

BREASTFEEDING SUPPORT IN HEALTHCARE

**Optimum Infant Feeding:
A Breastfeeding Medicine Elective for
Physicians & Advance Practice Nurses**

Module 2

**WHO PROVIDES BREASTFEEDING
SUPPORT?**

NATIONAL DEFINITIONS OF BREASTFEEDING SUPPORT

ACA

- A trained provider

SGCtA

- 3. Strengthen programs providing mother-to-mother support
- 9. Train primary care providers in basic breastfeeding support
- 11. Insure access to services of IBCLCs

NBFC

- Professionally licensed
- Accredited by independent program similar to National Commission of Certifying Agencies

<https://www.healthcare.gov/coverage/breast-feeding-benefits/>
<https://www.surgeongeneral.gov/library/calls/breastfeeding/index.html>
<http://www.nbfcenter.com/model-payer-policy.html>

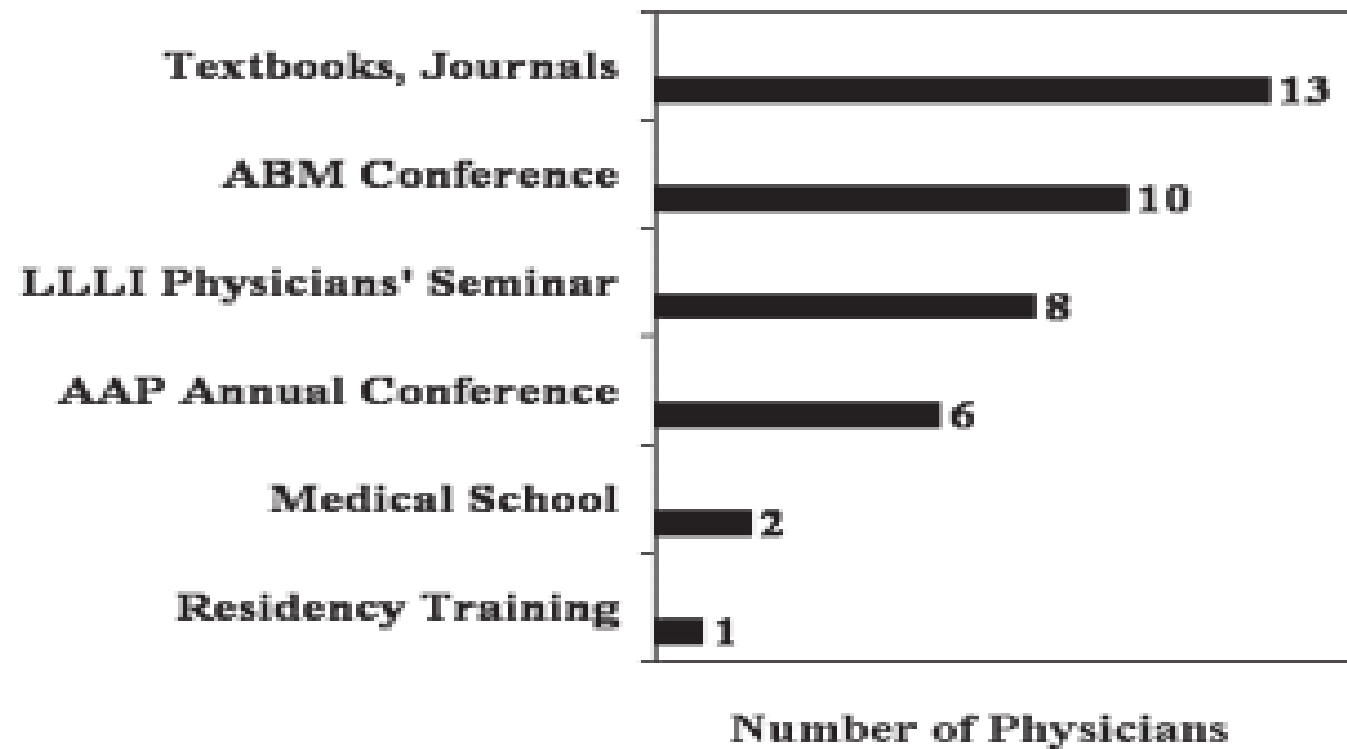
DIFFERENCES IN LACTATION SPECIFIC BREASTFEEDING SUPPORT

Type	Credentials	Education Requirements
International Board Certified Lactation Consultant	IBCLC, RLC	300-1000 hours of practice 90 hours of lactation education
Certified Lactation Consultant-	CLC	45 hours UNICEF based lactation education (Pathway I)
Certified Lactation Educator	CLE	5 day training
WIC Peer Counselor	--	14 hours minimum training; varies state to state.

<https://uslca.org/wp-content/uploads/2016/07/Fact-vs-Fiction.pdf>

<https://uslca.org/wp-content/uploads/2016/06/2-page-Whos-Who-watermark.pdf>

LICENSED HEALTH CARE PROVIDERS



IN SUMMARY



Lactation support is provided by:

- Licensed medical providers such as physicians, nurse practitioners, midwives, and nurses.
- Lactation specific credentialed ancillary health care providers
- Peer support providers

TIMING/LOCATION OF BREASTFEEDING SUPPORT

HOSPITAL LACTATION SUPPORT

INPATIENT

- Baby Friendly Hospital Initiative
- Typically cost of care is subsumed by the hospital as (maternity bundle)
- Many hospitals will not accept IBCLC credential without another medical license

OUTPATIENT

- Protocols vary from no hospital advice by phone after discharge to provision of outpatient clinic
- Billing can be absent, out-of-pocket only, or covered by insurance

COMMUNITY LACTATION SUPPORT



Pediatric & Obstetric Practices:
Pediatric practices more commonly have support services than obstetric practices

Family Medicine & Birth Centers: Midwives can care for baby for a limited period of time, and family medicine can care for both but often do not provide maternity services.

STATE/FEDERAL LACTATION SUPPORT

WIC Agencies: Breastfeeding support is mandated, but the structures created for that support vary by WIC agency.

- Many WIC services will provide pumps free of charge
- In house support may not include peer counselors, may be limited to peer counselor (with very limited scope of care)s, or may include full IBCLC services

Health Departments: Sometimes health departments will work closely with WIC agencies in providing breastfeeding support

- Clinicians working in health departments are not required to receive training in breastfeeding support

PRIVATE PRACTICE

Private Practice: Many IBCLCs are in private practice,

- Can work in offices, their homes, or do home visits
- Lactation consulting is not regulated, so all private practice 'lactation consultants' are not always credentialed IBCLCs
- Services provided will be limited by setting (lab services and prescriptions)
- Billing is typically out-of-pocket

PEER SUPPORT

Support groups: Peer support groups such as La Leche League, Breastfeeding Café, Mocha Mamas, etc. can sometimes be found

- The community structure within the group can vary widely depending on leadership skills
- Evidence has demonstrated the efficacy of peer support, but it is limited by the knowledge of those providing the support

IN SUMMARY

There are many places where mothers and babies can get breastfeeding support, but the level of problem solving available in these settings will vary by setting, provider, training, and support from the site of care for full scope lactation care.

TIMING OF BREASTFEEDING SUPPORT

PRENATAL CARE



- Medical provider breast check and assessment
- Prenatal breastfeeding class
- Pre-lactation specialty consult for health conditions or previous lactation failures

BREASTFEEDING SUPPORT: POSTNATAL CARE

ROOMING IN



HOSPITAL NURSERY



Skin to skin kangaroo care

POSTPARTUM AND EXTENDED NURSING

Lactation support in the postpartum and beyond

- Problem based care
- Expertise in the dynamics of infant suck and maternal milk production and flow become more important
- Medications for mothers during lactation
- Long term management

IN SUMMARY

Each time in the reproductive process presents a unique set of needs

Having breastfeeding support structures in place during each phase will be important when practicing breastfeeding medicine.

INSURANCE COVERAGE OF LACTATION SUPPORT

REIMBURSEMENT POLICIES & PRACTICES

- Research indicates that insurers prior to the ACA rarely covered lactation counselling and support¹
- Insurance providers typically do not recognize unlicensed care providers
- Vast majority of states have no current accommodation for reimbursing IBCLCs or any other cadre

¹.Chetwynd E, Meyer A-M, Stuebe A, Costello R, Lobbok, M., 2013

INSURANCE REIMBURSEMENT

- Physicians and Advanced Practice Nurses are reimbursed for breastfeeding codes under most insurance policies but typically do not have time structured to provide breastfeeding support
- Lactation Consultants have the time and the expertise to see breastfeeding couples, but are not recognized by most insurance providers
- Teams of IBCLCs and Licensed Providers can provide the structure and reimbursement for lactation support.

Incident-to Billing

1



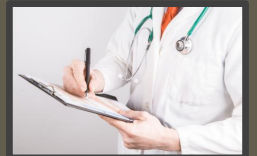
2



3



4



5



etc...

WHAT ARE PROVIDERS DOING?



- Pediatrician who has shadowed IBCLCs in the area, passed the exam, and sees patients over his lunch
- Family medicine doctor who shadows IBCLCs in her morning off, sees mothers in her clinic schedule, and refers if she can't
- Family medicine practice developed a breastfeeding service
- Birth center that developed a lactation service
- Obstetric practice that rents space to an IBCLC

KNOW YOUR COMMUNITY



IN SUMMARY

The field of breastfeeding medicine is complex

- Types of providers vary
- Care needs to be given in a variety of different reproductive stages
- The field is young, and insurance reimbursement is still unsettled
- Each community and practice has navigated this complexity in different ways creating a vast array of levels of support which are difficult to differentiate