



Common Pregnancy & Postpartum Support Services

	DOULAS	NIGHT NURSE/NANNY	SLEEP CONSULTANT / COACH / TRAINER	LACTATION CONSULTANT (LC)	NEWBORN CARE SPECIALIST (NCS)
SERVICES	Provides physical, emotional, and informational support at all stages of pregnancy, birth, and postpartum	Focuses on nighttime infant care only, including bottle feeding, overnight care, bathing and diapering	Partners with families to discuss child sleep issues and create a plan to help fix them; support can range from single phone consult to more rigorous in-home coaching	Specializes in breastfeeding issues such as milk supply, sore nipples, breastfeeding positions and other common nursing challenges	Specializes in multiple aspects of newborn care including reflux/GERD, sleep, breastfeeding, etc. Focus is on 0 – 12 weeks postpartum.
BENEFITS	<ul style="list-style-type: none"> • Focus is on “mothering the mother”, while also having newborn care expertise • Available days and nights • Provides evidence-based information on a range of topics • Should have formal training 	<ul style="list-style-type: none"> • Offers parents temporary relief from sleep deprivation • Can encourage good baby sleep habits and offer sleep training guidance • May be less costly than a postpartum doula 	<ul style="list-style-type: none"> • Creates customized sleep plans unique to each client • Certified consultants can receive evidence-based training from several organizations 	<ul style="list-style-type: none"> • Many undergo rigorous training program from the International Board of Lactation Consultant Examiners • Can support at all stages of pregnancy and postpartum 	<ul style="list-style-type: none"> • Many of the other professions on this page will receive the additional certification of “NCS”
CONSIDERATIONS	<ul style="list-style-type: none"> • Not medical professionals, though some are former clinicians 	<ul style="list-style-type: none"> • Typically not medical professionals • Not all have formal training • Focus is on infant (vs. mother/parents) 	<ul style="list-style-type: none"> • Currently unregulated, but most have received training through a major certifying organization (e.g., The Family Sleep Institute) 	<ul style="list-style-type: none"> • LCs can work with hospitals, birthing centers, pediatrician offices, private practices. or doula agencies 	<ul style="list-style-type: none"> • Often interchangeably used with “Night Nurse / Nanny” • Focus is more on infant (vs. mother)
TYPICAL PRICING	Varies depending on location - \$30 - 75 / hour; may be able to use HSA	\$25 - 40 / hour	Wide variation; \$150 - \$7K+ depending on level of service	\$100 - 200 / visit; may be covered by some insurance plans	\$25 - 45 / hour

