

# Expanded List of Lactation Services Certifications: Breastfeeding Support Authorized for Payment

New York State (NYS) Medicaid has been providing payment for lactation counseling services since 2013. **Effective July 1, 2022**, for NYS Medicaid fee-for-service (FFS), and **effective September 1, 2022**, for NYS Medicaid Managed Care (MMC) Plans [including mainstream MMC Plans, Human Immunodeficiency Virus (HIV) Special Needs Plans (HIV-SNPs) and Health and Recovery Plans (HARPs)], the list of allowable lactation certifications provided below, will be expanded to include those from nationally recognized accrediting agencies. NYS Medicaid payment is available for separate and distinct breastfeeding services provided by licensed medical professionals, who are also specially trained lactation counselors with the allowable certifications. Providers must be licensed as a physician, midwife (MW), nurse practitioner (NP), physician assistant (PA), or registered nurse (RN) and certified by a nationally recognized accrediting agency, as listed below, to be eligible for NYS Medicaid reimbursement for lactation counseling. Unlicensed providers and licensed professionals who are not listed below, even with certification in lactation counseling, are not eligible for NYS Medicaid reimbursement for lactation counseling.

## Licensed Practitioners:

- Physician
- NP
- MW
- PA
- RN

## Licensed Practitioner Allowable Certifications:

- International Board-Certified Lactation Consultant (IBCLC)
- Certified Lactation Specialist (CLS)
- Certified Breastfeeding Specialist (CBS)
- Certified Lactation Counselor (CLC)
- Certified Lactation Educator (CLE)
- Certified Clinical Lactationist (CCL)
- Certified Breastfeeding Educator (CBE)

Breastfeeding education and lactation counseling services must be ordered by a physician, NP, MW, or PA. Lactation consultants in this program are expected to practice within the scope of practice appropriate to their respective discipline, as defined by the Office of the Professions, New York State Education Department (NYSED).

## Billing Medicaid FFS:

- Lactation counseling services may be billed directly to the NYS Medicaid program by a physician, NP, or MW with the proper certification ("**S9445**" and "**S9446**"). A physician who employs a properly certified PA or RN may bill NYS Medicaid for lactation counseling provided by these health care professionals ("**S9445**" and "**S9446**").
- Hospital outpatient departments (OPD), free-standing clinics, or Federally Qualified Health Centers (FQHCs) that have "opted into" Ambulatory Patient Groups (APGs) and who employ NYS Medicaid program qualified certified lactation consultants, can also bill for lactation counseling services. FQHCs that have "not opted into" APGs, may bill their Prospective Payment System (PPS) rate for **individual** lactation counseling.
- When lactation counseling services are provided by a properly certified **physician in a hospital OPD**, the physician can submit a separate professional claim ("**S9445**" and "**S9446**") for their services and receive

NYS Medicaid reimbursement. The professional component for lactation counseling services provided by all other properly certified practitioners (NPs, MWs, PAs, and/or RNs) is included in the All Patients Refined Diagnosis Related Group (APR DRG) or the APG payment to the facility.

- When lactation counseling services are provided in a Diagnostic and Treatment Center (D&TC), the professional component for all properly certified practitioner types, including physicians, is included in the APG payment to the facility.
- Appropriate diagnosis codes must be utilized when billing for lactation counseling services.

#### Lactation Counseling Healthcare Common Procedure Coding System (HCPCS) Procedure Codes

Code	Code Description	Benefit Limitations	Price
S9445	PATIENT EDUCATION, NOT OTHERWISE CLASSIFIED, NON-PHYSICIAN PROVIDER, INDIVIDUAL, PER SESSION	The initial lactation counseling session should be a minimum of 45 minutes.  Follow up session(s) should be a minimum of 30 minutes each and occur within the 12-month period immediately following delivery.	\$45.00
S9446	PATIENT EDUCATION, NOT OTHERWISE CLASSIFIED, NON-PHYSICIAN PROVIDER, GROUP, PER SESSION	Up to a maximum of eight participants in a group session with a sixty minute minimum session length. One prenatal and one postpartum class, per recipient, per pregnancy.	\$15.00

#### Questions and Additional Information:

- FFS claim questions should be directed to the eMedNY Call Center at (800) 343-9000.
- FFS coverage and policy questions should be directed to the Office of Health Insurance Programs (OHIP) Division of Program Development and Management (DPDM) by telephone at (518) 473-2160 or by email at [FFSMedicaidPolicy@health.ny.gov](mailto:FFSMedicaidPolicy@health.ny.gov).
- MMC reimbursement, billing, and/or documentation requirement questions should be directed to the enrollee's MMC Plan.
- MMC Plan contact information can be found in the [eMedNY New York State Medicaid Program Information for All Providers Managed Care Information document](#).

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## Reminder: Medicaid Enrollment Requirements and Compliance Deadlines for Managed Care Providers

As previously stated in the April 2022 *Medicaid Update* article titled [Medicaid Enrollment Requirements and Compliance Deadlines for Managed Care Providers](#), **all Medicaid Managed Care (MMC) network furnishing, ordering, prescribing, referring and attending (OPRA) providers must be enrolled with New York State (NYS) Medicaid program. Effective September 1, 2022**, MMC Plans will deny payment to unenrolled pharmacies, other unenrolled practitioners, and providers for services provided and/or prescribed. Providers servicing MMC members should, without delay, begin the enrollment process and complete all required forms, including certifications.

**Please note:** The enrollment requirement is applicable *only* to enrollable provider types including pharmacies and most licensed practitioners. Non-enrollable provider types must not be terminated from MMC networks for failure to enroll in NYS Medicaid. Providers can refer to the [NYS Enrollable Providers list](#), which is available through Excel.