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## Letter From The President

Alisa Sanders RN, IBCLC, RLC

March winds have blown a fresh new face in to the USLCA this month. I would like to introduce you to the newest member of the USLCA family, RJ Weber. RJ is USLCA's new Executive Director. He comes to us from the North Carolina Chiropractic Association and brings a wealth of knowledge and technical skills with him. We are excited to have RJ on board; if you need to contact him you may email him at [RJ@imiae.com](mailto:RJ@imiae.com).

Spring is here and USLCA is geared up for action as we prepare for our first national conference. The response to our early bird registration was phenomenal! For you non-early birds, we still have available conference registrations at very reasonable rates. World-renowned conference speakers have prepared talks on an array of topics guaranteed to inform and inspire. Each one of you will find something to use in your daily practice. Your challenge will be deciding which sessions to attend! I urge you to act fast and send in your registration today! We still need volunteers to help in a variety of ways. If you would like to volunteer to help with the conference, please contact [Barbara@uslca.org](mailto:Barbara@uslca.org).

USLCA has received lots of questions about the Affordable Care Act (ACA) and lactation services. While there are many uncertainties, rest assured that USLCA has representatives tirelessly working to navigate the difficult aspects of reimbursement and the requirements of the ACA. We need our members to comment and help us gather information. If you are being reimbursed for lactation services, go to our [Facebook Page](#) and comment. Your insight and expertise can help other IBCLCs working to understand this complex issue. I know that many of you feel your clients' frustration and confusion. I would encourage you to view this as a marketing tool (see this month's *Focus on Marketing*). Let's use this opportunity to educate those in public office as well as private sector employers and insurance companies.

Now, more than ever, we have the opportunity to move this organization forward. This is our time to promote the IBCLC as the leader in lactation management. We need *your* help to make this happen. Renew your membership and encourage other IBCLCs to be part of USLCA. If you have colleagues or friends who are not members, bring them on board. The excitement is building and you do not want to be left behind!

Hello USLCA Members! As your new USLCA Executive Director, I am looking forward to getting to know you and all about your profession over the coming weeks and months. Although I have only been on board for a week, I am already impressed with the passion you have for your important role in the healthcare arena. I am excited about joining in on that passion and doing all that I can to help take the USLCA to even greater heights. Having been involved in association management in some form or fashion for the past eight years, I know for a fact that member involvement is what helps an organization flourish. I encourage you to get involved or invite a non-member to join. If you have any questions or concerns, please never hesitate to contact me at [RJ@imiae.com](mailto:RJ@imiae.com). I hope to meet you in person at our upcoming conference in St. Louis!

Sincerely, R.J. Weber

## Using the Affordable Care Act to Market Your Business

As most of you now know, the provision of the Affordable Care Act that requires insurance companies to cover “lactation counseling” went into effect in January of this year. As policies come up for renewal, the new benefit kicks in. Insurance companies are scrambling to come up with their own interpretation of “lactation counseling” and determining what coverage they will provide. USLCA is working hard to communicate that IBCLC certificants are best qualified to provide this care, and some insurance companies are getting the message.

This summer, USLCA hosted webinars about billing insurance companies and credentialing with Aetna. These webinars are available on CD-ROM at [www.uslca.org](http://www.uslca.org). While they provide a foundation, be aware that the “game” is changing day by day and area by area. Those who have credentialed with Aetna and other insurers are learning how to code visits and many are finding that they need to re-design the way they provide services. For example, to make sense financially, they may need to see families for shorter visits, but with the pay off of being able to follow them for five or six visits. Clients may benefit by receiving care in bite-sized pieces, rather than a feast of information all at once. Lactation professionals may find that they come out ahead while improving care by seeing families multiple times, rather than provide often uncompensated follow-up by phone or other device.

How can an IBCLC who credentials with insurance companies market her practice? Here are a few ideas to get you started.

- Send post-cards and e-cards to referral sources with your business name and logo, announcing that you now participate with the insurance company.
- Make sure to highlight your in-network status on your website.
- Since the coverage provides for counseling/education, offer prenatal, getting started, and back-to-work classes at local OB/GYN and pediatric offices. Bill insurance for members attending the class. Your engaging, on point, and evidence-based classes will feed your private practice, as well.
- Hospital lactation consultants may want to work with their billing office to explore the possibility of credentialing in order to bill for out-patient breastfeeding classes and consultation.

This is new terrain for all of us. If you have an idea or experience to share, please let us know. In the meanwhile, USLCA will continue to advocate for the IBCLC credential because, as we know, IBCLCs [make the difference](#), the [documented](#) difference!

## US Breastfeeding Committee Survey To Assess "Landscape Of Breastfeeding Support"

The U.S. Breastfeeding Committee wants to learn about organizations, programs, and projects across the Nation that are currently working to support breastfeeding families, and those that could have a significant impact if engaged in this work. The survey seeks to gather information about organizations, programs, and projects that are currently active, and about those that *could* have a significant impact if engaged, in the following four areas:

- Mother-to-mother support and peer counseling
- Access to services of International Board Certified Lactation Consultants
- Community-based organizations that promote and support breastfeeding, especially in communities of color
- Continuity of skilled support between hospitals and community settings.

Please [take 15 minutes](#) to share what you know about breastfeeding support and help spread the word about this important survey.

### Have You Ever Wondered About The USLCA Logo?

The logo was created by Judy Harris, MPH, RD, CD, IBCLC, and a member of the original USLCA board of directors in 2006.

It was designed with lines to represent and emphasize the mother and baby being united, laced, and intertwined together as a breastfeeding dyad. Thus the top line represents the mother and the right line the baby. The lines were created like ribbons showing the ebb and flow of the breastfeeding experience and in their dance together. The ribbon line in the lower left corner is the IBCLC, separate from and not touching, but supporting the dyad. The colors of red are for the secretory function of the endocrine system and compassion of the heart as well as with the added white and blue, representing the United States of America. The logo was designed to have a clean, abstract and professional look for a national association and that is different from other organizations such as coalitions.



### Federal Breastfeeding Working Group Seeks Individuals to Create National Breastfeeding Research Consortium

The Federal Breastfeeding Working Group is seeking nominations for the creation of a National Breastfeeding Research Consortium. This consortium is being formed to fulfill item 18 in the *Surgeon General's Call to Action to Support Breastfeeding*--"strengthen existing capacity and develop future capacity for conducting research on breastfeeding." This consortium would help to prioritize key research areas, increase the generalizability of research on breastfeeding, enable expanded and advanced research to be performed, and foster the timely translation of research into practice. Approximately 15 experts in breastfeeding and lactation research will be selected to a 3 year term. If you are interested in applying for membership in this consortium see the solicitation letter and instructions [here](#).





**Friday, May 3 – Sunday, May 5, 2013 • Union Station Hotel, St. Louis MO**

USLCA is pleased to announce the line-up of speakers for its first ever conference, May 3-5, 2013, in St. Louis, MO. This exceptional group of speakers will be sharing their knowledge, experience and insight. They are a diverse and knowledgeable group who will help set the tone for a productive and engaging weekend.

Marsha Walker will kick off the 2013 USLCA Conference with her Plenary session at 8:30 am, Friday, May 3, titled "The State of Breastfeeding in the US: We've Come a Long Way with "Miles To Go Before We Sleep." Later on Friday, Catherine Watson Genna will deliver a plenary session on Reflux, GERD and Breastfeeding. And Thomas Hale will cap off the day with his session "How To Evaluate Drug Usage in Breastfeeding Mothers."

Over 50 workshop and concurrent sessions will be offered. Stay tuned as additional speakers will be highlighted in coming weeks, and please be sure to check our [Facebook Page](#) for the latest news.

**To follow the conversation surrounding this event, use and look for this hashtag: #USLCA13**

#### **USLCA to Host Conference Silent Auction Thursday May 2nd - Friday May 3rd in St. Louis**

Are you Crafty? Do you need to "regift" a new item? Do you have an unused gift card? Do you know businesses that would like to donate a product? Please consider donating or soliciting an item for USCLA's Silent Auction at the May 3-5 conference in St. Louis. All proceeds will benefit USLCA's work to advance the IBCLC profession. As USLCA is registered as a 501(c)3 non-profit organization, you may be able to deduct your contribution from your income taxes. Items such as books, gift baskets, art, jewelry, clothing, dinners, event tickets, services, etc. are all welcome. Notify [Annette Leary](#) that you are sending a donation; Items can be sent to:

**Dee Kassing -USLCA  
302 Chesapeake Lane  
Collinsville, IL 62234**

Or you may bring the items to the conference with you.

Members: USLCA's exciting Gateway to Excellence conference is fast approaching. One of the favorite parts of any event is the exhibit hall. What Code-compliant vendors would you like to see in St. Louis? Please let us know a.s.a.p.! Send your suggestions to: [margaretw@imiae.com](mailto:margaretw@imiae.com) today.





## CERPs

The Conference is approved for 17.5 CERPs. USLCA is also applying to provide continuing education credits for nurses.

## Need E-CERPs? We have them!

### Saturday, May 4, 2013

**10:30-11:45 am**, Concurrent Session A4- The Ongoing Search For Excellence: Our Lives In The Workplace – Molly M Pessl, BSN, IBCLC, *E-CERP*, 1.25

**1:15-2:30 pm**, Concurrent Session B3-The Code In Everyday Practice – Liz Brooks, JD, IBCLC, FILCA, *E-CERP*, 1.25

**4:15-5:30 pm**, Concurrent Session D6-Referrals, Risk And Responsibility: Whose Job Is It Anyway? – Alisa Sanders, RN, IBCLC, RLC & Laurie Beck, RN, MSN, IBCLC, RLC, *E-CERP*, 1.25

### Sunday, May 5, 2013

Sunday Workshop 1 – Breastfeeding and the Law

**9:15-10:15 am**, Litigation And Lactation: Role Of The IBCLC Expert Witness – Liz Brooks, JD, IBCLC, FILCA, *E-CERP*, 1.0

**10:45-11:45 am**, Case Studies Of Legal Issues And The IBCLC –Jake Marcus, JD, *E-CERP*, 1.0  
Plenary #6

**12:45-1:45 pm**– Who's Your Daddy...Mommy, Surrogate or Donor? Modern Families And Lactation, Liz Brooks, 1.0

Sunday Workshop 2 - Sleep Like a Baby

**9:15-10:15 am & 10:45-11:45 pm**, Sleep Like A Baby - Diane Wiessinger, MS, IBCLC; Diana West, BA, IBCLC; And Linda J. Smith, MPH, IBCLC, FACCE; For both sessions: 1.5 L-CERP, .5 E-CERP

To follow the conversation surrounding this event, use and look for this hashtag: **#USLCA13**

## Scheduled Webinars

Topic	Speaker	Date & Time	Cont Ed Credit	Cost	Registration Deadline
"A guide to understanding how to diagnose and maxillary lip-ties and tongue-ties 2013"	Dr. Larry Kotlow, D.D.S.	April 8, 2013 1:00pm to 3:00pm EDT	2 L Cerp	Members \$30, Non-Members 40, Groups 3-10 \$65, Groups of 11 or more \$85  <a href="#">Join USLCA</a> and save on all of our webinars!	April 8, 2013 <a href="#">Register Now</a>  Webinar will be recorded

USLCA recorded webinars are  
available for [purchase](#).

USLCA is looking for speakers to donate their expertise  
and time. Submit your topics today by [email](#).

### Connect with us!

Click the  
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below to join  
the  
conversation  
and stay up-to-  
date on the  
latest  
information.



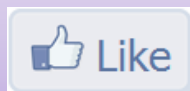
2501 Aerial  
Center Parkway,  
Suite 103  
Morrisville, NC  
27560  
919-861-4543  
[info@uslca.org](mailto:info@uslca.org)



### Join our Facebook Fleet!

If you would like to help us stay in touch with all of our Facebook friends, let us know! We will invite you to join our Private Social Media Committee. Send off a quick request to join this [Facebook Group](#) and we will take it from there.

Thanks for helping to keep USLCA fresh on Facebook!



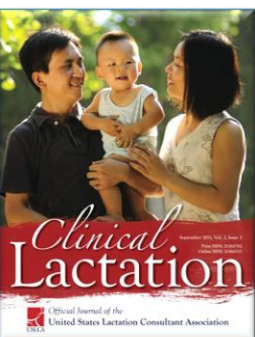


## mPINC Survey To Be Repeated—With Your Help!

**[Marsha Walker](#), RN, IBCLC, RLC**

The Centers for Disease Control and Prevention (CDC) is seeking approval from the Office of Management and Budget (OMB) to repeat the Maternity Practices in Infant Nutrition and Care survey (mPINC) for the years 2013 and 2015. Since 2007, the mPINC survey has served as a catalyst for hospitals to improve their breastfeeding support through changes in practices and care processes over time. The CDC is requesting comments from the public on the importance of continuing this survey. It is important for breastfeeding advocates to provide comments regarding the effectiveness of the mPINC survey and the necessity of continuing to have access to a tool that has proven to be so effective in causing change. Comments are due in 60 days (April 13, 2013). The entire request for public comments can be found [here](#), which has background and instructions for submitting your comments.

**We'd love to hear your comments and input. Let USLCA know what you think via [email](#), [Facebook](#) or [Twitter](#).**



### Clinical Lactation Goes "Open Access"

*Clinical Lactation*, USLCA's journal, has gone open access. The journal is now open to everyone with all issues available online. We urge you to inform your colleagues and take advantage of this special opportunity while it lasts. Help get the word out. Links to all articles and issues can be found [here](#).

### USLCA Board Of Directors and Staff

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