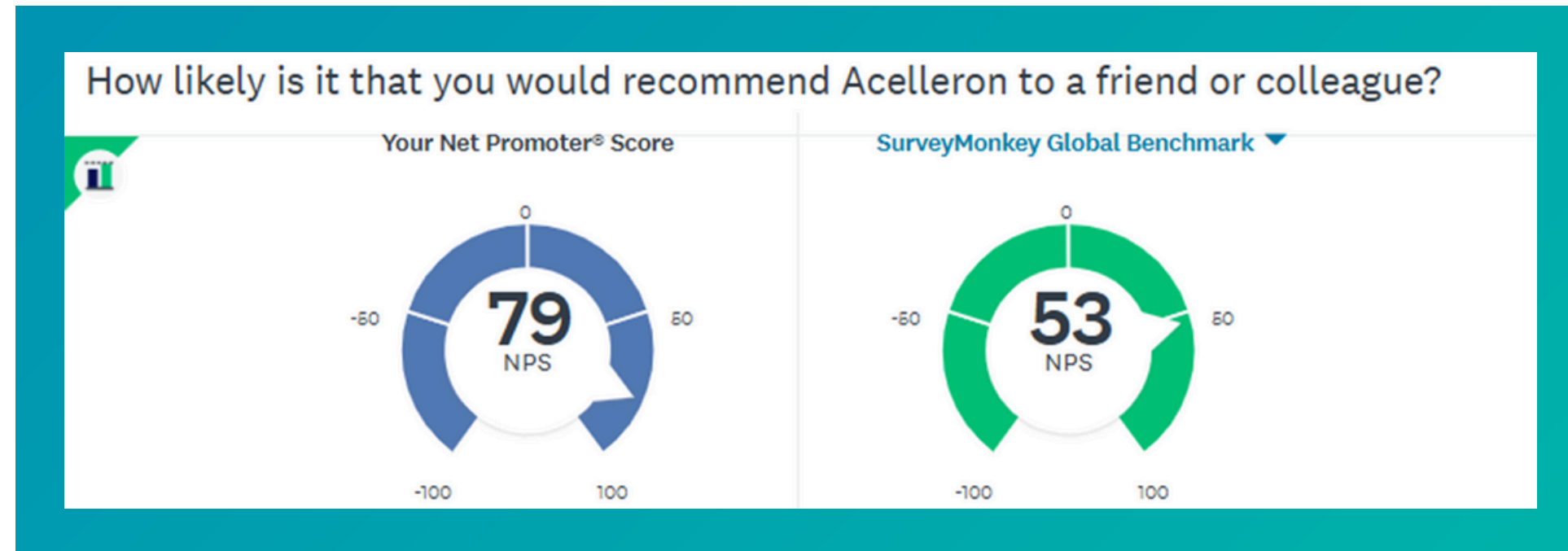
- **Blood pressure monitors** for gestational hypertension or elevated BP readings (without hypertension)
- **Pregnancy support bands** for back and sciatic pain
- **Compression socks** for lower extremity varicose veins (during pregnancy) or edema

We've also been working with insurances to expand replacement parts coverage, ensuring moms can pump for as long as needed without additional financial burdens.



WHAT PATIENTS ARE SAYING

Customer Satisfaction Ratings



Survey Results: 4.65 stars out of 5 for their experience with Acelleron



Google Reviews: 4.7 stars



"Highly recommend going through them! Second time with a second child ordering from their website, i received my breast pump plus storage bags for my breast milk with in 2 days! My obgyn also added in a blood pressure machine since I have hypertension for my last child and I also got a belly support belt covered through my insurance! Very happy both times and if there's a third I will be using acelleron, no questions asked."

Maria

"I am grateful that this service was available and I am happy with my pump thus far."

Kari

"I wish every mom as seamless of an experience as I had using Acelleron."

Tabitha

FEEDING OUTCOMES

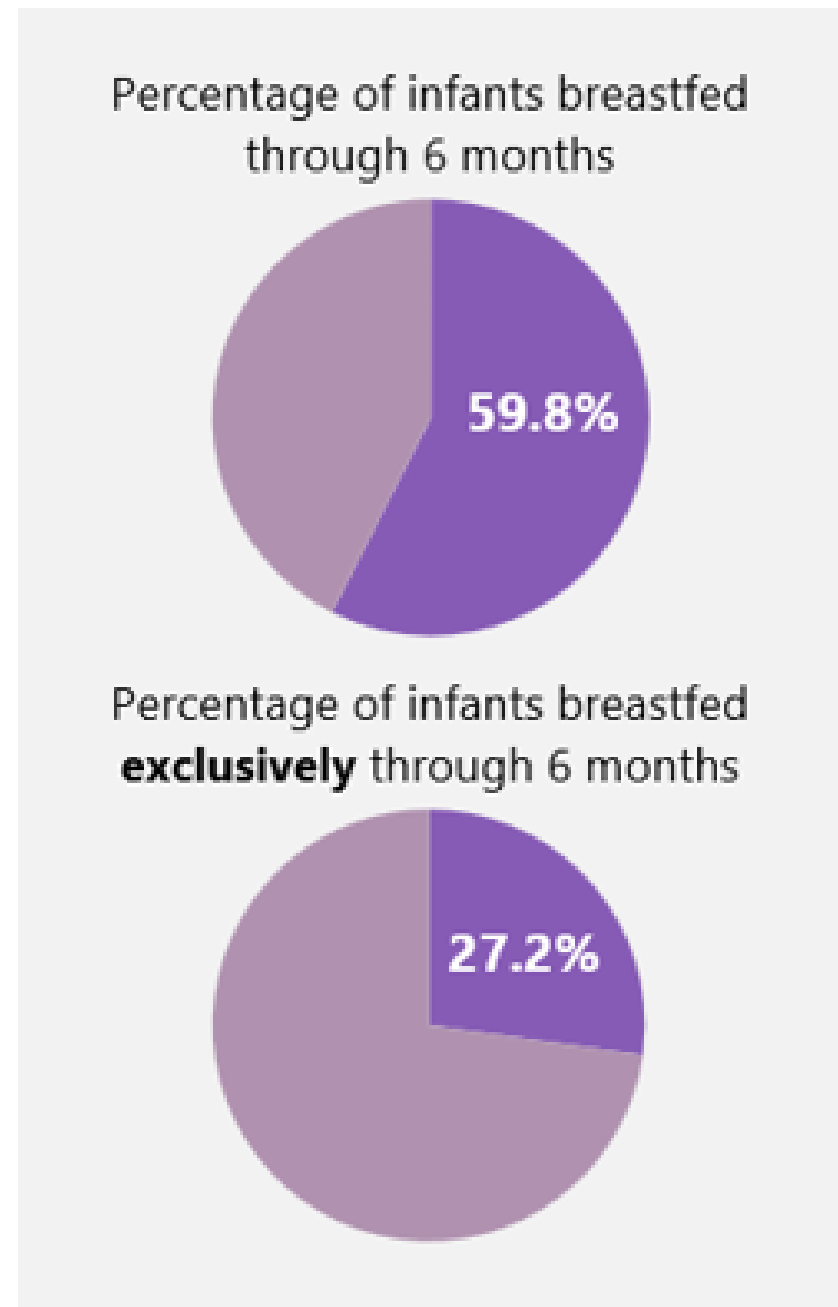


Why do we track?

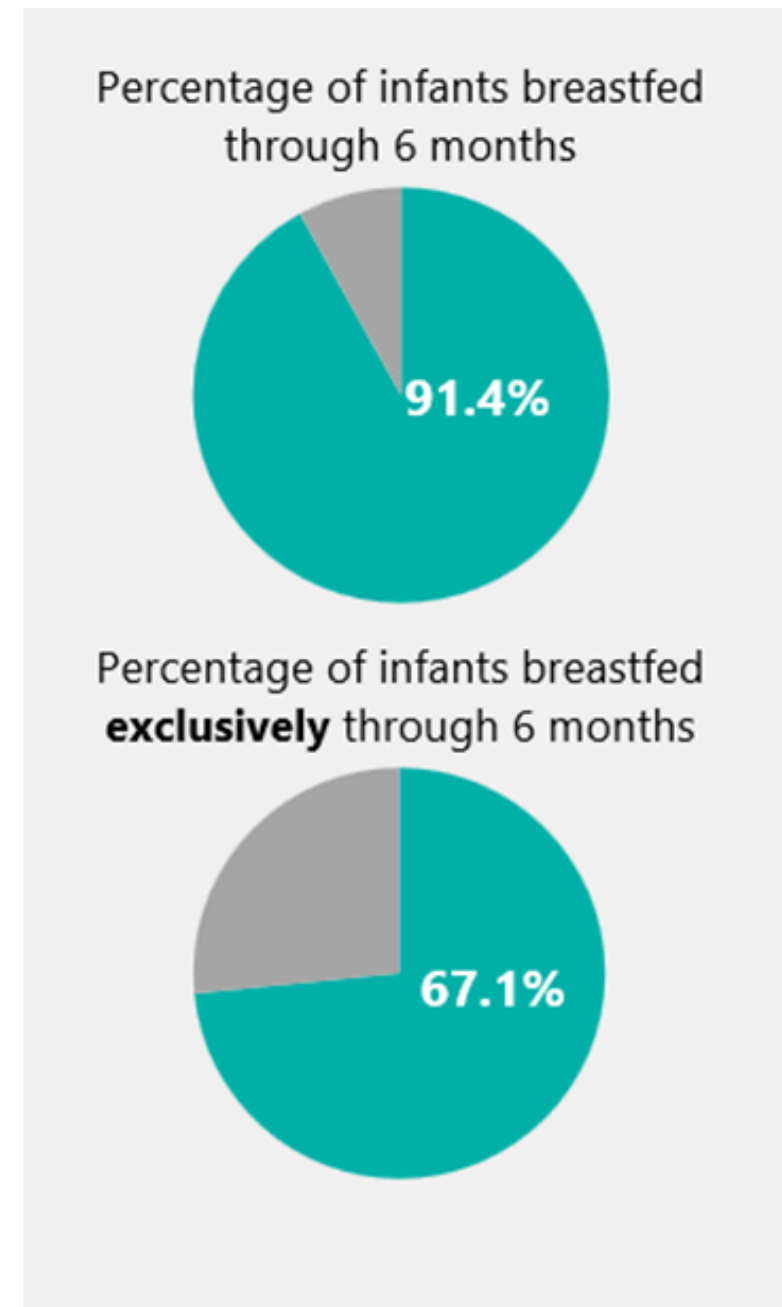
- Insight on breastfeeding and chestfeeding decisions and duration.
- Compare our breastfeeding rates relative to the CDC Breastfeeding Report Card.
- Examine challenges and help increase support.
- 7,491 responses to date (6-month outcomes)!
- 5,712 responses to date (12-month outcomes)!

6-MONTH OUTCOMES Breastfed Percentages

2022 CDC Breastfeeding Report Card among infants born in 2019



Acelleron 6-month Breastfeeding Experience Survey

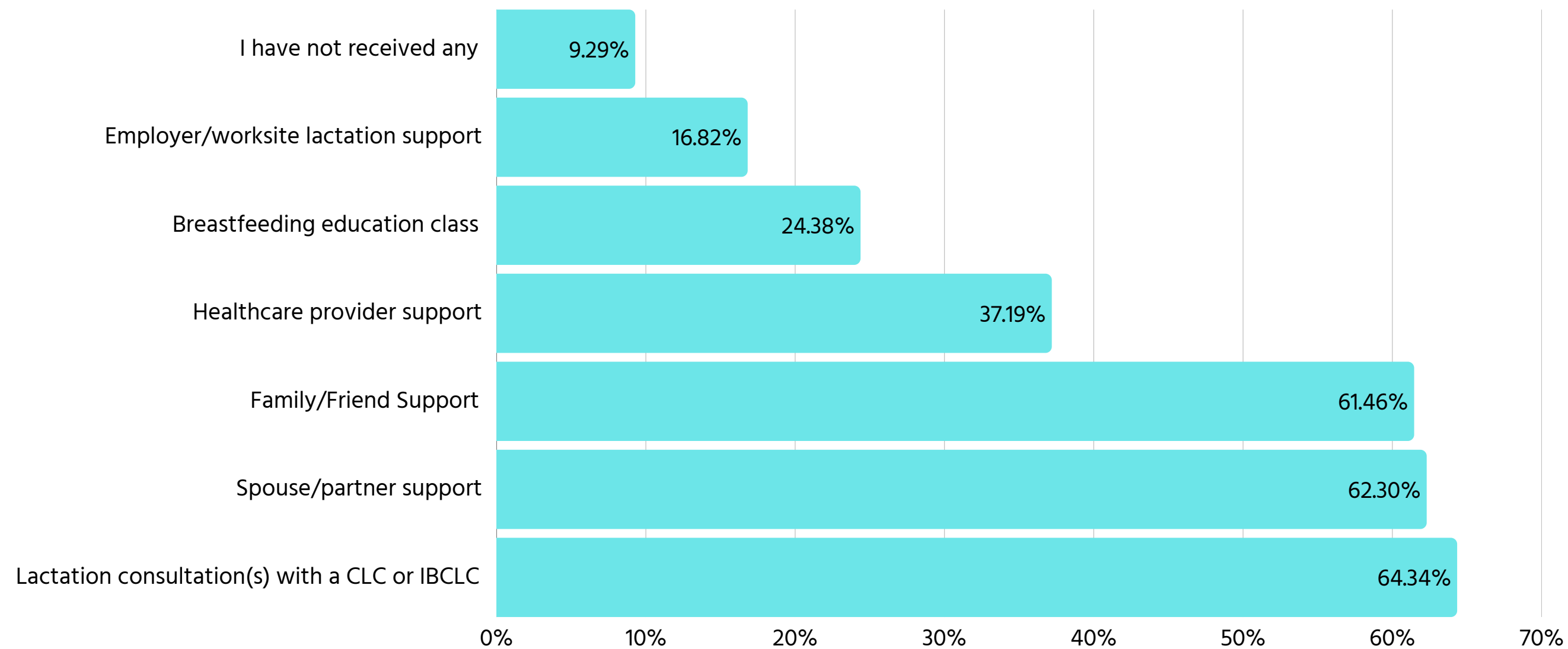


The **American Academy of Pediatrics** recommends that infants be exclusively breastfed for the **first 6 months** with continued breastfeeding alongside introduction of complementary foods for **at least two years.**

6-MONTH OUTCOMES

Support & Education

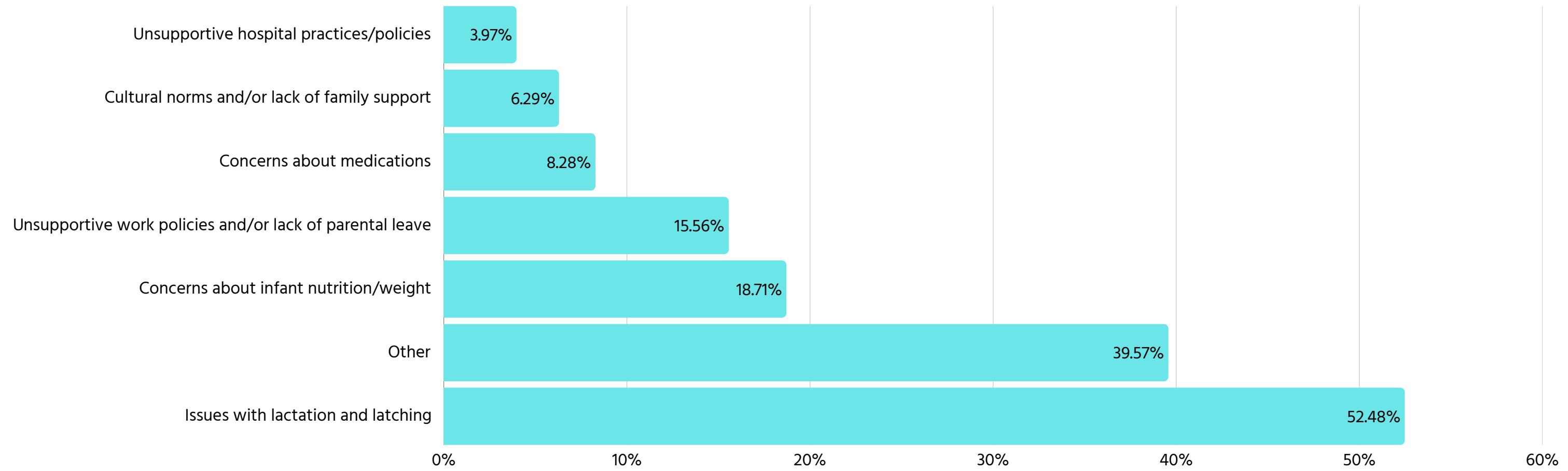
Have you received any of the following breastfeeding education, support, or counseling before or after baby was born?



For moms still breastfeeding at **6 months**, what kind of support, education, or counseling did they receive?

6-MONTH OUTCOMES End of Breastfeeding Journey

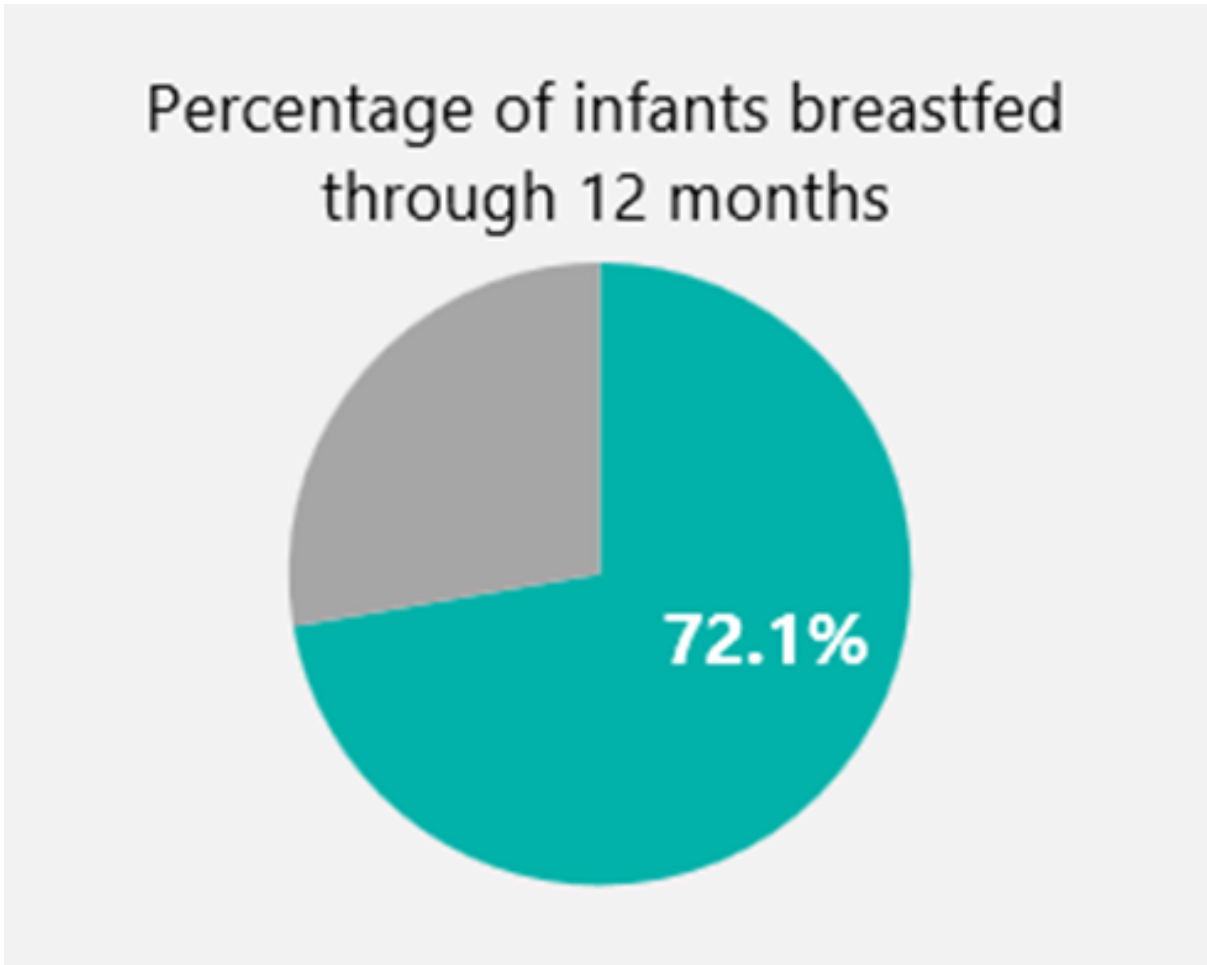
What reason(s) led you to stop breastfeeding?



“Other” Reasons:
39.57%

12-MONTH OUTCOMES

Acelleron 12-month Breastfeeding Experience Survey



2022 CDC Breastfeeding Report Card among infants born in 2021 rate was **39.5%**!

MILK BANK DEPOT

Collecting Donations

We are home to two Mothers' Milk Bank depots for women that wish to donate their milk to babies in need (CT & MA).



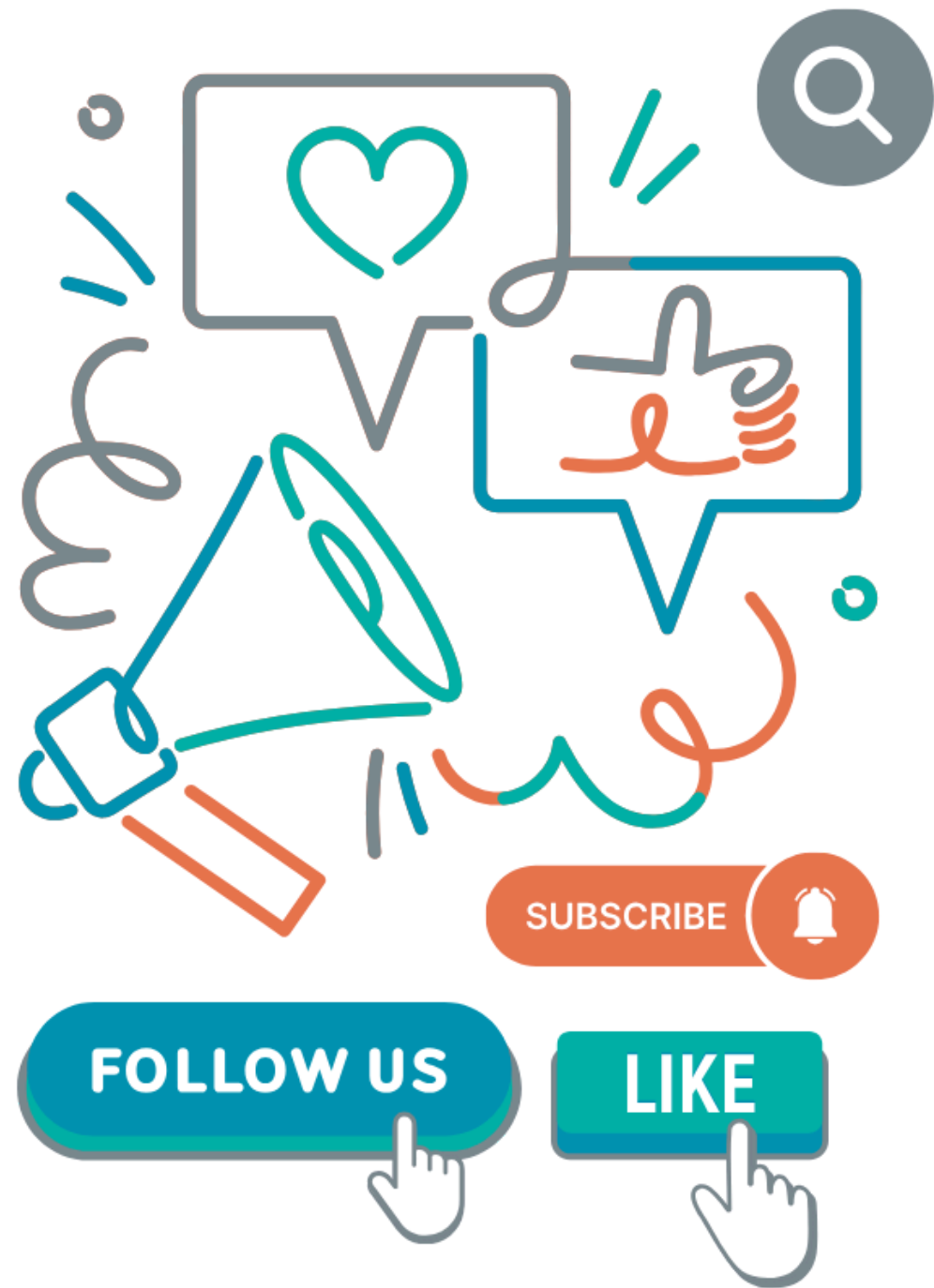
Mothers' Milk Bank Northeast
Share the Health

Safe · Trusted · Lifesaving

To date, we have collected over **108,028 ounces of milk**, which is equivalent to over **324,084 preemie meals**.

OUR COMMUNITY

Connect for our latest news and updates



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 on Instagram
@acelleron_medical_products

 on YouTube @acelleron

 on LinkedIn @acelleron

 on TikTok @acelleron

On behalf of Acelleron, we thank you for your support. Please contact your account manager with any questions or feedback that you may have.



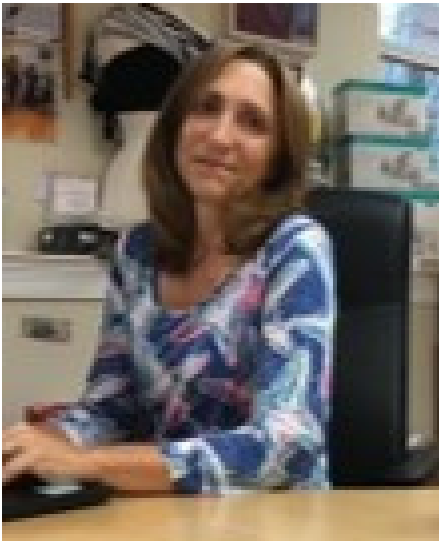
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THANK YOU

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