

**Wellpoint TN and Rural Health Association of Tennessee
for Tennessee Initiative for Perinatal Quality Care**

Contract Overview

WellPoint and Rural Health Association of Tennessee (RHA) have partnered to provide support, education, and outreach to providers wishing to start or expand lactation programs.

The contract term is June 1, 2023, through December 31, 2024 (contract section XVI). Section III. a. of the contract requests funds be expended by May 31, 2024, however since the fully executed contract was not received until March 11th, the best RHA could deliver was to have the funds fully obligated by May 31, 2024. The total contract amount of \$41,666.50 will be fully expended by July 1, 2024.

Definitions

- Participant – Person participating in RHA’s lactation scholarship program but has not completed the certification requirement. May also be referred to as the “learner.”
- Employer Partner – Employer of the Lactation Participant.
- Lactation Counselor Training Course – An online, 95-hour lactation counselor course provided by the Healthy Children Project, Center for Breastfeeding.
- Certified Lactation Counselor – Former participant who completed the Healthy Children Project, Center for Breastfeeding’s Lactation Counselor Training Course and successfully passed the CLC Exam, an online proctored exam administered by the Academy of Lactation Policy and Practices (ALPP).
- International Board-Certified Lactation Consultant – Person who has completed 95 hours of lactation education within 5 years of certification and who has a minimum of 1000 supervised hours in a clinical setting, and who completes an exam offered by the IBCLC Commission (cost \$50 and only offered in March and August).

RHA Preferred CLC Training Partner

RHA uses the Healthy Children Project, Center for Breastfeeding’s Lactation Counselor Training Course (LCTC) because it is the only self-paced online program that results in a Certified Lactation Counselor credential. For participants who are already nurses, the training offers contact hours through the American Nurses Credentialing Center’s Commission on Accreditation.

At the start of this contract the course was advertised as 52-hour course, however in April 2024 the Center for Breastfeeding announced the re-evaluated the completion time to be 95 hours, making it eligible to meet the International Board-Certified Lactation Consultant (IBCLC) education requirements.

A minimum of a full year would be needed for any participant to complete the IBCLC requirement, however the delay in the contract finalization did not allow for this to happen.

Use of Funds

Supplies

- RHA received a group rate with the Health Children Project, Center for Breastfeeding's Lactation Counselor Training Course (LCTC). The group training rate is \$575 per person, \$120 for the CLC Exam, and \$75.75 for the 9 required books, including the Pocket Guide for Lactation Management. \$500 for shipping of materials (\$25 per person). Total supplies cost per learner is \$795.75. The total cost for 20 learners is \$15,915.

Employer Stipends

- RHA offered \$1,250 to employers who had participants complete 45 of the 95 hours of training by the end of June (limit of 2 participants per facility). Employers sign an agreement where they acknowledge they will support the participant through the program completion and that they may use funds for expenses related to starting their lactation program. Ideas provided include signage, breast pumps, a nursing chair, educational materials, and/or paying the learner for time to take the training as an incentive (usually involves a training agreement). Total cost: \$25,000.
- Access to RHA Learning Management. Participants will have a 1-year licenses to RHA's Learning Management System that includes short micro-lessons on topics such as communication, cultural competency, compliance, and workplace safety, as well as RHA's training on Opioid Use Disorder and Overdose Reversal Training. Cost is \$40/user for 19 users (1 user had access already). Total Cost: \$760.

RHA Match

- RHA was over budget by \$8.50.
- RHA did not charge any personnel or fringe benefits for this project.
- RHA did not charge the standard 10% de minimus that covers other expenses associated with grant management including accounting and operations staff time, website, communications, and/or audit fees. Total value: \$4,166.65
- Total Match: \$4,175.15

Request for Additional Funds

Learners will only be halfway through the CLC training by the end of June 2024 and most of them are taking the training outside of work time.

Given that the training ended up being 43 more hours than originally planned and advertised, RHA proposes that the Lactation Training Participants be provided a \$1,250 training incentive for completing the 95 hours of training and the CLC exam by the end of October 2024. This is \$13.00/hour - \$12.00/hour less than the doula trainees (who receive \$25/hour for training).

For 18 participants (two participants are doulas and can be sponsored through a different funding source) the total cost would be \$22,500 (assuming all complete the training requirement).

If looking to scholarship additional participants, cost per additional participant would be approximately \$3,300 (employer stipend, learner stipend, and training supplies).

Number of new providers providing lactation services

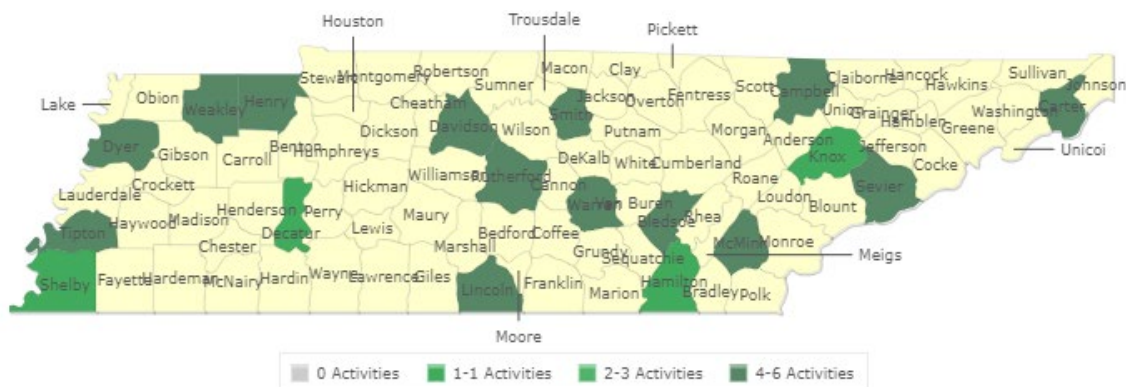
In the Lactation Counselor Training Course (LCTC), there are 20 participants associated with 16 employers. Of these 16 employers, 13 are offering new programs (see below). Two sites (Carter County Health Department and Dayspring Health) currently offer lactation education, but do not have certified staff. One site (Highpoint Health – Riverview) has 1 (one) CLC but is hoping to educate additional staff.

RHA's Workforce Development Coordinator, who is a doula and specializes in RHA's maternal health program, is completing the CLC so that she can supervise and support other CLCs and lead lactation education peer groups.

Applicant Name	Employer	CITY	County	HRSA Rural?	Existing Program Status
Kay Lewis	West TN Healthcare Dyersburg	Dyersburg	Dyer	Yes	New Program
Leah Vaughn	West TN Healthcare Dyersburg	Dyersburg	Dyer	Yes	New Program
Crosley Smith	Ascension Medical Group OBGYN	McMinnville	Warren	Yes	New Program
Megan Hill	Dayspring Health	Jellico	Campbell	Yes	Has Lactation, but not certified
Mary Thompson	West TN Healthcare Volunteer Maternity Center	Martin	Weakly	Yes	New Program
Sabra Gentry	Carthage Family Wellness	Carthage	Smith	Yes	New Program
Courtney Davis	Erlanger Primary Care Bledsoe	Pikeville	Bledsoe	Yes	New Program
Geordan Brown	Erlanger Primary Care Bledsoe	Pikeville	Bledsoe	Yes	New Program
Abby Evans	Highpoint Health - Riverview	Carthage	Smith	Yes	New Program
Morgan Castner	Ascension St. Thomas River Park	McMinnville	Warren	Yes	New program
Michelle Broccoli	Ascension St. Thomas River Park	McMinnville	Warren	Yes	New program
Kaitlyn Tuck	Highpoint Health - Riverview	Carthage	Smith	Yes	Has CLC but expanding
Kelsey Evans	Matthew Walker Comprehensive Health Center	Smyrna	Rutherford	No	New Program
Jennifer Greene	Leconte Women's Healthcare	Seiverville	Seiver	Yes	New Program
Baylee Brewer	HH Lincoln Medical Center	Fayetteville	Lincoln	Yes	New Program
Stephanie White	Baptist Tipton Hospital	Covington	Tipton	Yes	New Program
Leslie Sirmons	Baptist Tipton Hospital	Covington	Tipton	Yes	New Program
Brittany Roundtree	LifeCircle Women's Healthcare - Athens	Athens	McMinn	Yes	New Program
Kayla Adams	TN Department of Health	Elizabethton	Carter	No	Has Lactation, but not certified
Adelie Ward	Rural Health Association of Tennessee	Buchanan	Henry	Yes	New Program

Participant Demographics

Based on the self-reported data in the Lactation Participant forms: 19 (95%) reported being female, 1 did not report; 17 (85%) identified as white, 2 (10%) identified as black, and 1 person did not report; 16 (80%) identified as non-Hispanic, 4 (20%) did not report; 0 reported veteran status; 2 (10%) have high school education, 6 (30%) have some college or an associates, 11 (55%) have a bachelors, and 1 (5%) has a master's level education. Location of all grant activities includes:



Participant Engagement

Typically, each participant would be supported through the course of the training program and the “on-the-job” learning process by RHA’s Workforce Development Coordinator. The Workforce Coordinator has monthly 1:1 meeting with each participant to monitor their progress through training, document progress, and provide additional resources as needed.

In May 2024, RHA’s Workforce Coordinator Adelie Ward collected applications, scheduled and conducted interviews, sent offer letters, collected Workforce Participant forms, and purchased the Lactation Counselor Training Course (LCTC). Ms. Ward will meet again with each participant at the end of June to verify progress before releasing the \$1,250 employer stipend described above.

Since the term of this contract is through December 2024, RHA will monitor progress through a link provided by Health Children Project, Center for Breastfeeding to report progress back to WellPoint and/or TennCare. Additional funding would be needed to support monthly case management through the end of the instructional portion of the training and/or through the International Board-Certified Lactation Consultant (IBCLC) process that required 1,000 hours of lactation consulting in a clinical setting.

Best Practices and Lessons Learned

Most persons willing and able to take the Certified Lactation Consultant (CLC) training and/or work toward a IBCLC credential are already working in a full-time clinical job, many while also caring for families. Six weeks is not enough time to complete a 52-hour course, much less a 95-hour course. A minimum of 6 months is needed to complete the education requirement and at least 1 year is needed to complete the 1,000 hours of lactation education (assuming most CLCs will be spending less than 50% of their time providing lactation education). The Center for Breastfeeding allows 6 months to complete the 95-hour course. The International Board-Certified Lactation Consultant (IBCLC) required 95 hours of education and 1,000 hours of clinical experience to be done in a period of 5 years.

It is too early to determine if the lack of case management will affect the completion rates of the certification program. We are hopeful that by engaging the employer, instead of only the participant, that they will assist in the accountability of the participant to complete the program.

Overall, RHA was surprised by how quickly they received the scholarship applications. We believe this shows the high interest in Certified Lactation Counselor certification and how the time and cost of training is currently a barrier for learners. Since 2021, RHA has offered a virtual “Maternal Health Summit.” We had not planned on hosting this in 2024, however given the high interest in these programs we are reconsidering our plans to, at minimum, share our learnings on the various training paths toward Certified Lactation Educator, Certified Lactation Counselor, and IBCLC.

We appreciate the opportunity to pilot this program and build the capacity of these communities to offer lactation education to expecting mothers.

Enclosed Documents

- Healthy Children Project, Center for Breastfeeding – April 4, 2024, blog post outlining the change in hours for the Certified Lactation Consultant training.
- Healthy Children Project, Center for Breastfeeding – 2-page flyer describing the Certified Lactation Consultant training course.
- Rural Health Association of Tennessee’s Lactation Scholarship promotion.
- Rural Health Association of Tennessee’s Workforce Participant Application
- Rural Health Association of Tennessee’s Lactation Scholarship Application form (for employers and participants).
- Rural Health Association of Tennessee’s Workforce Participant Form.
- Rural Health Association of Tennessee’s Lactation Scholarship Offer Letter.
- Rural Health Association of Tennessee’s Lactation Scholarship Offer Letter Amendment.

Disclaimer

This report was prepared June 6, 2024. It is possible that some projections concerning budget and completion are subject to change.

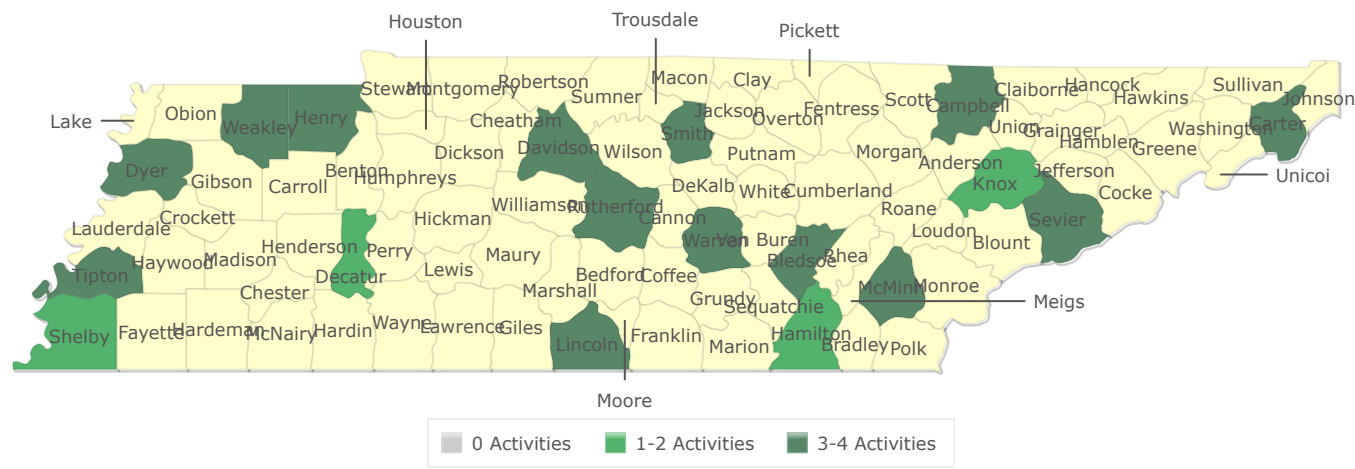
If we are unable to provide the \$1,250 per learner, we can only guarantee and report on completion of 45 hours of lactation education completion, which is the typical time of a Certified Lactation Educator (more restrictive scope of practice and CLC). Lactation Educators are not qualified to lead or facilitate group classes, though they can offer one-on-one education and/or facilitate a peer support group.

TruServe Report

Activities

Dates: March 1st - June 30th, 2024
Programs & Goals: Amerigroup - TennCare Lactation
15 records matched your search
Total time: 72.00 hours

Activities by TN County



Map represents the activities that took place in each county, as well as the activities that involved People/organizations from each county (via webinars, phone calls, etc.) An activity is represented in each county it reached.

Activity List

<u>2023 March - Wellpoint</u> (Grant/Funder Meeting)	Mar 11, 2024
Beth Keylon, Jacy Warrell	
Meeting with Angela Goode to discuss Lactation and Doula work. Referral process.	
<u>2024 - Lactation Grant Update Work Plan</u> (Administration)	Apr 8, 2024
Jacy Warrell	
Lactation Grant Work Plan Update - Follow-up Requested.pdf (1.01 MB) Lactation Project Budget - Updated Work Plan.xlsx (18.89 KB)	
<u>2024 April - Well Point (Formerly Amerigroup)</u> (Grant/Funder Meeting)	Apr 12, 2024
Beth Keylon	
Follow up meeting with Simone Stewart to share some of the ideas and learn how we can support rural health for our fellow Tennesseans. High need for Direct Support Professional (DSP), so a program was developed. She is needing assistance with recruiting 1000 participants across State. Sending flyers for newsletter. Participants get stipends, badging credentials, focus in Shelby (1st pilot) Rutherford, Montgomery, Davidson, Roberson and Sullivan.	
<u>2024 May 6th Membership Meeting with Family Voices of Tennessee</u> (Community/Member Engagement)	May 6, 2024
Allie Haynes, Destiny Shaw	
Allie Haynes and Destiny Shaw met with Family Voices of Tennessee to talk about membership and collaborations across both organizations. Family Voices is apart of the TN Disability Coalition. They are wanting to do rural outreach. Would like connections with TennCare to have flyers be more plain language. Working on a Health Equity Collaborative and Color of Care screening. Also doing outreach focus groups this summer with the the Department of Health around telehealth and broadband.	
<u>2024 May 3rd Membership Orientation</u> (Community/Member Engagement)	May 3, 2024
Missie Babb, Alicia Calloway, Allie Haynes, Kathleen Kennedy, Jessica Limbird, Christin McWhorter, Jessica Quazi, Jessica Rackely, Madison Rymer, Adelie Ward, Jacy Warrell, Becky White	
On May 3rd Jacy Warrell, Chief Executive Officer, led the quarterly membership meeting.	
RHA of TN Member Orientation Meeting - Attendance report 5-03-24.csv.xlsx (16.10 KB)	
<u>2024 May - Pre-Orientation Organizing</u> (Workforce Development)	Jun 6, 2024
Adelie Ward, Jacy Warrell	
Collected applications, entered into tracker, filed, emailed employers to schedule orientations	
<u>2024 May - Orientations</u> (Workforce Development)	May 15, 2024
Adelie Ward, Jacy Warrell	
30 minutes per employer providing orientation.	

<u>2024 May - Offer Letters and Training Purchase</u> <i>(Workforce Development)</i> Adelie Ward, Jacy Warrell Approximately 1 hour per participant preparing offer letter, collected training agreements, purchasing CLC training.	May 17, 2024
<u>2024 June - Report Preparation</u> <i>(Workforce Development)</i> Jacy Warrell Meeting with Angela/Wellpoint. Call with Alicia re: budget. TruServe entry. Report narrative.	Jun 6, 2024
<u>2024 April - Lactation Scholarship Promotion Begins</u> <i>(Outreach and Recruitment)</i> Adelie Ward, Jacy Warrell • Lactation Benefit and Scholarship Promotion.pdf (1.17 MB) • Lactation Counselor-Online-Flyer.pdf (747.80 KB)	Apr 17, 2024
<u>2024 April - RHA Learns of Center for Breastfeeding change in hour requirement</u> <i>(Administration)</i> Adelie Ward, Jacy Warrell • 2024 April - Blog Post RE CLC.pdf (122.44 KB)	May 17, 2024
<u>2024 May - RHA Sends Offer Letters</u> <i>(Administration)</i> Adelie Ward, Jacy Warrell • 6 - Lactation Training Offer.pdf (153.52 KB)	May 10, 2024
<u>2024 May - RHA Sends Offer Letter Amendments</u> <i>(Administration)</i> Adelie Ward, Jacy Warrell • 6.1 - Lactation Training Ammendment.pdf (198.63 KB)	May 20, 2024
<u>2024 April - RHA Receives Group Rate Quote</u> <i>(Administration)</i> Adelie Ward, Jacy Warrell • HCP QUOTE_TNRURAL.pdf (269.67 KB)	Apr 25, 2024
<u>2024 March - RHA Receives Lactation Contract</u> <i>(Administration)</i> Adelie Ward, Jacy Warrell • Doula and Lactation Grant Agreements Received March 11.pdf (1.78 MB)	Mar 11, 2024

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