

Breastfeeding Support



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Breastfeeding Support



- **What is it?**
 - Education
 - Hands on assistance
 - Equipment
 - Anticipatory guidance
 - Encouragement
 - Expertise

Breastfeeding Support



- **Who can provide support?**
 - Physician/NNP/physician assistant
 - Bedside mother/baby and NICU nurse
 - Lactation Consultant
 - Dietitian
 - Pharmacist
 - Social worker
 - CNAs, secretaries, housekeeping
 - Administration, regulatory agencies

Breastfeeding Support



- **Requires**
 - Ongoing staff education
 - QI projects to evaluate interventions
 - Data and documentation
 - Warm bodies with a passion for breastfeeding!

Increasing Breastfeeding Support



- Train and expect each NICU bedside nurse to be an expert
- Utilize
 - CNAs/Care partners
 - Breastfeeding peer counselors
 - Related professionals
 - ✦ Dietitians
 - ✦ Nurse/parent liaisons/navigators
 - ✦ Discharge planners/social workers
 - Certified lactation consultants - IBCLC

Certified Lactation Consultant Staffing



- Riordan J. Breastfeeding and Human Lactation. 2005 –
7 days/week on all 3 shifts
- American Academy of Pediatrics – hospitals should have lactation experts available at all times
- World Health Organization states that breastfeeding mothers should have access to certified lactation consultants

Staffing Guidelines



- United States Lactation Consultant Association 2010
- Association of Women Health Obstetric Neonatal Nurses 2012
- **Tertiary Care (Level III) Facility** Based on the standard of a 20% preterm delivery rate - 1.9 FTEs per 1000 deliveries per year for the inpatient setting
- **Hospital With Level II Neonatal Service** - 1.6 FTEs per 1000 deliveries per year for the inpatient setting
- **Hospital With Level I Neonatal Service** -1.3 FTEs per 1000 deliveries per year for the inpatient setting.

Compare Your Hospital's Performance



- PQCNC
- VON Key Performance Measure - any human milk, alone or in combination with fortifier or formula in the 24 hour period prior to discharge, transfer, or death

Suggestions for Making the Case



- **Determine what drives your administrators**
 - patient satisfaction
 - comparison to other hospitals
 - performance on core measures
 - QI initiatives
 - productivity
- **Be succinct:**
 - What is the problem
 - What needs to be done
 - Why it is important – align with administrators' goals

References



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- The AWHONN Perinatal Staffing Data Collaborative Report. 2012

Insurance Coverage for Electric Pumps



- Affordable Care Act – Guidelines for Women’s Preventive Services, in effect 8/1/12
- Applies if mother has private insurance carrier or commercial insurer
- Comprehensive lactation support and counseling from trained providers, as well as breastfeeding equipment
- Coverage as of 1st health plan renewal date after 8/1/12
- Several of the larger plans (United, Aetna, Cigna, BC/BS) have begun implementation as of January 1, 2013

Insurance Coverage for Electric Pumps



- **National vs. Local Plans**
 - Implementation may look very different depending on whether insurance plan is nationally or locally managed
- **In Network or Open Network**
 - Will determine where the breast pump can be obtained
 - Coverage of products/services will vary greatly by insurance plan

Insurance Coverage for Electric Pumps



- Every plan's interpretation is different
- Call with the following information
 - Hospital tax ID number to prove you are a provider of care
 - Patient name, birth date, SSI#
 - Policy holder's name, policy number
- Letter of medical necessity signed by physician

Insurance Plan Responses to Providing Pumps



❖ LARGE PLANS (United Health, Aetna, Cigna, BC/BC)

Will likely distribute through DME at set reimbursement rate

- Specified DMEs (Nat'l or owned by Insurance Plan) who choose the product based on reimbursement rate
- United Health: 4 National DME accounts have been selected—closed to additional participation
- Cigna: Covers Lactation Services 100%--Service and Pump Rental Only + Kit
- BCBS Nationally: Does vary State to State

❖ LOCAL PLANS

- ❖ BCBS of North Carolina provides about 52% of Insurance Coverage
- BCBS of North Carolina: Lactation Services and Pump Rental, Pump Kit or Purchase of Personal Double Pump

Needs Assessment



- While “pumps” are covered we need to continue to help mothers get the right pump for the situation
- Clinical recommendations should not be influenced by insurance coverage
- Hospitals need to work with insurance companies to become “preferred providers “ for lactation services and equipment