

Human Milk Insights

July 2020

The Human Milk Insights newsletter presents the latest breastfeeding topics and clinical practice solutions, addresses coding issues challenging the lactation community, features a lactation service, and announces upcoming webinars and conferences.

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FEATURED STORIES THIS MONTH

NEWS YOU CAN USE

- Human Milk and COVID-19
- Human Milk and Maternal Health
- Human Milk and Breastfeeding
- Human Milk and Infant Health

HUMAN MILK EDUCATION

- Human Milk Monthly Webinar Series
- Neonatal Perspectives

CLINICAL PEARLS IN LACTATION

- Changes in Lactation Practice – More Virtual Visits Due to COVID-19

TOOLS YOU CAN USE

- Resources for Getting Reimbursed for Virtual Visits

SPOTLIGHT ON PRACTICE

- Jessica Donahue, RN, IBCLC



Happy 4th of July!



NEWS YOU CAN USE

HUMAN MILK AND COVID-19

Johns Hopkins University

Scholarly summary of pandemic practices
<https://magazine.nursing.jhu.edu/2020/06/mother-infant-contact-and-breastfeeding-should-remain-top-priorities-during-covid-19/?eType=EmailBlastContent&eld=593e709e-2785-4d07-9bb6-e04bc9709deb>

Breastfeeding, Human Milk Collection and Containers, and Human Milk Banking: Hot Topics During the COVID-19 Pandemic

Guido E. Moro MD.../June 2020
 Examination of top issues and concerns in lactation during the global pandemic
<https://journals.sagepub.com/doi/10.1177/0890334420934391>

Organizational Statements and Resources Regarding COVID-19: CDC: The Centers for Disease Control and Prevention

Evaluation and Management
 Considerations for Neonates at Risk for COVID-19 Aimed to inform healthcare providers about the care of neonates with confirmed or suspected COVID-19 or known COVID-19 exposure.

<https://www.cdc.gov/coronavirus/2019-ncov/hcp/caring-for-newborns.html?eType=EmailBlastContent&eld=380d639b-b731-477c-b67b-bbd05f1ef041>

ACOG: American College of Obstetricians and Gynecologists/Society for Maternal-Fetal Medicine

Translated patient resources: Messages for Patients
<https://www.acog.org/patient-resources/faqs/pregnancy/coronavirus-pregnancy-and-breastfeeding?eType=EmailBlastContent&eld=380d639b-b731-477c-b67b-bbd05f1ef041>

[Id=380d639b-b731-477c-b67b-bbd05f1ef041](https://www.cdc.gov/coronavirus/2019-ncov/hcp/caring-for-newborns.html?eType=EmailBlastContent&eld=380d639b-b731-477c-b67b-bbd05f1ef041)

HUMAN MILK AND MATERNAL HEALTH

Clinical Protocol on Breastfeeding and Breast Cancer

ABM Clinical Protocol #34 Breast Cancer and Breastfeeding

Guidelines for screening for and management of breast cancer in breastfeeding women.

<https://www.liebertpub.com/doi/10.1089/bfm.2020.29157.hmj?eType=EmailBlastContent&eld=593e709e-2785-4d07-9bb6-e04bc9709deb>

HUMAN MILK AND BREASTFEEDING

In-hospital formula linked to earlier weaning from breastfeeding

Additional evidence that breastfed babies don't breastfeed as long when they have received formula in the hospital setting

<https://www.aappublications.org/news/aapnews/mag/2020/06/09/formulafeeding060920.full.pdf?eType=EmailBlastContent&eld=4793e9bc-c33c-41c3-8333-c4aeaf0d92ce>

CDC: Supporting Families with Relactation

Webpage dedicated with information and support regarding the process of relactation.

<https://www.cdc.gov/breastfeeding/breastfeeding-special-circumstances/supporting-families-with-relactation.html?eType=EmailBlastContent&eld=974e4818-0ace-4e9b-ae85-995296ad3f90>

The "Lactation after Infant Death (AID) Framework": A Guide for Online Health

Information Provision About Lactation After Stillbirth and Infant Death

Katherine Carroll, PhD.../May 2020

Written materials for parent lactation education and management following the loss of a newborn.

<https://doi.org/10.1177/0890334420926946>

Galactagogue Use Among Mothers with Preterm Births: A Systematic Review and Meta-Analysis

Beatrice Nkolika Ezenwa, MSc, MPH, MD.../May 2020 Analysis of galactagogue use and milk production.

<https://doi.org/10.1177/0890334420914629>

Neonatal Eating Assessment Tool

Britt Frisk Pados, PhD, RN, NNP-BC.../Aug 2019 Study highlighting the utilization of tool for evaluating breastfeeding problems to work toward solutions

<https://journals.sagepub.com/doi/abs/10.1177/0890334419869598>

HUMAN MILK AND INFANT HEALTH

The Influence of Donor Milk Supplementation on Duration of Parenteral Nutrition in Preterm Infants

Bibiana China Jimenez, PNP, PhD.../Jan 2020

Examination of the impact on factors such as infant growth when fed human donor milk in the absence of mother's own milk

<https://journals.sagepub.com/doi/10.1177/0890334419892908>

Functional Improvements of Speech, Feeding, and Sleep After Lingual Frenectomy Tongue-Tie Release: A Prospective Cohort Study

Richard Baxter DMD, MS.../May 2020

Examination of studies related to restricted tongue function, treatments, and feeding and speech outcomes.

<https://journals.sagepub.com/doi/abs/10.1177/0009922820928055>

HUMAN MILK EDUCATION

On Thursday, July 2nd, Jae Kim, MD, PhD will be presenting [The impact of the COVID-19 pandemic on the use of human milk and breastfeeding in the NICU](#). Complimentary registration is now open! For more information or to register, visit www.MedelaEducation.com.

On Thursday, July 9th, Diane Spatz, PhD, RN-BC, FAAN will be presenting [Protecting maternal milk supply during the COVID-19 pandemic](#). Complimentary registration is now open! For more information or to register, visit www.MedelaEducation.com.

On Wednesday, July 15th, Paula Meier, PhD, RN will be presenting [Marijuana and Mother's Milk in the NICU](#). Complimentary registration is now open! For more information or to register, visit www.MedelaEducation.com.

On Tuesday, July 21st, Patrice Hatcher, MBA, BSN, RNC-NIC and John Heinrich will be presenting [ENFit® Impact on Oral Medication Preparation and Delivery](#). Complimentary registration is now open! For more information or to register, visit www.MedelaEducation.com.

On Wednesday, August 19th, Khadija Garrison Adams will be presenting [Best Practices in Facilitating Community for Positive Breastfeeding Outcomes for Black Mothers](#). Complimentary registration is now open! For more information or to register, visit www.MedelaEducation.com.

Medela has compiled information about COVID-19. Visit the site by locating the orange banner on the top of the Medela.US website. Click [here](#) to view.

Miss any of our special Thursday COVID-19 webinars? Click [here](#) to listen now. Please note, these recorded webinars do **not** offer Nursing Contact Hours.

Neonatal Perspectives

This is a blog for NICU professionals that features clinical information from neonatal consultants, as well as industry news and popular topics. Click [here](#) to read the latest blogs.

CLINICAL PEARLS IN LACTATION

This column is for lactation practitioners to share clinical challenges and successes, observations and pearls with colleagues. To share a clinical pearl, [submit it here](#). If your submission is selected for publication in a future issue of Human Milk Insights, you will receive a \$25.00 VISA gift card.

Changes in Lactation Practice – More Virtual Visits Due to COVID-19

Lactation practice is changing . . . by necessity. More and more mothers, and more and more lactation consultants are turning to telehealth to “see” each other and conduct lactation consults. In the past few years, virtual lactation visits have become more commonplace, and the COVID-19 pandemic crisis has shifted the use of technology even further. Because of “shelter in place” restrictions and the risk of exposing themselves or their infants to the virus, mothers have not wanted to venture outside of their homes. In addition, lactation consultants, physician offices and hospitals have found that virtual visits are an alternative to face-to-face encounters when providing information and support to breastfeeding mothers.

Millennial mothers are quite comfortable reaching out over the internet and often find that telehealth visits are much more convenient than in-person visits. They can do it from the comfort of their homes, don’t have to get themselves or the baby ready to go out, no driving involved; often, scheduling a virtual visit can be done in the evenings or on weekends.

Through a telehealth visit, the lactation consultant (LC) can collect a thorough history on the mother, her pregnancy and postpartum course, the baby, the birth, feedings since birth and can listen to the current concerns. Through video technology, the LC can see the mothers’ breasts and nipples, assess the mother and baby and observe the latch and feeding. If the visit is in regard to pumping issues, the LC is also able to observe a pumping session and even evaluate the proper fit of the breast shield size. During the session, the LC can provide encouragement, do extensive patient education, and together with the client’s input, develop a plan of care that takes into account the mother’s individual goals and aspirations.

Many lactation consultants say that pre-phone call preparation is a key component that often helps make the virtual visits go more smoothly. Having the mother complete some of the demographic and history questions and sending it to the LC by email before the visit can save quite a bit of time. Scheduling the visit when another person will be available to help the mother during the virtual visit is advantageous for adjusting the camera for better visualization, providing a calming presence, etc. Timing the baby’s feeding so that he or she will be hungry but not frantic at the breast is another pearl, as is having the client make sure there is adequate lighting before starting the call.

Lactation consultants across the country have shown incredible creativity in finding ways to meet the unique needs of their clients. Here are just a few examples:

- Drive-thru weight checks

- Curb service for breast pump rental and supplies
- Live breastfeeding classes online via Zoom or another video conferencing platform
- Returning to work one-on-one consults
- Closed Facebook groups

It's important for the LC or healthcare professional conducting telehealth calls to be experienced in lactation management as well as maternal and newborn assessment. Besides basic breastfeeding information, the professional should have extensive knowledge in breast anatomy and the physiology of lactation, understand how to convey such things as proper positioning and signs of a good feeding. In addition, it's necessary to have a good clinical background for management of routine problems and the clinical judgment to refer to a more skilled provider if necessary.

Getting paid for lactation telehealth visits has been made easier by the pandemic. Whereas it used to be difficult to get reimbursed, because of COVID-19 and so many different providers now seeing patients virtually, some public and private insurers have sped up the process and removed former roadblocks for getting reimbursed. Check out the ***Tools You Can Use*** column for some helpful resources regarding properly coding visits and how to get paid.

TOOLS YOU CAN USE

Resources for Getting Reimbursed for Virtual Visits

Billing and coding for telehealth visits are quite complicated so it's essential to have everything done correctly to get paid. Some states restrict billing to physicians, certified nurse midwives, nurse practitioners, physician assistants, and IBCLCs. Be sure to check with the individual state where you live, as well as the state that the client lives in to see if there are any special rules to consider.

Both public and private health insurers have taken steps to increase access to telehealth services due to concern over the spread of COVID-19. However, there are several differences in the coding and billing for remote management of patients. One such change is that the provider can now use FaceTime, Skype or other commonly used technology for the visit. Payers will continue to update their policies as the COVID-19 crisis continues, so it's essential to keep on top of the documentation requirements so you will get paid.

Here are a few resources that can help you learn about and navigate the coding and billing issues you may encounter while mastering lactation visits by telehealth:

The US Department of Health and Human Services Telehealth Website:

www.telehealth.hhs.gov

The American Medical Association's guide to help implement virtual visits:

<https://www.ama-assn.org/practice-management/digital/ama-quick-guide-telemedicine-practice>.

Available for download – more info than you probably want. Coding and other information in the appendices is very helpful.

<https://www.ama-assn.org/system/files/2020-04/ama-telehealth-playbook.pdf>.

National Women's Law Center Tool Kit. New Benefits for Breastfeeding Moms: Facts and Tools to Understand Your Coverage Under the Health Care Law.

https://www.nwlc.org/sites/default/files/pdfs/final_nwlcbreastfeedingtoolkit2014_edit.pdf.

SPOTLIGHT ON PRACTICE

This column is for lactation practitioners and facilities who wish to acknowledge the work of others. We invite you to submit suggested practitioners or facilities you would like to spotlight. If you have a suggestion, email education@medela.com.

*This month we are spotlighting Jessica Donahue, RN, IBCLC
Little Rock, Arkansas*

For over 30 years, Jessica Donahue has assisted breastfeeding families in the community of Little Rock, Arkansas. As a perinatal nurse and the lead lactation consultant for Baptist Health's Outpatient Lactation Center, *Baptist Health Expressly for You*, Jessica has guided families on their breastfeeding journeys from hospital to home.

Jessica was born in Mamaroneck, NY but was raised in the Little Rock area where she has spent her adult life and raised her family. While attending college in a field unrelated to nursing, Jessica began working as a nurse's aide in a nearby hospital and fell in love with the nursing profession. She greatly admired the care she witnessed the nurses deliver and transferred to a nursing program in Arkansas. After graduation, Jessica began working at Baptist Health Medical Center on a cardiac floor and in the operating room. She found her true passion helping new breastfeeding families when she began working on a Mother-Baby unit. Recognizing a need for breastfeeding support within the community, Jessica left Baptist Health to open a breastfeeding resource center. For eight years, she operated a highly successful business, a source of lactation support and breastfeeding products to new families, from her home. She sold her business to Baptist Health who has continued to operate the resource center while maintaining the name, *Expressly for You*.

Baptist Health Expressly for You operates a lactation resource center and retail store at the Little Rock campus of the Baptist Health system. Staffed by IBCLCs, it offers in-person comprehensive lactation support, education, consultations, and breastfeeding supplies. Since the onset of the coronavirus pandemic, strategies to reach breastfeeding families in an outpatient setting have dramatically shifted. Under Jessica's direction, the LC staff have become proficient in conducting and billing for virtual consultations utilizing laptops, computers, smartphones and tablets. In the present COVID-19 world, hospital stays are shortened with less bedside lactation counseling and support. The virtual consultations have been a positive means to assist families in meeting their breastfeeding goals; Jessica sees the virtual visits as a necessity in assisting her community. She and her staff have resolved the challenges inherent in virtual consults; such as spotty Wi-Fi access, having a support person hold the camera in position, and difficulty visualizing newborn oral anatomy. Jessica admits her families have taught her a lot about telehealth. *Expressly for You* recently started offering families the option for a live office consultation, but most families are opting for the virtual visit.

Jessica believes there will be ongoing effects from the decreased lactation support families are receiving amidst the pandemic and realizes the value of online support groups. Recently, a cousin from the NY area where Jessica was born contacted her about filling in as an LC for the new family support group being held in her community. The support group, conducted by the local health department, was comprised of professionals from social work, psychology, nutrition, and lactation. Due to the coronavirus pandemic, the LC was pulled from the group to

return to her work as a bedside nurse. For five weeks, Jessica was able to call into the online meetings and provide lactation support.

Jessica continues to reside in Little Rock. Her four adult children have recently returned to the homestead due to the coronavirus pandemic when their colleges and graduate schools abruptly closed. She is cherishing the time they now have all together. Jessica is an avid tennis player having played at the college level where she met her husband, Brandan. They were married for twenty-five years before he passed away unexpectedly. Jessica has become an enthusiastic follower of duck hunting along with her late husband's champion Labrador Retriever, Gus. She loves taking Gus hunting all over Arkansas, the Duck Hunting Capital of the world.

Jessica is a much-admired lactation consultant and an astute business professional. She has been recognized as a top breastfeeding advocate for the Governor's Healthy Active Arkansas program and has positively impacted the lives of so many grateful breastfeeding families. Her colleagues, her community and Baptist Health are grateful for her work, her passion and visionary efforts to help establish virtual lactation support within Arkansas.