

Supporting Breastfeeding Families

Implementing a Primary Care Office Strategy

Jody Cousins, MD, FAAFM, IBCLC August 2, 2022

Disclosure

I have nothing to disclose. However, I will be talking about several on-line and in-person breastfeeding education resources for which I do not have any affiliation other than being a physician member.

The planners and speaker for this educational activity have no relevant financial relationship(s) to disclose with ineligible companies whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients.

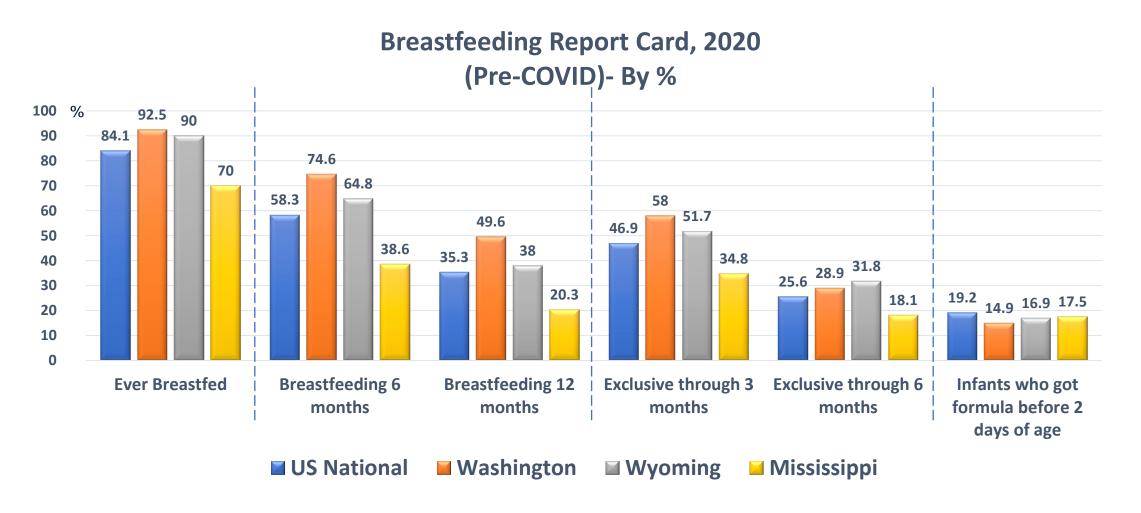
Objectives

- Appreciate the impact of infant feeding within the framework of social and environmental sustainability
- Identify at least two strategies to support breastfeeding/infant feeding from the primary care office with ways to elevate support in the future
- Identify several ways in which lactation support is reimbursed to primary care providers and IBCLC's

Outline

- Infant feeding in the US today
- Island Hospital Center for Maternal and Infant Care
- Integrating lactation support into clinical practice
- Compensation and Reimbursement

Current Breastfeeding Practices in the US, WA, WY, MS



COVID and Breastfeeding Rates

BREASTFEEDING MEDICINE Volume 17, Number 1, 2022 © Mary Ann Liebert, Inc. DOI: 10.1089/bfm.2021.0238 Clinical Research

The Impact of COVID-19 on Breastfeeding Rates in a Low-Income Population

Maria Koleilat, 1,i Shannon E. Whaley, 2 and Cindy Clapp 3

Abstract

Objective: To examine the impact of the coronavirus disease 2019 (COVID-19) pandemic on breastfeeding outcomes among participants of the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) in Southern California.

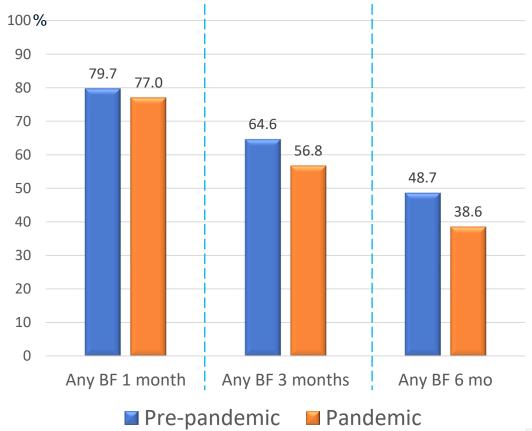
Materials and Methods: Data from the 2020 Los Angeles County triennial WIC Survey were used to examine the impact of COVID-19 on breastfeeding outcomes among WIC participants. Chi-square tests were used to explore the association between the COVID-19 pandemic and breastfeeding outcomes along with hospital-friendly practices.

Results: Compared with infants born before March 2020, the percentage of infants who received any breastfeeding at 1 month decreased from 79.66% to 76.96% (p=0.139). The percentage of infants who received any breastfeeding at 3 and 6 months significantly decreased from 64.57% to 56.79% (p=0.001) and from 48.69% to 38.62% (p=0.0035), respectively. The percentage of infants fully breastfed at 1, 3, and 6 months significantly decreased at all time points. Examining hospital practices, there were no differences between the before and during COVID-19 groups.

Conclusions: The prevalence of any breastfeeding at 3 and 6 months and fully breastfeeding at 1, 3, and 6 months was significantly lower among mothers who gave birth during the pandemic compared with mothers who gave birth before the pandemic. The shift to remote services delivery and the corresponding reduction in live support of WIC services owing to the pandemic may explain the decline in the breastfeeding rate. As the nation and the WIC program prepare for the postpandemic life, it is critical to ensure that breastfeeding support is met in a hybrid of remote and face-to-face settings.

Keywords: COVID-19, breastfeeding, WIC, low-income

Pre-COVID vs. COVID Breastfeeding Rates - By %



Milk Substitute Shortages

- Abbot laboratories voluntary recall in February 2022
 - Shortages due to stockpiling from 2020
 - Decreased production due to decreased demand in 2021
- Exposed vulnerability of infant food supply chain and impact of maternal health policies
- Family efforts to re-lactate, milk share, and obtain infant formula

Impact of Breastfeeding Support

- Cochrane Review, 2017
 - Any support by trained personnel (MD, RN, IBCLC) increased duration and exclusivity of breastfeeding.
 - Exclusivity face-to-face contact, volunteer support, predictable schedule of *4-8 visits* and high "background" rates of breast feeding

Support for healthy breastfeeding mothers with healthy term babies McFadden, A et. Al. 28 Feb 2017 https://doi.org/10.1002/14651858.CD001141.pub5

In-Office Support of Breastfeeding

- Measured BF rates pre— and post—implementation of the Academy of Breastfeeding Medicine protocol "The Breastfeeding-Friendly Physician's Office, Part 1: Optimizing Care for Infants and Children"
 - Statistically significant increase (10%) in exclusive breastfeeding at 5 time points in pediatric practice

Corriveau SK, Drake EE, Kellams AL, Rovnyak VG. Evaluation of an office protocol to increase exclusivity of breastfeeding. Pediatrics. 2013 May;131(5):942–50. doi: 10.1542/peds.2012–1310. Epub 2013 Apr 1. PMID: 23545382

Island Hospital Center for Maternal and Infant Care

Goals:

- Breastfeeding Medicine Specialty consultative service only
- Provide a component of mental health care and peri-natal counseling
- Support all forms of infant feeding consistent with parent's wishes
- See patients regardless of ability to pay

Island Hospital Model

- "Group" visit with both nursing parent/family and infant
- Patients see an IBCLC for 45 minutes and then MD comes in does an exam, recaps the visit, and determines if there is anything that MD could offer
 - Prescriptive services as needed
 - PT/OT/feeding support referrals
 - Frenotomy
- Bill parent and infant BOTH as 99213/99214 or equivalent and for frenotomy if done

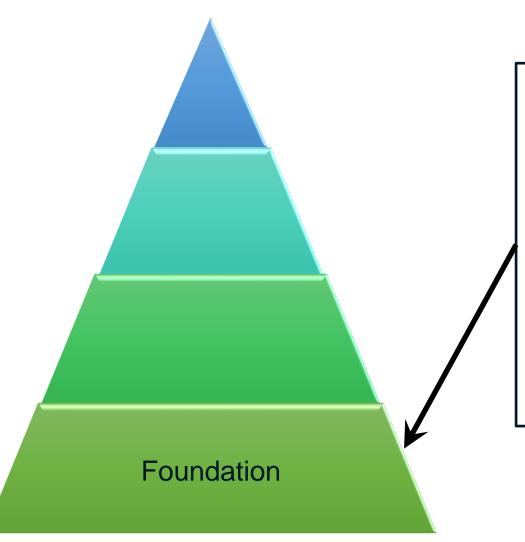
The Reality

- It WORKED!!! (and still does 7 years later!)
- Dream Team an MA and 2 IBCLC's, 2 MD's, and an IBCLC with a Master's Degree in Counseling
- Saw lactation patients 2 afternoons a week (8 patients/clinic)
 - MD saw 2–3 regular patients/hour and a lactation consult/hour per clinic afternoon
- Part of Fidalgo Medical Associates/Island Hospital
- Supplies were bought by hospital shields/shells/diapers
- EVERY VISIT WAS PAID BY INSURANCE

Why did YOU come today?

What is your goal for YOUR practice?

Stepped Approach to Lactation Support



- Access to up-to-date professional lactation support resources within community
- Academy of Breastfeeding Medicine Protocols
- More frequent early visits for nursing parents (4–8 based on Cochran Review)
- Breastfeeding and medication database(s)



Breastfeeding support: Skagit County 2022

Note: due to Covid-19, many in-person services have been suspended or modified. Check first.

Classes:

(recommended to be taken while you are pregnant)

Community Action of Skagit Co. WIC (Mt Vernon): Offers monthly online Breastfeeding Classes on Wednesdays. Open to all WIC clients: https://www.communityactionskagit.org/wic/

United General WIC (Sedro-Woolley) Offers virtual BF classes for WIC clients http://wic.unitedgeneral.org/

Breastfeed with Confidence: on Zoom Teri Shilling, IBCLC facilitates two classes: From the Beginning and Pump It. (fee) <u>Breastfeedwithconfidence.com/classes</u>

Community support groups:

(free and open to all)

La Leche League of Skagit County is currently not meeting face to face but are referring to the following active Facebok groups:

Skagit Discussion group: https://www.facebook.com/groups/1463786400577757/WA state LLL (English) – https://www.facebook.com/LLLofWA (Spanish) - https://www.facebook.com/groups/990743587788106

Clinics:

(make an appointment with an IBCLC** if you have prenatal concerns or things don't go as planned. Services normally covered by medical insurance, check first)

Center for Maternal and Infant Care at Island Health/Hospital (Anacortes): (360) 293-3101 <u>islandhospital.org/maternal-infant-care</u> (Dr. Susanne Wilhelm (Family physician) and Teri Shilling, IBCLC appointments.)

Skagit Valley Hospital Birth Center Outpatient Lactation Clinic (Mount Vernon): (360) 428-2229 <a href="mailto:skagitregionalhealth.org/programs-services/womens-health-and-family-birth-center/family-birth

Chinn Gyn Clinic (Mount Vernon): (360) 824-5278 chinngyn.com/ (no insurance accepted)

WIC clinics: Provides peer counselors, lactation consultant visits, breast pumps to WIC clients. No fees.

- Community Action (360) 416-7595 Support available in Spanish (Mount Vernon/Anacortes)
- Swinomish Health Clinic (360)466-3167. (La Conner)
- United General (360) 856-7318 Support available in Spanish (Sedro-Woolley)

Home visits (or virtual visits in your home)

(an IBCLC** will come to your home or set up a virtual visit to address issues. Not covered by all insurance companies, check first)

Rebecca Bartsch, MSM, LM, IBCLC (Mt. Vernon) tulipcitymidwife.com/lactation

Mary Francell, MA, IBCLC (Whatcom Co) fairhavenlactation.com/

Briana Hodgson, RN, BSN, IBCLC (Whatcom Co) thelatchmaker.com

Teri Shilling, MS, CD(DONA), LCCE, IBCLC (Mount Vernon) breastfeedwithconfidence.com

** IBCLC is an International Board Certified Lactation Consultant

Lactation support/home visits are also provided by nurses to those who are enrolled in Maternity Support Services and Nurse Family Partnership.

- Answers Counseling (360) 255-7855
- Island Hospital Maternity Support Services (360-299-4956)
- Sea Mar Community Health Center (360) 848-6616
- Skagit Nurse Family Partnership (360) 416-1523

Military Families

Mom2MomPNW Facebook group



Skagitbreastfeeding.org

Compiled by Community Action WIC and Skagit Co. Breastfeeding Coalition which holds open meetings the 4th Wednesday of each month @ 8 am either on zoom or at Calico Cupboard, Mount Vernon. To be added to email list, go to https://skagitbreastfeeding.org/contact-us/ Last updated 2/2022.



Information on:

- Establishing a written office policy
- Guidance regarding in-office skilled lactation
- WHO recommendation regarding international marketing of breastmilk substitutes
- Breastfeeding promotion
- Breastfeeding education

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ABM Clinical Protocol #14: Breastfeeding-Friendly Physician's Office—Optimizing Care for Infants and Children

Swathi Vanguri, Hannah Rogers-McQuade, and Natasha K. Sriraman³⁻⁵; and the Academy of Breastfeeding Medicine

Abstract

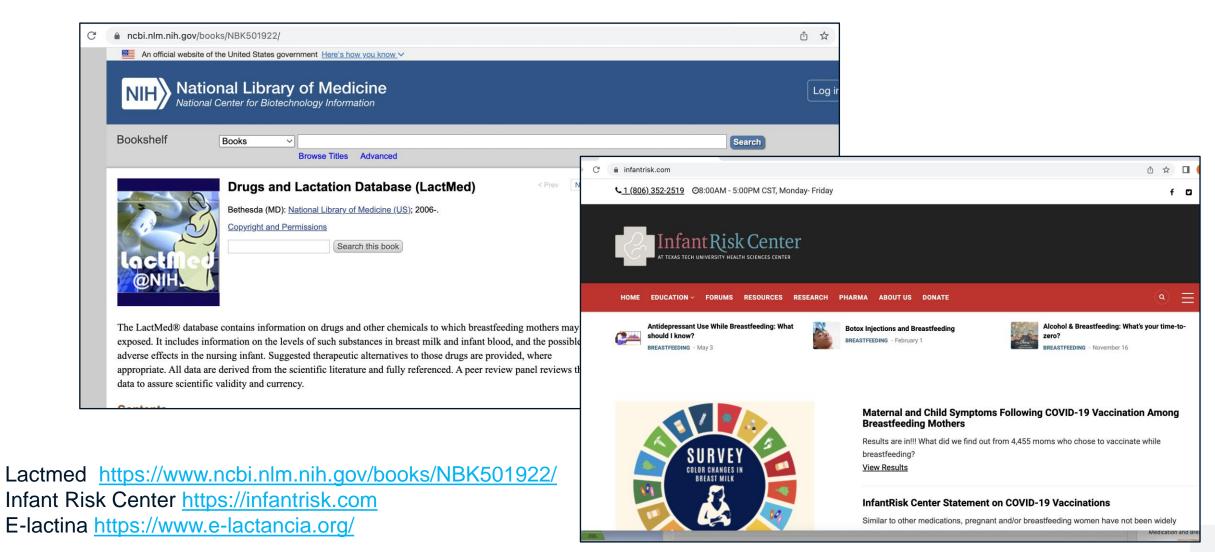
A central goal of the Academy of Breastfeeding Medicine is the development of clinical protocols for managing common medical problems that may impact breastfeeding success. These protocols serve only as guidelines for the care of breastfeeding mothers and infants and do not delineate an exclusive course of treatment or serve as standards of medical care. Variations in treatment may be appropriate according to the needs of an individual patient.

Background

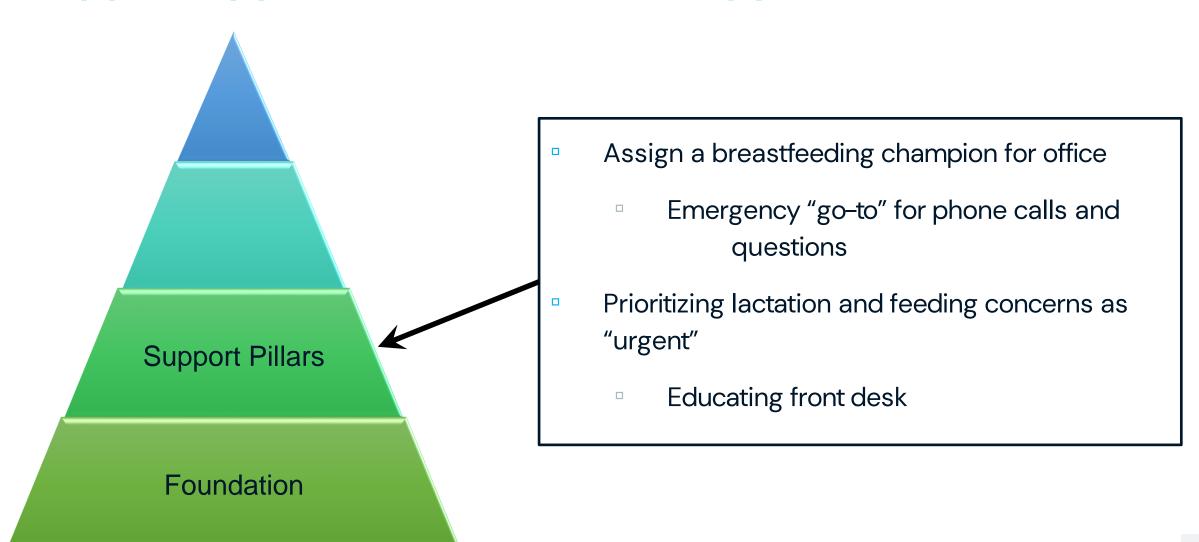
P REASTFEEDING HAS LONG BEEN KNOWN to be the most

There are many underlying causes contributing to the low rates of breastfeeding, including environments that are unsupportive for breastfeeding mothers. This ranges from

Medication and Breastfeeding Database(s)



Stepped Approach to Lactation Support



Office Breastfeeding Champion

- Office information source
- Need not be clinical staff
- "Warm line" during office hours

www.lacted.org



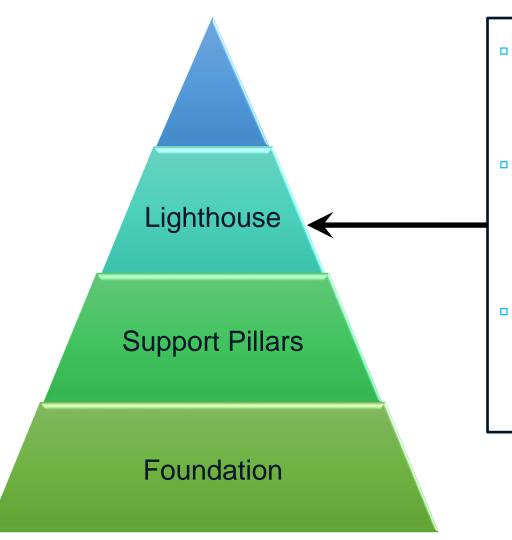
Breastfeeding Champion Course

- \$150 for e-course
- 14.5 Nurse contract hours



https://lacted.org/the-outpatient-breastfeeding-champion-program/

Stepped Approach to Lactation Support



- IBCLC as a referral source
 - Lactation Champion to help patient navigate
- Academy of Breastfeeding Medicine
 Membership/IABLE Membership for e-mail discussion/questions
 - Provider education
 - CME through on-line resources



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Benefit of MD Lactation Education in Length of Patient Breastfeeding

BREASTFEEDING MEDICINE Volume 7, Number 6, 2012 © Mary Ann Liebert, Inc. DOI: 10.1089/bfm.2012.0028 **Original Articles**

Physician Breastfeeding Education Leads to Practice Changes and Improved Clinical Outcomes

Alison Volpe Holmes,^{1,2} Angela Yerdon McLeod,^{2–5} Claire Thesing,⁶ Stephanie Kramer,⁷ and Cynthia R. Howard^{8,9}

Abstract

Background and Objectives: Lack of physician knowledge about breastfeeding is associated with decreased initiation and continuation of breastfeeding by patients. We evaluated the effects of a breastfeeding education program on physicians' breastfeeding knowledge, attitudes, and beliefs, measured changes in clinical practice, and examined breastfeeding rates of patients of participating physicians.

Study Design and Methods: Six breastfeeding sessions addressed breastfeeding problem-solving and counseling and specific clinical issues including mastitis, perceived insufficient milk, poor infant weight gain, and return to work. We measured physicians' breastfeeding knowledge, attitudes, and beliefs before and after curriculum implementation and also measured changes in practice. We analyzed breastfeeding rates of patients in the practice before, during, and after the intervention.

Results: We studied 24 residents and 15 faculty members at the intervention site; there were 12 residents and nine faculty in a similar control program. Attendance at education sessions improved breastfeeding knowledge (p < 0.01) and attitudes/beliefs (p = 0.03). Participants identified 15 unique practice changes with a strong

Lactation Education Courses for CME for MD's

Lactation Education Resources

https://www.lactationtraining.com/filter/lactation-consultant-courses__or_continuing-education/?custom_f_23[0]=1&custom_f_23[1]=100

Gold Learning

https://www.goldlearning.com/ce-library/all-lectures/accreditation/cme

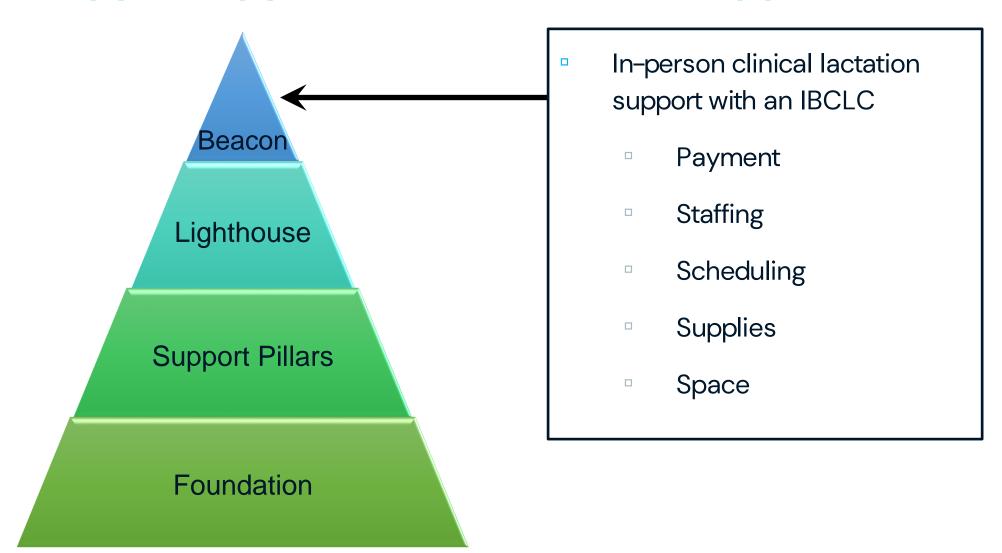
IABLE

https://lacted.org/shop/conf202206/

iLactation

https://ilactation.com/

Stepped Approach to Lactation Support



Lactation Support Providers Descriptors Table

Category	Descriptions	Training	Credentials & Programs
Lactation Consultants	Referral to these health professionals is appropriate for the full range of breastfeeding care, particularly involving high acuity breastfeeding situations.	90-95 didactic hours, and additional training requirements and exam for each title. Often work clinically as part of the healthcare team in both inpatient and outpatient settings; may also work in private practice.	International Board Certified Lactation Consultant® (IBCLC®) Program accreditation by Nat'l Commission for Certifying Agencies (NCCA) Health professionals and individuals with 14 college level health science courses (6 can be continuing education) 95 lactation-specific didactic hours 300 to 1000+ hours of clinical practice, depending on pathway Advanced Lactation Consultants (ALC®) Certification as a CLC® or IBCLC® Plus 2 college credits in Maternal and Infant Assessment and 3 college credits in Advanced Issues in Lactation Practice Advanced Nurse Lactation Consultants (ANLC®) Current RN license and certification as a CLC® or IBCLC® Plus 3 college credits in Advanced Issues in Lactation Practice
Breastfeeding Counselors	Individuals who hold these certifications or similar have the skills to provide breastfeeding counseling, address normal breastfeeding in healthy term infants, and to conduct maternal and infant assessments of anatomy, latch, and positioning, while providing support.	45-54.5 hours of classroom training and exam. Often provide support to families in the hospital and community settings. Counselors may have additional competencies to assist families with breastfeeding difficulties.	Certified Breastfeeding Specialists (CBS®) 54.5 didactic hours earning 3 college credits Certified Lactation Counselors (CLC®) Program accreditation by American Nat'l Standards Institute (ANSI) 52 didactic hours; ANSI accredited exam earning 3 college credits Certified Lactation Educators (CLE®) 45 didactic hours and exam
Breastfeeding Peer Counselors	Breastfeeding peer support organizations equip these LSPs to meet the needs of the families they serve, focusing primarily on individual and community support.	Personal breastfeeding experience and approximately 20 hours of training through various community models, except for the La Leche League Leader program, which has 90 hours of training.	Peer support organizations equip these LSPs to meet the needs of the families they serve, focusing primarily on individual and community support. Examples of national breastfeeding peer counselor organizations in the U.S. include: Breastfeeding USA HealthConnect One La Leche League (LLL) Reaching Our Sisters Everywhere (ROSE) Women, Infants, and Children (WIC)
Lactation Educators	A Breastfeeding Educator is qualified to support and educate the public on breastfeeding and related issues but does not perform clinical care.	Generally, 20 hours of training.	Childbirth and Postpartum Professional Association (CAPPA)

This resource is supported by Cooperative Agreement Number, 6 NU38OT000167-05-03, funded by the Centers for Disease Control and Prevention (CDC). Its content are solely the responsibility of the authors and do not necessarily represent the official views of the CDC or the Department of Health and Human Services. The American Academy of Pediatrics, American College of Obstetricians and Gynecologists, American Academy of Family Physicians, and the U.S. Breastfeeding Committee - affiliated <u>Lactation Support</u> <u>Provider (LSP) Constellation</u>, support this document as an educational tool, August 2021.

Getting Paid for Lactation Services

Affordable Care Act:

"You may be able to get help with breastfeeding at no cost.

Health insurance plans **must** provide breastfeeding support, counseling, and equipment for the duration of breastfeeding. These services may be provided before and after birth.

This applies to Marketplace plans and all other health insurance plans, except for grandfathered plans."

https://www.healthcare.gov/coverage/breast-feeding-benefits/

Getting Paid for Lactation Services

"Insurers are required to provide comprehensive lactation support and counseling and cover the cost of a breast pump.

Plans cannot charge a patient a copayment, coinsurance, or deductible for these services when they are delivered by a network provider (and plans must offer a network provider). The new rules in the health care law requiring coverage of these services take effect at the next renewal date – on or after Aug. 1, 2012—for most health insurance plans."

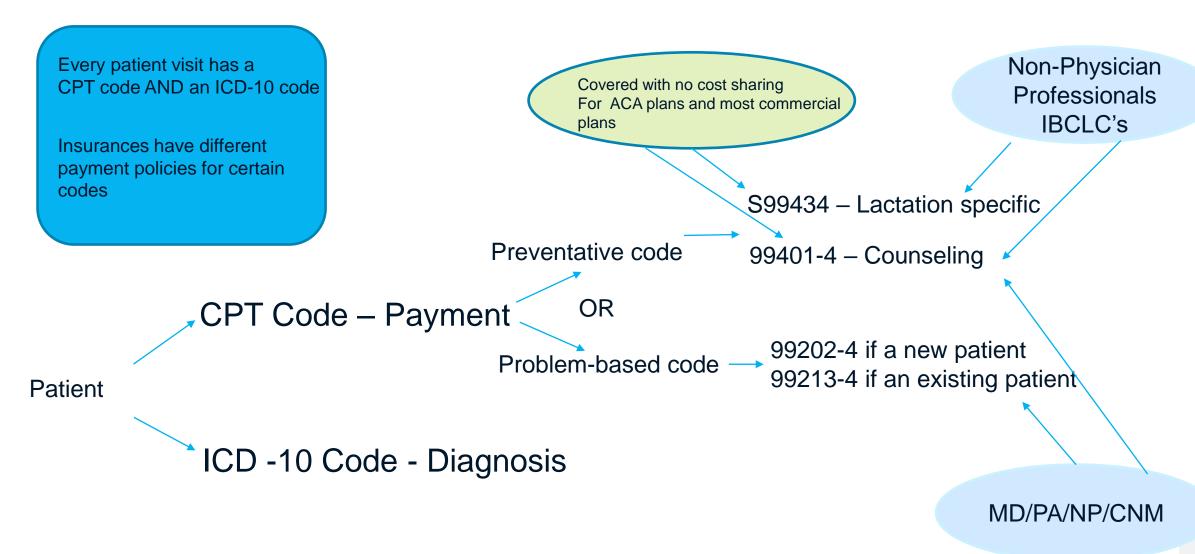


However...

- Even though lactation support (6 total visits) is required to be covered by most plans with no "cost-sharing"....
- Insurance commonly can and does limit this to IBCLC's who
 are "in-network" AND also who bill as preventative services

And how to code and is this sustainable?

CODING and BILLING basics for lactation



Keys for Reimbursement

- Only certain "licensed" persons are allowed to bill certain CPT codes
 - IBCLC's are not considered "licensed" for most CPT codes, but can get reimbursed/insurance payment if billing for a few
 - RN's can bill but as an "incident to" and a CPT 99211 level and payment is not commensurate to skill
- MD, PA, NP, CNM
 - Can bill a <u>preventative</u> CPT code or <u>problem-based</u> CPT code
 - Generally, insurance reimbursement is higher for problem-based CPT codes

But it's never just baby ... billing for two

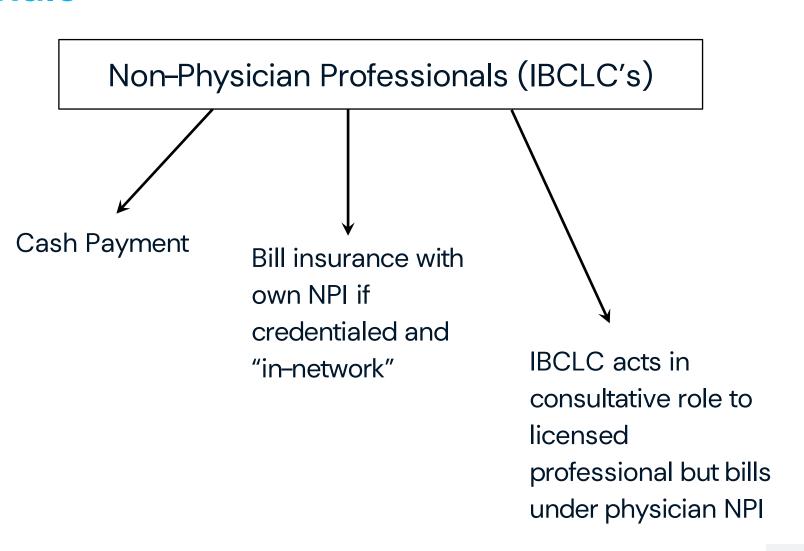
- Bill for BOTH Mom and Baby for maximal reimbursement with problem-based CPT codes
- It is legal, possible, and recommended to bill for both mom and baby at feeding/lactation visits regardless of your specialty (OB/PEDS)
- Both may require a co-pay or "cost sharing" if not billed as a preventative code but that is okay!
 - Most deductibles have been met by the time they get to you
- Need to make sure that you satisfy the billing requirements for both, including separate documentation for BOTH mom and baby
 - You MAY need to get a referral from mothers PCP depending on plan

Lactation Professionals

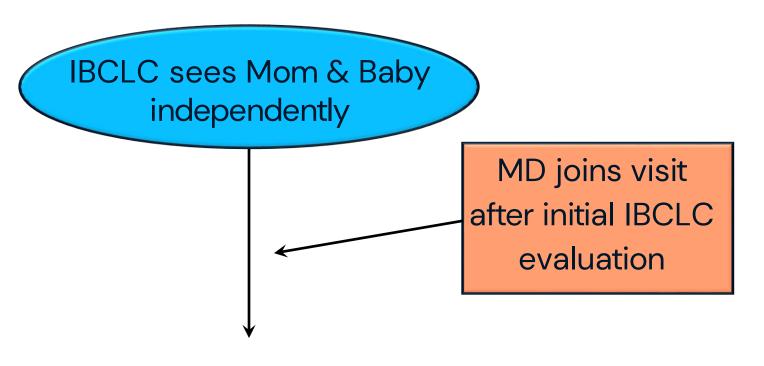
Licensed
Professional
MD, PA, ARNP,
CNM

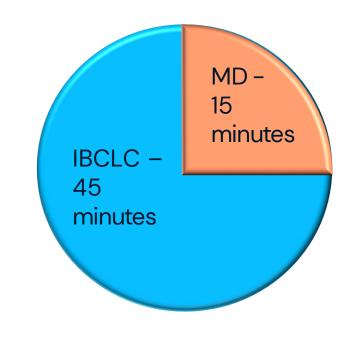
Bill insurances directly With either

- Preventative CPT
- or Problem-based CPT



One Successful Model





- MD exam Mom & Baby
 - MD additional documentation and agreement with A/P

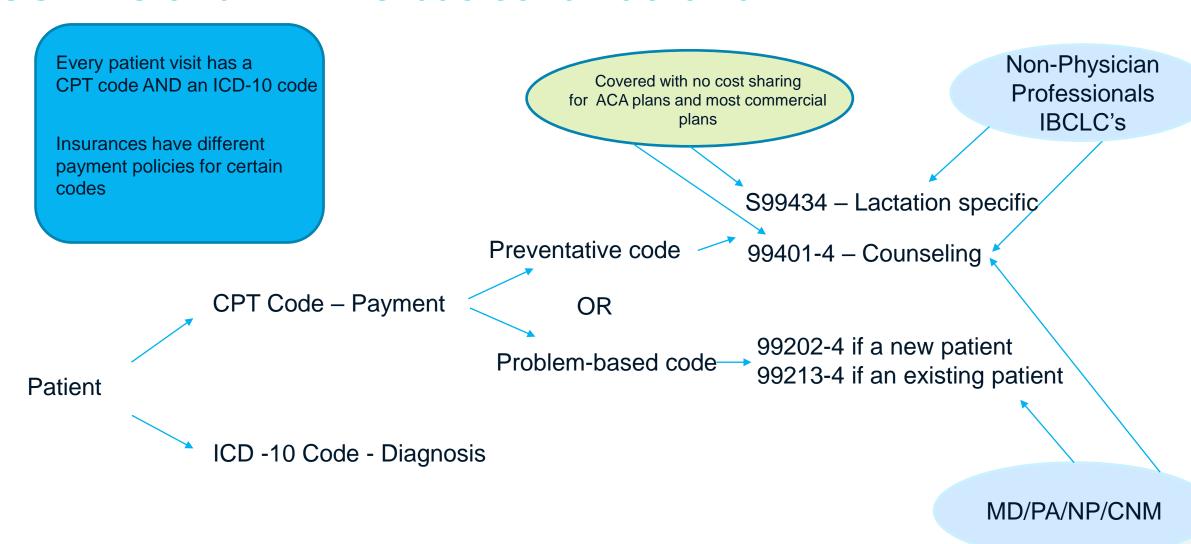
CPT 99202-99205 (new pt) or

CPT 99213 or 99214 (existing pt) X mom/infant billed to insurance using IBCLC documentation and MD addition

Billing outside the MD, PA, CNM, ARNP Licensure as an IBCLC

- Need an NPI
- Only way to bill is using a Preventative CPT code
 - □ S9443
 - Specific to lactation counseling (15 min increments)
 - 99401–99404 Series
 - Preventive medicine counseling and/or risk factor reduction intervention provided to an individual
 - 96156 Series
 - Health behavior assessment, or re-assessment (ie, health-focused clinical interview, behavioral observations, clinical decision making) Follow up recommended by physician. Physician must see patient and make recommendation prior to visit HOWEVER, CMS guidelines say this can only be used by a clinical psychologist. It is unlikely that you will get paid using this code.

CODING and BILLING basics for lactation

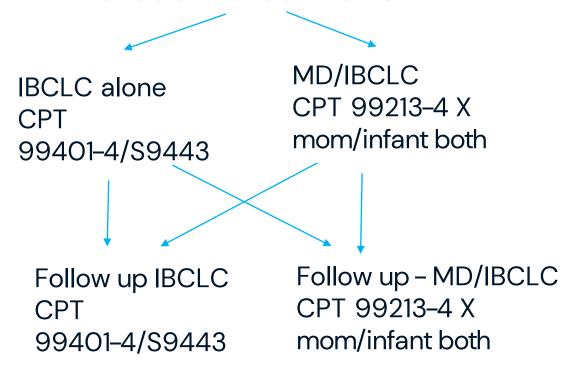


Tricare Example

- https://www.tricare-west.com/content/hnfs/home/tw/prov/benefits/benefits_a_to_z/maternity_care/childbirth-and-breastfeeding-demonstration.html
- Recommend using 99401–99404 series
 - (\$25 \$96.58 <u>www.health.mil/rates</u>)
- If you are non-network, then Tricare will "reach out to certify" you as "non-network" provider. If you don't meet their requirements the claim will be denied.
- Default is SimpliFed online lactation consultation.
- MD payment for 99214 is \$110 (<u>www.health.mil/rates</u>) for comparison

Model for Non-Physician Professional working with a Licensed Professional

Credentialed IBCLC



Non-Credentialed IBCLC

MD/IBCLC CPT 99213-4 X mom/infant both IBCLC alone
Pt pays cash/waiver
& given instructions
for reimbursement

Follow up – MD/IBCLC CPT 99213–4 X mom/infant both

ICD-10 Diagnosis/Description Codes

- Non-Physician Provider (IBCLC)
 - Use ICD -10 code Z39.1
 - Encounter for the care and examination of lactating mother
- Licensed Provider
 - Should use a problem-based ICD-10 diagnosis code

Maternal Examples

O92.7 Unspecified disorder of lactation

O92.13 Cracked nipple associated with lactation

O91.23 Non-purulent mastitis associated with lactation

O92.4 Hypogalactia

<u>Infant Examples</u>

P92.6 - Failure to thrive in newborn

P92.3 – Underfeeding of a newborn

R19.4 – Change in Bowel Habits

P92.2 – Slow feeding of newborn

P92.5 – Neonatal difficulty of feeding at breast

Island Health Lactation Form

ISLAND HEALTH Care Courageously™ Lactation Support Date:	_
Lactation Consultant: Teri Shilling, IBCLC Physician: Dr. Wilhelm Other: Referred by:	
<u>Primary concern (circle):</u> latch supply weight gain baby's oral anatomy alternative feeding (pumping, supplementation) breast health preventative/reassurance prenatal prep other:	
Goals regarding length of time, pumping, supplementing:	
Date of last lactation visit:	
Nursing parent's information:	
General health: Diet: vegetarian vegan post bariatric surgery Allergies: Currently using: alcohol marijuana cigarettes/vaping cocaine other: _ Current medications, vitamins, herbs, supplements, placenta capsules:	_
Medications taken during pregnancy/postpartum: progesterone or estrogen for the pregnancy, metformin, magnesium sulfate, steroids such as prednisone for allergic reaction, Benadryl or other antihistamines, Abilify, Sudafed or other decongestant, Methergine for bleeding, stimulants for ADD/narcolepsy, methadone Birth control: progesterone such as Depo shot/nexplanon, IUD, Minipill, patch, vag r	
First baby? Other breast/chestfeeding experience (length/issues):	
Breast history: implants reduction cancer other surgery/injury Nipples: everted flat inverted pierced Breasts change during puberty during this pregnancy	
Health issues during pregnancy: fertility treatment gestational diabetes pre-eclampsia/high BP premature labor/bedrest twins depression/anxiety anemia thyroid issues PCOS pituitary eating disorder	
PCP for baby: PCP for parent: Obstetrical care if different: Receiving lactation help from:	

Length of time Birth: hemorrh	forceps/vacuum by cesarean: planned after labor had IV before birth: age surgery other: rly (less than 18) about 24 hours 2-3 days delayed
Breast change Cracks/scabs: Lumps/plugge	!!
Nipple shape of Pain: improving	during latch throughout feed in between feeds after latch: g getting worse staying same ple shield (L, R or both sides)
Painful Cor Suction pump	e: Single double pumpingHands free Time of day/night: Length of sessions: Average amount: nfortable Suction level: Flange size: like Haakaa frequency: expressed milk When? storing milk combination
What is the lon	gest duration of time overnight you do not pump or nurse?
sugar seizui feeding tube _	on: irth: meconium aspiration breathing problems birth injury low blood resfeverNICU/SCN on day: other medical concerns: birth: immediate delayed (longer than 90 minutes) due to:
Baby's birth we Date/lowest we If older than 2 v	
frenotomy at a formula supple	ently low level required light treatment/readmission ige: lip release performed by: mentation (when/amount/frequency/method given): an milk supplementation (when/amount/frequency/method given):
# of times at book longest stretch latching takes	reation In last 24 hours: reast based on cues on a schedule has to be woken up between feeds: us attempts to get a great latch. Latches to both sides ion: baby come off on their own falls asleep us: Using a pillow:
	os in last 24 hours: or# of poops color: size(bigger than a quarter):

Island Health Lactation Form (cont.)

```
Today's observations:
Baby's age:
Baby appearance (tone, color, active/asleep):
Oral anatomy:
Behavior at the breast:
Latch:
Positioning:
Breast/nipple assessment:
Transfer/weights
Date and weight at last appointment:
Time since last feed:
                                __ with diaper __ without diaper wt:
Pre-feed weight:
Weight after right side:
                               Time at breast:
                                                  Transfer amount:
Weight after left side:
                               Time at breast:
                                                  Transfer amount:
                               Total time:
                                                   Total transfer:
The Plan:
Follow-up with Lactation ___ PCP ___ in ___ week(s)/days or ___ as needed
```

National Women's Law Center

https://nwlc.org/resource/breastfeeding-benefits-understanding-your-coverage-under-the-affordable-care-act/



BREASTFEEDING BENEFITS

UNDERSTANDING YOUR COVERAGE UNDER THE AFFORDABLE CARE ACT

Thanks to the Affordable Care Act (ACA), new or "ungrandfathered" health insurance plans must cover breastfeeding supports and supplies as a preventive benefit without imposing cost-sharing, such as deductibles, copayments, or coinsurance. Here are some answers to questions that you might have about the breastfeeding benefit...

Scope of Breastfeeding Benefits

Q: What is the breastfeeding benefit?

The breastfeeding benefit includes:

Take Home Points

- You can provide any level of support to your breastfeeding parents
- Read the Academy of Breastfeeding Medicine Protocols
- Do some professional breastfeeding CME
- Get an IBCLC involved/Get an NPI for s/he
- Bill separately for BOTH mom and baby and do not think twice!
- See your patients at 5, 10, 14, 30, 60 days of life to assess
- Code for your expertise, time, and resources
- Exam
 - https://www.youtube.com/watch?v=tCpMdYwc_R4 Breast exam
 - Record what you see or confirm IBCLC exam

Contact Information

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