

LiquidGoldConcept Lease Program

Supporting the Baby-Friendly Hospital Initiative

2019



LiquidGoldConcept

Learn the Essential Breastfeeding Skills with LiquidGoldConcept Products



1. Hand Expression of Colostrum

Build confidence in colostrum hand expression with interactive role playing scenarios



2. Positioning and Attachment

Encourage skin-to-skin and diverse latch positions for successful breastfeeding initiation



3. Alternative Feeding Strategies

Ensure hospital staff can assist mothers with supplemental nursing system, syringe, finger, or cup feeding



4. Common Breastfeeding Challenges

Reinforce prevention and management strategies for engorgement, mastitis, and sore nipples



5. Postpartum Breast Exam

Assist mothers with normal, unusual, and abnormal breast and nipple conditions

Lease Program Details

2-Week Lease: \$495.00

Expert-Validated, Hands-On Training Tools

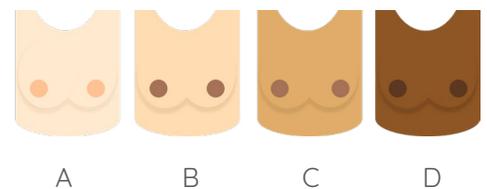
- Essential Lactation Simulation Model (skin tone B)
- Breast Health Training Tool Collection (skin tones A-D)

Evidence-Based, Customizable Curriculum

- Preparatory Reading Materials
- Clinical Case Scenarios
- Engaging Video Content
- Evaluation Rubrics

Unlimited Technical Support and Free Shipping

LiquidGoldConcept Skin Tone Options



Who Should Use the Lease Program?

Lease program participants typically have annual, one-time, or infrequent skills training events. In the past, participants used the lease program for

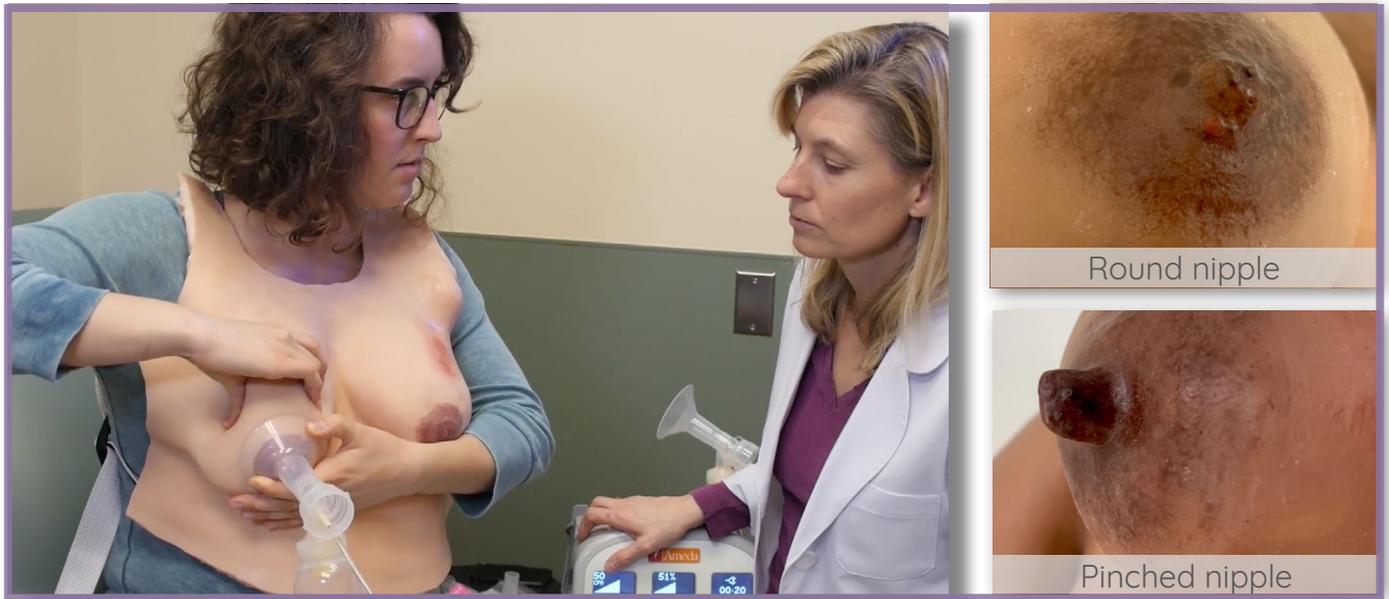
- Baby-Friendly Step 2 Training
- Annual Skills Refresher
- New Staff On-Boarding

To reserve your LiquidGoldConcept products, contact Sam Chuisano at: sam.chuisano@liquidgoldconcept.com or 734.926.9197

Reserve at least 4 weeks in advance to ensure your materials arrive on time

Additional models and extended lease periods are available upon request

The Essential Lactation Simulation Model



Master over 25 breastfeeding-related clinical scenarios with the Lactation Simulation Model (LSM) - the world's first realistic, wearable, comprehensive, and expert-validated breastfeeding simulator

Features

- Hand expression of simulated colostrum
- Engorgement of one or both breasts
- Expression of simulated colostrum with any breast pump
- Multiple plugged ducts deep to the areola (right breast)
- Round “deep latch” nipple (right breast)
- Pinched nipple with fissure (left breast)
- Large plugged duct in the Tail of Spence (left breast)
- Early-stage mastitis (left breast)

The LiquidGoldConcept Advantage

- Learners can take turns wearing the LSM to role play as the patient or the clinician to master breast assessment and lactation skills
- Hospital staff will build confidence in breast massage techniques to help mothers prevent plugged ducts and engorgement in the early postpartum period

The Breast Health Training Tool Collection

Breast 1 Blood blister on nipple and bruising from breast pump	Breast 2 Vasospasm, infected Montgomery gland, herpes zoster	Breast 3 Eczematous rash, flat nipple	Breast 4 Bacterial infection on nipple, birthmark	Breast 5 Paget's disease, suspicious mole
Breast 6 Nipple yeast infection, benign mole, biopsy scar	Breast 7 Blister on bulbous nipple with periareolar bruising	Breast 8 Bloody nipple fissure, accessory nipple	Breast 9 Asymmetric areola with retracted nipple, biopsy scar, hives	Breast 10 Peau d'orange, inverted nipple

Enhance the LSM learning experience with the Breast Health Training Tool (BHTT) collection: 10 single breast models with realistic medical illustration demonstrating over 50 breast conditions on 4 different skin tones

Sample Training Scenario: "Pumping is very painful"

Questions for Learners

What are the notable features of the nipple-areolar complex? Describe what you observe. What aspects of breast pump setup and use may have caused this presentation? How can this patient optimize her pumping experience? Would you change your management strategy if there were blood in her milk?

Topics and Skills

History-taking and breast exam (lactation), breast milk expression and storage, flange-sizing, optimal pumping strategies



The LiquidGoldConcept Advantage

- Learners will practice culturally-competent and patient-centered breastfeeding support using BHTTs in four skin tones
- Hospital staff will consider the implications of diverse nipple sizes and shapes in diagnosing lactation and cancer-related conditions
- Health professionals will use the BHTT to train in early detection of malignant, infectious, and iatrogenic breast conditions