



Opportunities for the Lactation Consultant: Service Provider Models

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Introductions

- Emily Lindsey
 - Bachelors in Psychology, emphasis Family Counseling and Medicine
 - IBCLC
 - Private Practice & Consultant Business
 - Health Policy Based Work
 - Trainings
 - Clinical Practice & Education
 - Mother of 3

Objectives

1. Attendees will be able to describe 3 models for how IBCLCs can provide lactation support in the community.
2. Attendees will be able to describe processes and agreements for obtaining reimbursement for services in each model.
3. Attendees will be able to identify challenges in obtaining reimbursement for services in each model.

Partnering With WIC: Questions

- Several questions to determine before can work without grant or program funding from local WIC agency
 - 1) Is Medi-Cal through state or managed care plan?
 - 2) Does Medi-Cal cover *YOUR* lactation services & supplies?
 - 3) Do you have adequate knowledge of medical billing rules and guidelines?

Partnering With WIC: Medi-Cal

- State Medi-Cal or local managed care plan?
 - State reimburses for lactation services if you are RN or RD only and working through providers (can be done if WIC is at County level or other Healthy Clinic such as FQHC; not outside agency)
 - Some managed Medi-Cal reimburse for lactation services to IBCLC or pharmacy for pumps
 - Cen-Cal (Santa Barbara, San Luis Obispo Counties)
 - Central California Alliance for Health (CCAH)
 - Health-Net (pending)

Partnering With WIC: Billing

- Need National Provider Identification number (NPI)
- Need Tax ID/EPI
 - Either Social Security Number or Requested Number
- Billing Knowledge
 - Can you handwrite claims or must be printed or must be electronic
 - Some have specific codes they want to use that are different than standard codes
 - Rules and regulations for billing insurance
 - Contracted versus not contracted
 - Allowed amounts for services & quantity of services/supplies
 - Timing of claim submissions

Partnering with WIC: Perfect Scenario

- Managed Medi-Cal for county participants
- Reimburses **IBCLC** for services & certain supplies
- WIC needs clinical assistance in their clinics
- Small space in each clinic to see patients (rotate for availability)
 - Scale should be at each site already
 - Basic supplies each WIC should have

Partnering with WIC: Perfect Scenario

- New mothers are scheduled when IBCLC is at clinic for enrollment of infant
- IBCLC and WIC employees have access to scheduling clients to avoid scheduling delay
 - WIC system
 - Google Calendar
- Communication assistance through staff member or language line for other languages
 - Many insurances offer to providers

Partnering With WIC: Supplies

- What does each site stock or IBCLC should carry
 - Nipple cream, shields, SNS, pumps & kits, custom sized flanges, cups
- How does WIC distribute pumps
 - Hospital grade? Personal use electric? Hand?
- Can IBCLC distribute WIC pumps or carry own?
 - Make use of what resources exist (ex: your pumps for working moms theirs for hospital grade needs)

Partnering With WIC: Ups and Downs

Ups

- High need clients
- Majority on Medi-Cal
- Large population in need
- Utilize system in place (clinics)
- Utilize supplies in place (scales, pumps, etc)
- Can serve as quality assistance to ↑ BF

Downs

- All must coordinate to ensure clients
- Might be more than one Medi-Cal plan and not all cover; do you see? Who pays?
- Clinic lacks adequate needs (scale, supplies)
- Lack of billing knowledge
- Language gap

Partnering With WIC: Tips

- Set up Memorandum of Understanding (MOU) with WIC
 - Use their scales (they need if don't have; many funding options) and landline to check eligibility or online access if can check that way
 - IBCLC brings supplies that can be reimbursed and WIC obtains others
 - Determine a set fee for non-covered clients to be paid at (should match contracted Medi-Cal rate)

Partnering With WIC: Tips

- Stay organized
 - Bring billing papers or laptop with billing system to do during gaps or no-shows
 - Rolling cart with basic supplies (if leave at clinic know they will disappear unless lock and key that only you have)
- Set clinic days in tune with when many newer mothers can be scheduled and allow some space for walk-ins



Questions? Comments?
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