

Breastfeeding mothers worldwide will finally receive timely and skilled lactation support from their healthcare team

Company specializing in breastfeeding education for healthcare professionals has partnered with global distributor of maternal and newborn health solutions



Ypsilanti, Jan 13, 2021 ([Issuewire.com](https://www.issuewire.com)) - LiquidGoldConcept, a leader in simulation-based training of healthcare professionals in clinical lactation, has partnered with Maternova.

Doctors, nurses, midwives, and community health workers around the world will now have access to high-quality breastfeeding and lactation training simulators paired with a case-based curriculum.

The [LiquidGoldConcept](#) breastfeeding education products will join an impressive suite of innovations in the [Maternova global marketplace](#) for newborn and maternal health solutions.

Maternova will distribute the LiquidGoldConcept [Lactation Simulation Model](#) and [Breast Health Training Tool](#) in 29 countries and sell to dozens of NGOs, foundations, and non-profit organizations.

“The COVID-19 pandemic has exacerbated a long-standing problem, namely the inadequate training of physicians, nurses, and health workers in clinical lactation,” says Anna Sadovnikova, the Chief Executive Officer at LiquidGoldConcept and clinical lactation specialist. “The partnership between LiquidGoldConcept and Maternova will usher in a new standard in education, improving the delivery of care to lactating mothers and newborns during and following the COVID-19 pandemic.”

Maternova is a global company accelerating access to life-saving innovations in maternal and newborn health. “For too long the global health community has told health teams to *support* breastfeeding, but

lacked the high-fidelity simulation equipment to properly train the healthcare workers in clinical lactation,” states Meg Wirth, the Founder and President at Maternova. “Our team is pleased to offer the gold standard in lactation simulation, case-based learning, and breast health training, pioneered by the scientists, clinicians, and engineers at LiquidGoldConcept. We will work first with schools of midwifery, nursing, and medicine to ensure widespread access to this evidence-based technology,” states Wirth.

“With the Lactation Simulation Model, I know we will be able to equip new mothers and caregivers with the knowledge to confidently identify breastfeeding complications such as mastitis and engorgement and gain the hands-on skills needed to hand express and manage common breastfeeding problems,” remarks Dr. Amanda Dornfeld, MD, IBCLC, a LiquidGoldConcept customer who specializes in Breastfeeding Medicine at Columbus Regional Health in Ohio, USA.

“Doctors, nurses, and maternal-child health workers use our products to actively practice skills like hand expression and newborn positioning and attachment at the breast. When women receive timely and skilled lactation support, they are [43% more likely](#) to initiate breastfeeding and 21% less likely to prematurely wean [at 6 weeks](#),” writes Sam Chuisano, CLC, MPH, the Chief Operating Officer of LiquidGoldConcept.

About LiquidGoldConcept

LiquidGoldConcept is a breastfeeding education company. We are committed to improving global maternal and child health through active-learning experiences in clinical lactation for healthcare professionals and parents. LiquidGoldConcept manufactures realistic breast models, Lactation Simulation Model and Breast Health Training Tool, in Michigan, USA. All breastfeeding simulators are sold directly to hospitals, community clinics, and academic training programs or wholesale to distributors.

For more information about LiquidGoldConcept, visit www.liquidgoldconcept.com.

To learn about LiquidGoldConcept’s new online lactation education program that supports live clinical practice with patients over a video call, visit www.ondemandtelesimulation.com

About Maternova

Maternova, Inc. is the trusted source for cutting-edge medical innovations in newborns, obstetrics, and reproductive health. Maternova researches, licenses and distributes innovative, evidence-based obstetric and newborn technologies to private hospitals, governments, Ministries of Health, humanitarian organizations, and healthcare professionals around the world. The woman-owned women's health solutions company has a network of over 30,000 clinicians, midwives, and thought leaders in 180 countries. Maternova *listens* to needs in healthcare settings from the industrialized world to the developing world and puts together solution sets to meet customers’ needs.

For more information about Maternova, visit www.maternova.net and for the Spanish website and Latin American customers visit <https://es.maternova.net/>.

Tweet this! @LiquidGoldCncpt partners with **@maternova** to ensure parents worldwide receive timely and skilled lactation support from their healthcare team **#BreastfeedingEducation** **#RealisticBreastModel** **#HealthCareSimulation** **#MaternalHealth**

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