



OUR MISSION: TO BUILD AND SUSTAIN A NATIONAL ASSOCIATION THAT ADVOCATES FOR LACTATION PROFESSIONALS.
OUR VISION: IBCLCS ARE VALUED RECOGNIZED MEMBERS OF THE HEALTH CARE TEAM.

USLCA eNEWS

United States Lactation Consultant Association

April 2011

New
Taxonomy
Codes for
the Non-RN
IBCLC
See p. 4

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From the President Laurie Beck, RN, MSN, IBCLC, RLC

There is a first time for everything! Below are just a few firsts that have happened lately:



- Progress is being made everyday to make advances in the IBCLC profession! If you go to www.collegeboard.com you will see "Lactation Consultant" listed as a possible career major!
- ILCA, IBCLE, and AARC had their first joint meeting in Washington, DC—history in the making! The purpose of the meeting was to discuss ways to strategically plan the advancement of the profession.
- National Affiliates of ILCA have agreed to work on joint projects together. Be watching for a joint webinar to be coming soon!
- USLCA Board of Directors had their first online webinar format board meeting in order to be fiscally conservative and enable more funds to be directed to member-enhancing projects. The purpose of the meeting was to plan projects for the next few years. The focus of the projects are always to promote the IBCLC profession in the United States. We had a great and productive meeting.
- The American Academy of Pediatrics (AAP) has endorsed the AWHONN hospital staffing recommendations which includes USLCA's IBCLC hospital staffing guidelines!

Hope you enjoy your eNews and share it with your colleagues. The USLCA Board of Directors always like hearing from you as we are here to serve our members!



Have you registered yet?
Early Bird Registration Deadline: May 15th. Download the Conference [Brochure](#) and [Registration Form](#).

AAP Endorses AWHONN Staffing Guidelines!

What do the American College of Nurse Midwives, National Association of Neonatal Nurses, American Nurses Association, United States Lactation Consultant Association, International Lactation Consultant Association, the March of Dimes, and now the AAP have in common? They have all endorsed the Association of Women's Health, Obstetrics, and Neonatal Nurses' new *Guidelines for Professional Registered Nurse Staffing for Perinatal Units*, which includes USLCA's IBCLC hospital staffing recommendations.

NEWS FROM THE USLCA BOARD OF DIRECTORS

The USLCA Board Meeting was held March 19 and April 2, 2011, online via GoToWebinar. The purpose of meeting online was to conserve funds to be directed to the many projects engaged in by USLCA. The majority of the March 19th meeting provided board member updates of **current projects and concerns. Strategic planning for USLCA's future was the focus of the April 2** meeting. All current USLCA BOD members and the Executive Director attended both meetings.

News from the meeting:

- Glenda Dickerson, RN, MS, IBCLC, has agreed to chair the newly forming Editing Committee, whose focus will be to assist with the creation of USLCA BOD documents.
- The Spanish webinar classes are a success. Additional classes and levels are being planned. USLCA Webinars on other topics are being offered monthly, with more 6 hour webinars planned for the fall.
- CERPs have been processed for 23 programs offered by USLCA chapters.
- Scott Harshman, USLCA Licensure Consultant, is working closely with Judy Gutowski, IBCLC, chair of the Licensure and Reimbursement Committee, and Marsha Walker, Board Director of Public Policy. Currently anyone can call herself a Lactation Consultant, even with minimal training or without board certification. The public now has no means of identifying a qualified lactation consultant and no protection from unqualified practitioners. A family has no recourse in the event of a bad outcome from an unqualified caregiver. Licensure would assure consumers, employers, and other health care providers that they are engaging qualified professionals. Communications have been initiated and are ongoing with all 3 USLCA chapters in PA: Western PA Lactation Consultant Association, Pennsylvania Resource Organization for Lactation Consultants, and PA Mid-State Lactation Coalition.
- *Clinical Lactation* continues to be well received, with subscription requests worldwide.
- Strategic planning was begun at the April 2nd meeting. The updated plan will be available at the USLCA General meeting in July.

The USLCA BOD will meet again July 11-12, 2011, Town and Country Resort, San Diego, CA.

UPCOMING WEBINARS

- Wednesday, May 18, 2011: **"Tits, Tats, and Piercings"** Robyn Roche-Paull, BS, IBCLC 1pm ET, 12pm CT, 11am MT, 10am PT (see page 7 for flyer to print and share)
- Thursday, June 9, 2011: **"Teaching the Oxytocin-Enriched Brain: Getting it 'Right' so Moms Can Hear You"** Dawn Kersula, MA, RN, IBCLC, FACCE 1pm ET, 12pm CT, 11am MT 10am PT
- Friday, September 16, 2011: **"Breastfeeding in Combat Boots"** Robyn Roche-Paull, BS, IBCLC

USLCA Benefit:

Professional Liability Insurance for IBCLCs at Discounted Rates!

As a USLCA member, your benefits include an exclusive offer for professional liability insurance at a discounted rate.

This policy provides coverage for you as an International Board Certified Lactation Consultant, as well as "slips and falls" at your office location.

The CM&F Group, Inc. was established in 1919. They have provided reliable coverage to over 50 classes of healthcare providers including PAs, NPs, CRNAs, and RNs.

Please refer to the rate sheet, policy and application.

For questions, contact:

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Fax: (212) 608-4378



STARTING A NEW USLCA CHAPTER

Organizing an USLCA chapter is an important step toward developing and maintaining the professional skills necessary to meet the increasing demands an IBCLC. There are social benefits as well. Bringing together IBCLCs in the community helps build a personal as well as professional network.

First Steps

Get a core group of individuals interested in working with you. Ideally, members should represent several hospitals, clinic and private practices

- Set a date for a meeting
- Solicit interest in membership—post notices at facilities, do a mailing, send press releases
- Draw up an agenda for your meeting. The following are important issues that will need to be discussed at upcoming meetings:
 - ◆ Chapter name
 - ◆ Short term and long term objectives addressing educational plans, membership drives, leadership development
 - ◆ Officers—can be temporary at this point
 - ◆ Committees
 - ◆ Geographical Boundaries
 - ◆ Dues

Does YOUR State
Have a USLCA
Chapter Yet?
Why Not Start
One?

Why Chapters?

USLCA values its chapters because chapters can:

- Provide a means of networking
- Provide a forum for educational programs
- Foster leadership qualities
- Encourage new IBCLC
- Promote USLCA

If all this sounds is interesting to you.....please email Debbie Costello, RN,IBCLC,RLC, USLCA Board Director of Member Services, at DebbieCostello@uslcaonline.org and you can join the USLCA bimonthly conference calls (next call is June 5) and hear from other USLCA Chapters. If you want to see if your state has a Chapter you can go to <http://www.uslcaonline.org/>

Updating the USDA National Breastfeeding Campaign Loving Support Makes Breastfeeding Work: A Workshop and Opportunity for Input

When: April 26, 2011 (8:30 AM Eastern)

Where: Keck Center (Keck 100) • 500 Fifth St. NW, Washington, DC 20001

The Institute of Medicine's workshop on updating the USDA National Breastfeeding Campaign will provide critical input from experts on how to effectively build on the successes of the existing campaign, *Loving Support Makes Breastfeeding Work*. The **emphasis** will be on an evidence-based social marketing strategy to make the campaign relevant and effective in helping **today's mothers**.

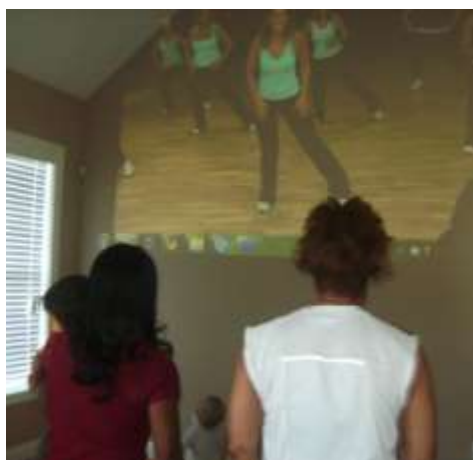
The USDA would like your input in regard to updating this campaign. Go to:

<http://www.surveygizmo.com/s3/506587/Comment-Form-Updating-the-USDA-National-Breastfeeding-Campaign>

HOW TO MAKE AN ALL DAY WEBINAR EVEN MORE ENJOYABLE

USLCA was thrilled to have had such a positive response to the first 6 hour webinar, held on March 21! Thank you to all who attended. USLCA had some great letters but we really wanted to share these tips as to how to make the day even better from Carol Hendrix, BS, IBCLC, WIC Breastfeeding Coordinator, North Georgia Health District 1-2:

I want to say how much we enjoyed the *all day* webinar you hosted on March 21. It was fantastic and well put together. I can see many more staff and offices enjoying this type of learning experience. I thought you might get a laugh out of how we did our webinar.



- Have at someone's house which makes it kid friendly.
 - Borrow a projection system to put it on the wall.
 - Have a great lunch where everyone brings something to make a taco salad.
 - Invite the cat since they enjoy webinars. Check out "Sangria" the cat.
 - Exercise at the break with a Leslie Sansone walking DVD. If at 15 minutes you want to still keep moving and it's time to start the webinar back up, minimize the exercise DVD, enlarge the webinar, and change the sound back to the webinar. We walked 3 miles!
- At the end of the day, you really did have fun and feel phenomenal!

NEW TAXONOMY CODES AND THE IBCLC

Judy Gutowski, BA, IBCLC, RLC

A new provider category has been established for Non-RN Lactation Consultants, effective April 1, 2011. The National Uniform Claim Commission (NUCC) approved the new code and it was entered into the Taxonomy Code Set in January of 2011. The USLCA Licensure and Reimbursement Committee successfully petitioned the NUCC to include Non-RN Lactation Consultants as a provider category.

The RN Lactation Consultant code had already been in existence since 1998. The RN-Lactation Consultant Code is considered a Level III Area of Specialization and is listed under the categories of: Nursing Service Providers, Registered nurses, and Lactation Consultant. The numerical index for the code is: 163WLO100X. There is no definition given for the code.

The NEW Lactation Consultant, Non-RN, code is listed as a Level II Classification under the category Other Service Providers and Lactation Consultant, Non-RN. The numerical index for the code is 174N00000X. The definition of the code is:

"An individual trained to provide breastfeeding assistance services to both mothers and infants. Lactation Consultants are not required to be nurses and are trained through specific courses of education. The Lactation Consultant may have additional certification through a

(Continued next page)

Taxonomy Code continued

national or international organization.” The Taxonomy Code list can be found on:

www.wpc-edl.com/taxonomy

The taxonomy code set identifies providers based on their separate and distinct roles. Certification and licensure are outside the scope of the code set. The code that has been approved will accommodate lactation consultants who are not registered nurses.

The National Provider Identifier (NPI) is a Health Insurance Portability and Accountability Act (HIPAA) Administrative Simplification Standard. The NPI is a unique identification number for covered health care providers. Covered health care providers and all health plans and health care clearinghouses must use the NPIs in the administrative and financial transactions adopted under HIPAA. The NPI is a 10-position, intelligence-free numeric identifier (10-digit number). This means that the numbers do not carry other information about healthcare providers, such as the state in which they live or their medical specialty.

A health care provider is a covered entity if it transmits any health information in electronic form in connection with a transaction for which the Secretary has adopted a standard. For example, any health care provider (individual or organization) who sends electronic health care

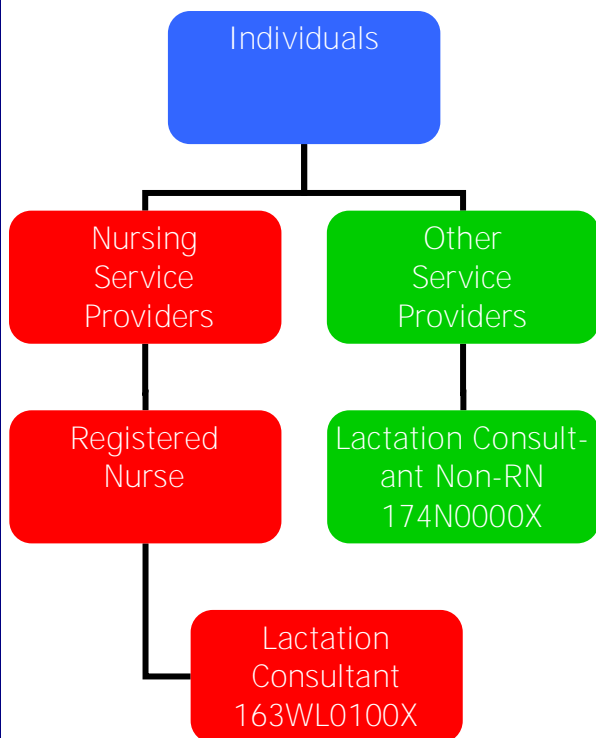
claims to a health plan(s), is a covered provider and must obtain an NPI. Health care providers who are not covered providers may elect to apply for NPIs, but are not required to do so. Detailed information is available from the Centers for Medicare & Medicaid Services website: <http://www.cms.gov/NationalProvIdentStand/>

Health care providers can have more than one NPI number and taxonomy associated with their name. For instance, one could have an NPI as a RN Lactation Consultant and a Lactation Consultant, Non-RN. The taxonomy code set identifies the provider based on their separate and distinct roles. It will be up to the individual to determine the business relationship he or she has when performing lactation consultant duties and which taxonomy code to use. For those IBCLCs who already have the “other service provider” taxonomy code NPI number, you can delete it and replace it with the new NPI for Lactation Consultant, Non-RN. IBCLCs can apply for a new NPI number or update their NPI numbers at this website. [https://](https://nppes.cms.hhs.gov/NPPES/StaticForward.do?forward=static.npistart)

nppes.cms.hhs.gov/NPPES/StaticForward.do?forward=static.npistart

When going through the application process IBCLCs will choose the categories in the drop down lists as you see in the diagram. Where the dialogue box asks for you License number you may put your IBCLC number and state where you reside (not required).

IBCLCs may or may not need an NPI at this time, however, as we proceed with efforts to receive reimbursement for our services as recommended by the Surgeon General’s Call to Action to Support Breastfeeding, there would be more requirements for use of the NPI. In addition to having an Individual NPI number, some IBCLCs may have a group number from an organization which employs them.



TIPS: TECHNOLOGY IN PRACTICE

- **“Improving the Feeding of Breast Milk at NICU Discharge: Isolating and Implementing Meaningful Differences”** Here’s a practical approach to improving breastfeeding rates in the NICU, based on peer studies of what works and what doesn’t. And while it is geared for the NICU setting, there are lessons to be learned here for other clinical settings as well. To check it out, go to: http://www.pediatrix.com/workfiles/ci/BDP_BreastFeedingRollOut-v3.pdf
- **USA Today’s “Working Mother” Supplement Coming May 5, 2011:** This pre-Mother’s Day supplement will look at the impact of working mothers on the American workforce, the affect on families and businesses, and how employers are changing to keep these mothers. It will include a look at health care reform, including the new federal employer workplace lactation requirements, and how supporting a breastfeeding mother might actually improve a company’s bottom line! The report will be distributed only in the Boston, New York City, Chicago, and Washington, DC, areas.
- **University of North Carolina at Chapel Hill’s Health Literacy Website:** When you give a mother suggestions to follow to improve her breastfeeding experience, how certain are you that what she hears and understands is really the message you intended to send? Health literacy, or the extent to which individuals can understand and process health information, is as important to the IBCLC as it is to the MD, RN, or any other medical professional. This NC Health Literacy website gives a good overview of the issues involved: <http://nchealthliteracy.org/about.html>
- **A New Way to Talk about the Social Determinants of Health:** Here’s a guide from the Robert Wood Johnson Foundation on a related topic—the social determinants of health—all those things that contribute to a person’s overall health and well-being. This report identifies helpful—and not so helpful—approaches to get health messages across to the public that factor in such things as political philosophies (as represented in general terms by the Democratic and Republican parties), socio-economic status, location, etc. Whereas health literacy is more about making health information *understood*, this approach is more about how the information is *accepted*. For a pdf of this guide, go to: <http://www.rwjf.org/pr/product.jsp?id=66428>
- **Michelle Obama’s Let’s Move Cities and Towns Campaign to fight Obesity:** Here’s a toolkit for mayors and other elected officials to take positive steps to reduce the obesity epidemic in this country. The campaign is built around four “pillars” of emphasis, including “Giving parents and caregivers the tools they need to make healthy choices in early childhood.” Refreshingly, one of the specific actions suggested to address this pillar is to “encourage hospitals in your community to become Baby-Friendly Hospitals.” To read more about the campaign, go to: <http://www.hhs.gov/intergovernmental/letsmove/index.html>
- **Study: Cost Comparison of Baby-Friendly and Non-Baby-Friendly Hospitals:** Speaking of Baby-Friendly.... Here’s a research study looking at the labor and delivery costs for baby-friendly hospitals as compared to non-baby-friendly hospitals. The differences were not statistically significant: \$2205 for baby-friendly; \$2170 for non-baby-friendly. To read the study, go to: <http://pediatrics.aappublications.org/cgi/content/abstract/127/4/e989>.



USLCA's Mission:

To build and sustain a national association that advocates for
lactation professionals

USLCA's Vision:

IBCLCs are valued recognized members of the health care team

Lunch and Learn Webinars -Earn IBLCE CERPs

"Tits, Tats, and Piercings"

Robyn Roche-Paull, BS, IBCLC

Wednesday, May 18, 2011

1pm Eastern, 12pm Central, 11am Mountain, 10am Pacific

1 Hour
program,
1 L CERP
Certificates are
emailed to
attendees

Prices:

USLCA Mem-
bers \$20

Non-members
\$30

Groups 2-10
\$55, 11 or
more \$75

OBJECTIVES:

1. Learner will understand the history of, types of, and reasons for body modifications.
2. Learner will become familiar with how piercings and tattoos are performed.
3. Learner will become familiar with the health issues surrounding piercings and tattoos as related to breastfeeding.
4. Learner will become familiar with laser removal and universal precautions and how it affects breastfeeding.

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2. Submit your sign up sheet and payment information to our headquarters using these options:
Attention: USLCA Webinar
email AshleyD@uslcaonline.org or fax 919-459-2075
3. You will then receive an email invitation to register for the webinar. Please complete this as soon as possible. You will not be able to sign on to the webinar until this registration is submitted and approved.



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Calculator **Educational sheets**
Inserts **Conversion chart**



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ExecutiveDirector@uslcaonline.org

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And look for USLCA on [Facebook](#), too!

