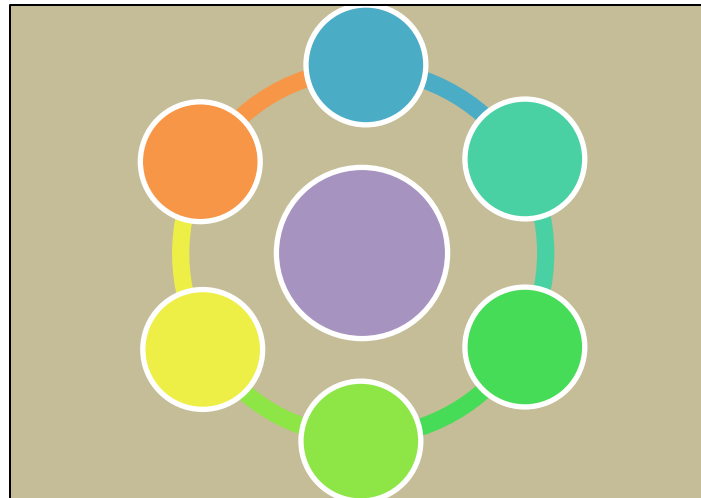


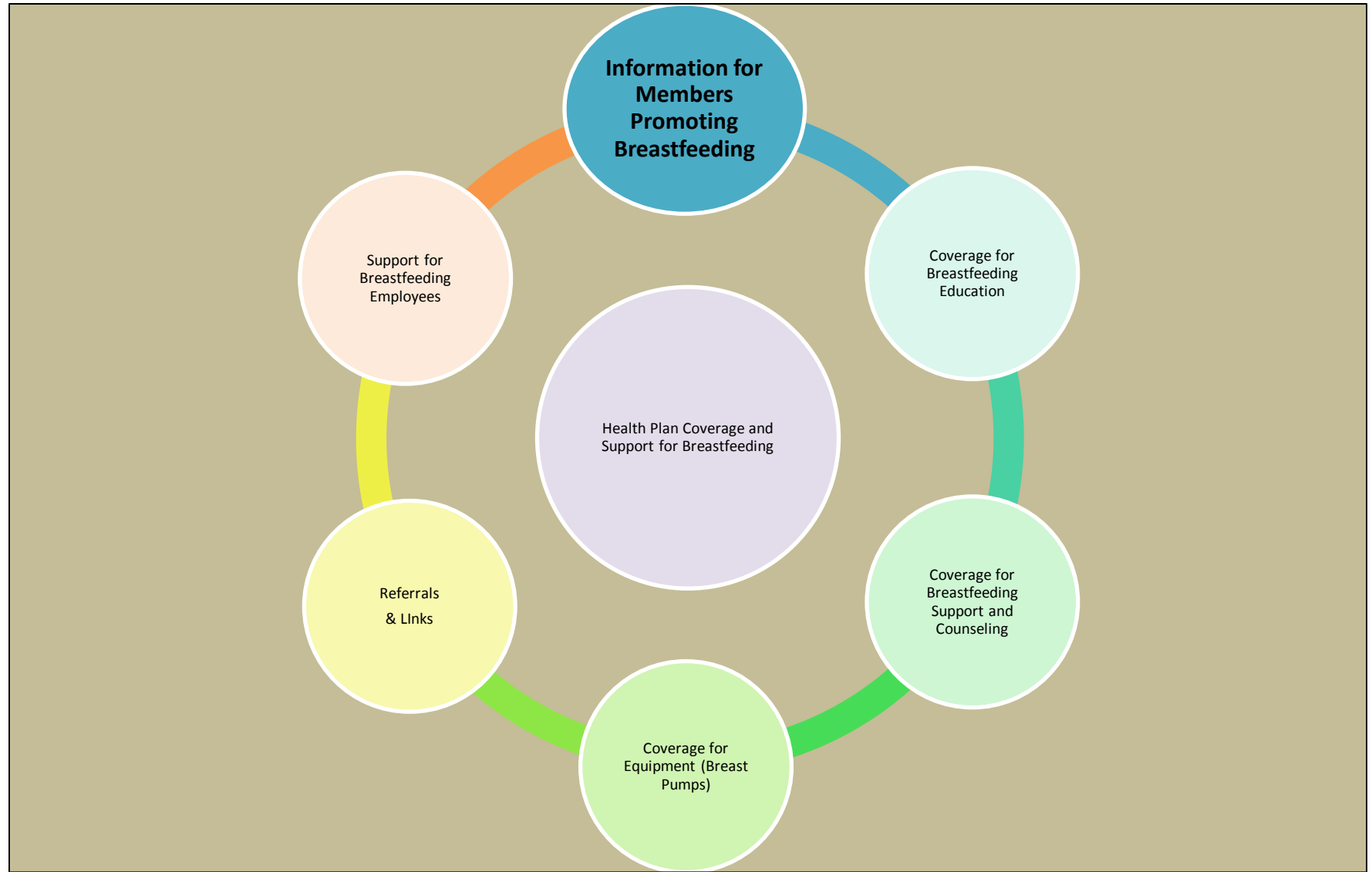
Health Plan Coverage and Support for Breastfeeding Members and Employees

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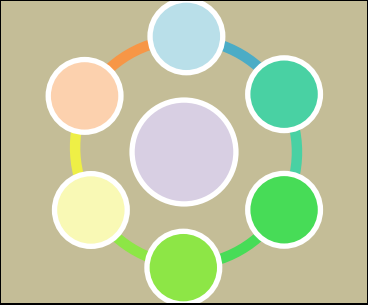




Information Provided to Members Promoting Breastfeeding

- ❖ Written Materials (books, booklets, workbooks, etc.) sent directly to pregnant and recently delivered members that promote and provide information on breastfeeding.
- ❖ Health plan website pages providing breastfeeding information and promoting breastfeeding as preferred method of infant feeding.
- ❖ Health plan Facebook pages providing opportunities to interact with nurses and other members about breastfeeding and other topics.
- ❖ Information provided to members about *text4baby*, a free mobile resource for pregnant women and new moms that includes multiple messages promoting and encouraging breastfeeding.
- ❖ On-line tools on health plan website focused on decision making around breastfeeding.
- ❖ Information libraries (including information on breastfeeding) available to members.

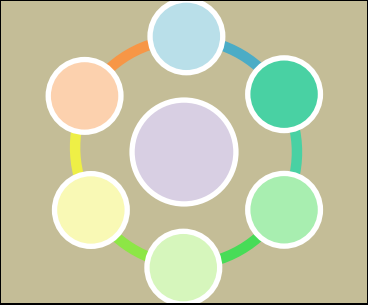




Health Plan Coverage for Breastfeeding

State and Federal Laws and Mandates Support Breastfeeding Coverage by Health Plans:

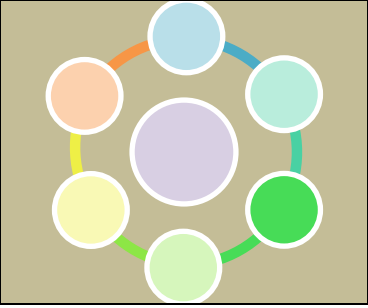
- ❖ DHS mandates 100% coverage of breastfeeding education, counseling and equipment (breast pumps) by health plans who provide health coverage for members on State Public Programs (Medical Assistance, MinnesotaCare, and SNBC plans).
- ❖ Accountable Care Act – health plans starting or renewing on or after August 1, 2012 must include 100% coverage for comprehensive breastfeeding support, counseling and supplies (including breast pumps) for pregnant and postpartum women.



Breastfeeding Education

Examples of Coverage of Breastfeeding Education:

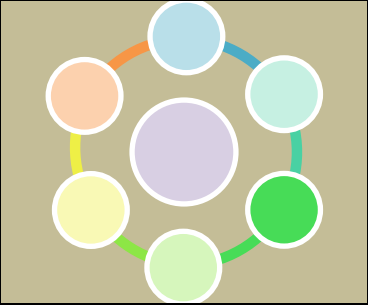
- ❖ Breastfeeding classes
- ❖ Breastfeeding education provided during prenatal visits
- ❖ Breastfeeding education provided in public health home visits
– both prenatally and postpartum



Breastfeeding Support and Counseling

Examples of Coverage of Breastfeeding Support & Counseling:

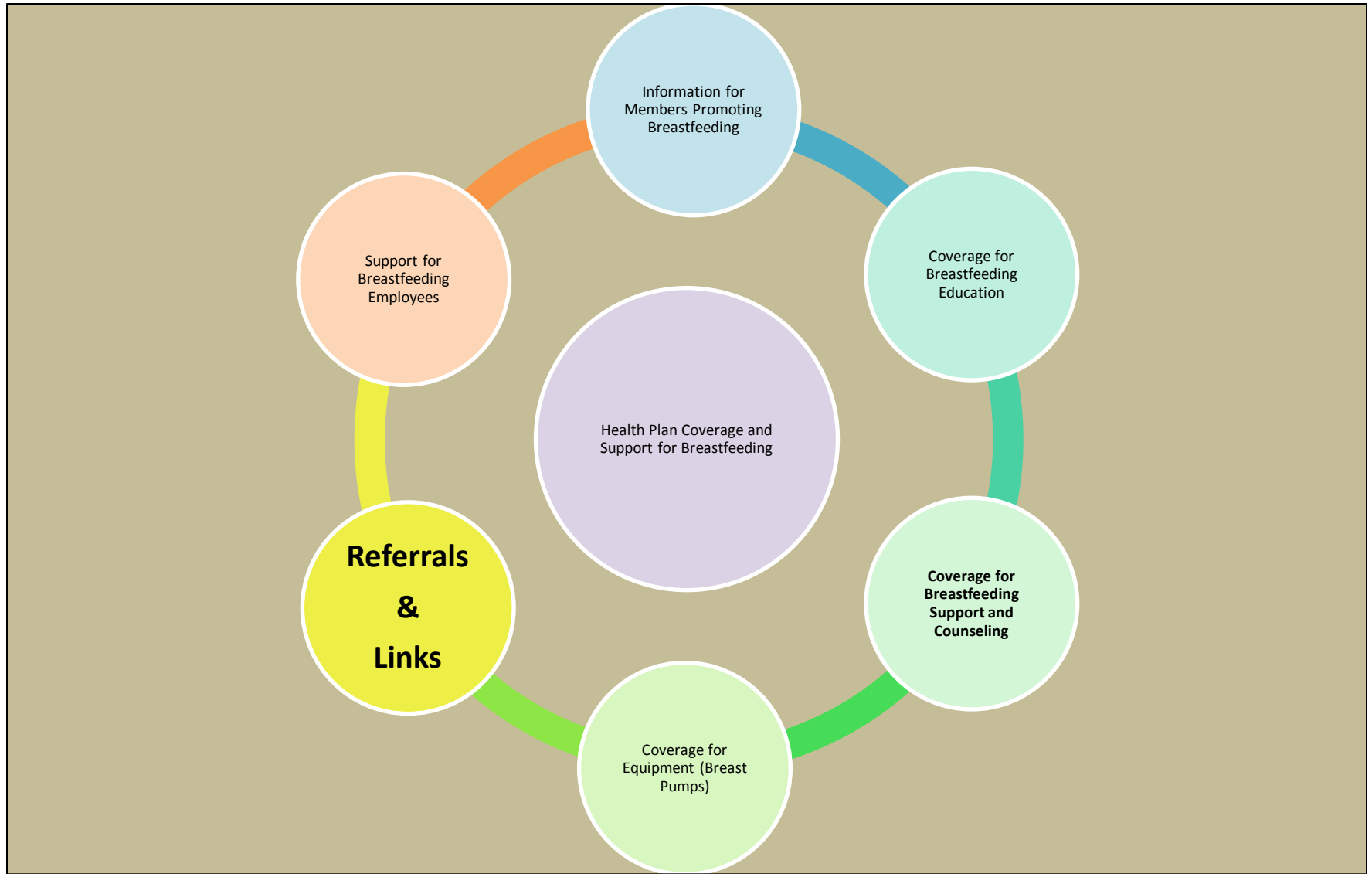
- ❖ Sessions with a lactation consultant
- ❖ Post partum home visits from Public Health
- ❖ Telephonic support provided by health plan nurse lines.

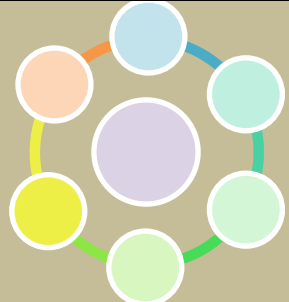


Breastfeeding Equipment

Examples of Coverage for Breastfeeding Equipment:

- ❖ Breast Pump (electric or manual) for members who must spend time away from their babies for work, school, etc.
- ❖ Rental of Hospital Grade Breast Pump – based on need.



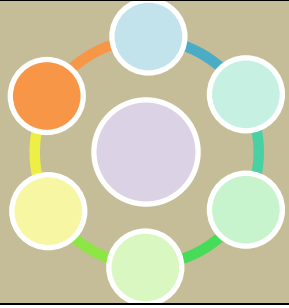


Referrals & Links

Examples of Health Plan Referrals and Links:

- ❖ Referral of Eligible Health Plan Members to WIC, which provides comprehensive breastfeeding education and support.
- ❖ Health Plan website and materials include links to local, state and national organizations and resources that provide online and/or in-person education and support for breastfeeding mothers.



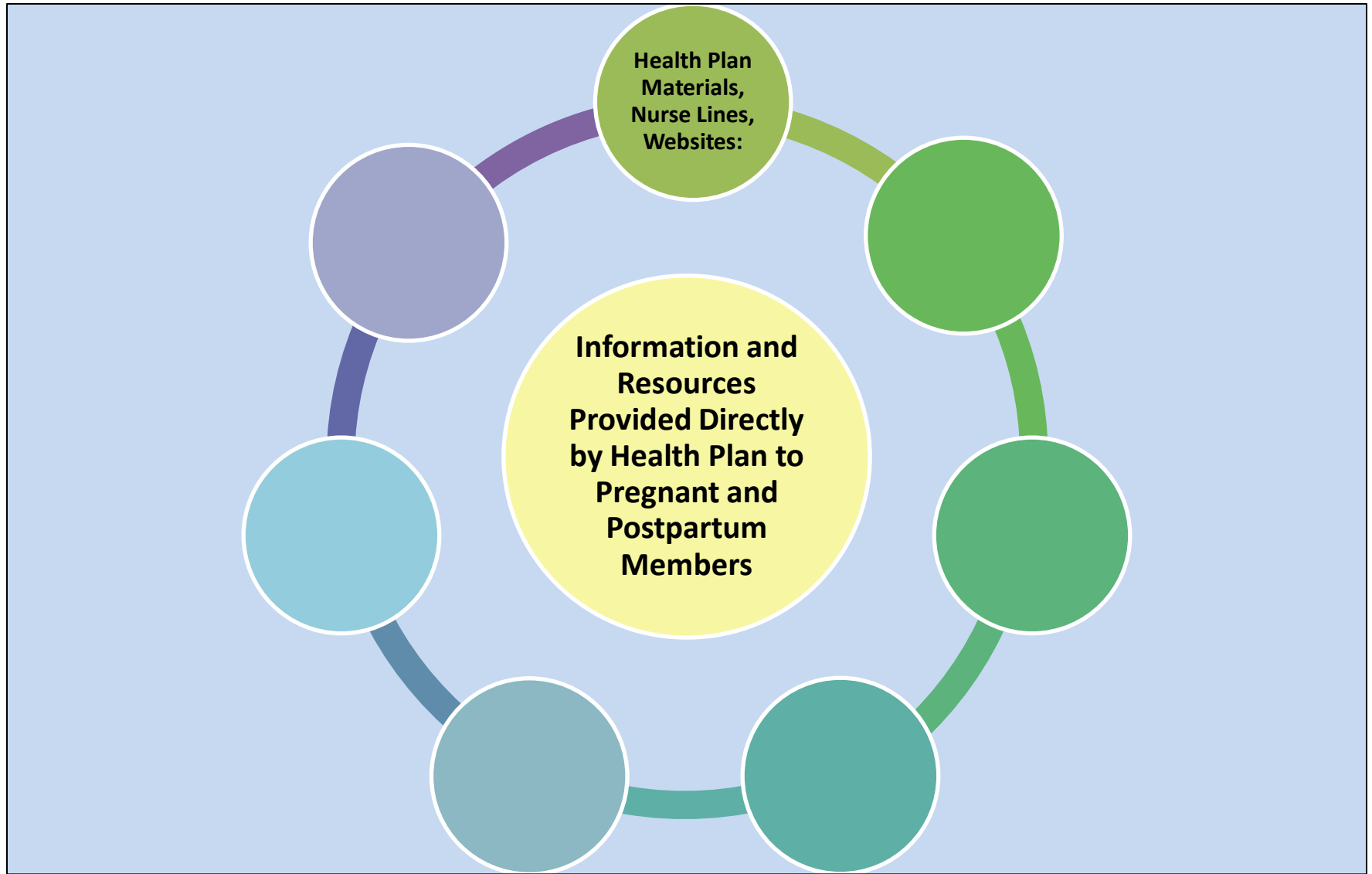


Support for Breastfeeding Health Plan Employees

The Affordable Care Act included an amendment to the Fair Labor Standards Act. As of March 23, 2010, employers are required to:

- ❖ “Provide reasonable break time for an employee to express breast milk for her nursing child for one year after the child’s birth each time such employee has need to express the milk.”
- ❖ “Provide a place, other than a bathroom, that is shielded from view and free from intrusion from coworkers and the public, which may be used by an employee to express breast milk.”



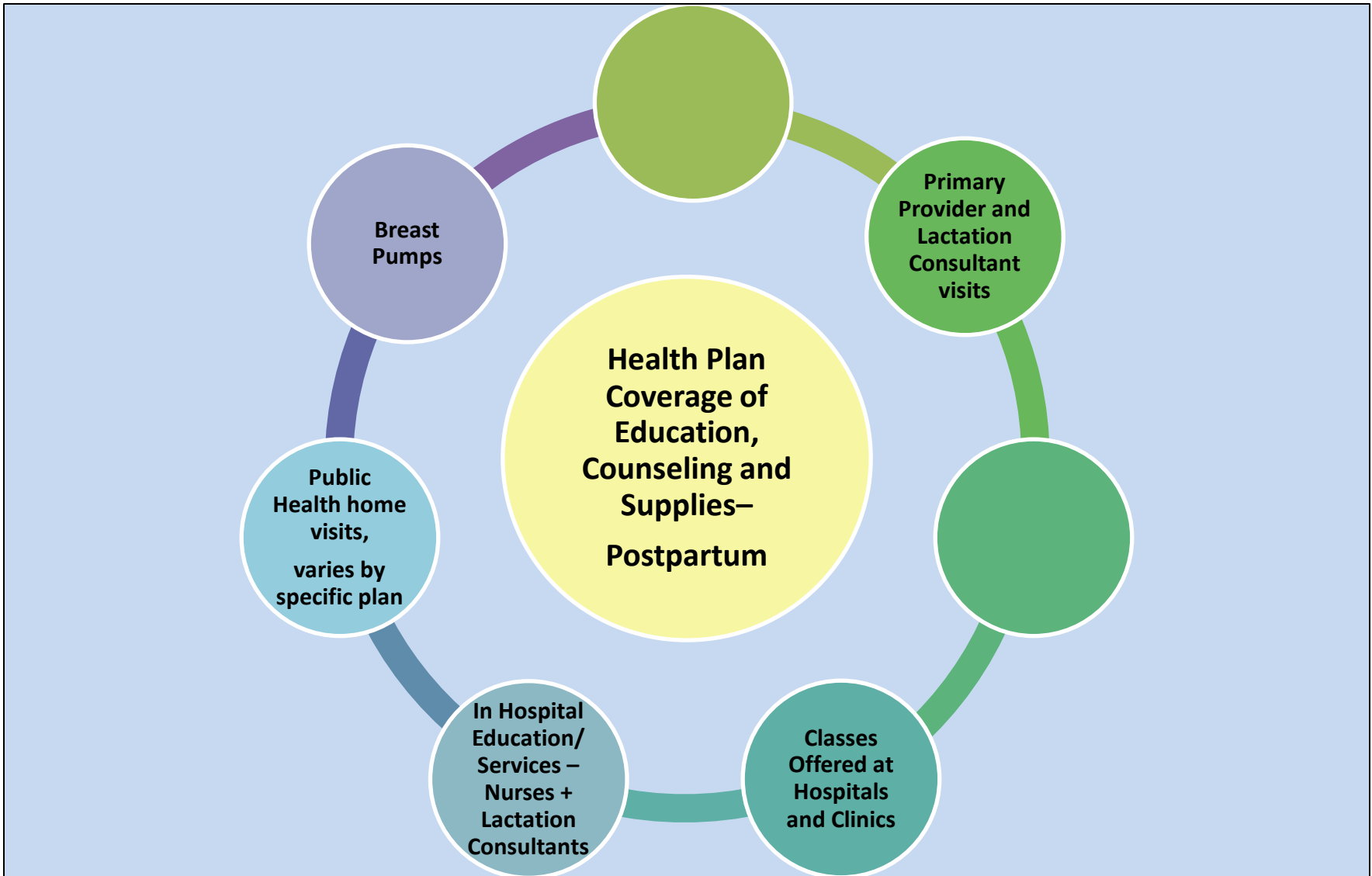


**Health Plan
Materials,
Nurse Lines,
Websites:**

**Information and
Resources
Provided Directly
by Health Plan to
Pregnant and
Postpartum
Members**







Health Plan Coverage of Education, Counseling and Supplies— Postpartum

Breast Pumps

Public Health home visits, varies by specific plan

In Hospital Education/ Services – Nurses + Lactation Consultants

Classes Offered at Hospitals and Clinics

Primary Provider and Lactation Consultant visits

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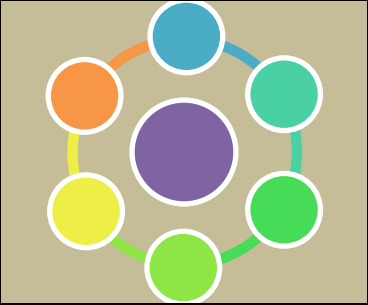
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**Referral to
Government +
Community
Organizations to
Support
Breastfeeding -
(eligibility criteria
may apply)
Postpartum**

**WIC,
Community
Breastfeeding
Organizations**







Health Plan Information

Information included in this presentation reflects examples of coverage and support provided by the following Health Plans:

- ❖ Blue Cross Blue Shield - Commercial and SPP (State Public Programs) Products
- ❖ HealthPartners – Commercial and SPP Products
- ❖ Medica - Commercial and SPP Products
- ❖ UCare – SPP Products