



Kansas
Breastfeeding
Coalition, Inc.

KANSAS CLINICAL LACTATION SERVICES CODING AND BILLING MANUAL



UPDATED: FALL 2025

DISCLAIMER: The Information contained is provided only as a suggestion of possible use. Many policies, procedures, and codes will vary based on individual health centers, services offered, and individual situations. It is the responsibility of every health center to verify information as it pertains to their own individual organizations prior to using this information.

Copyright © 2025 Kansas Breastfeeding Coalition

Partners in This Work

Kansas Breastfeeding Coalition

The Kansas Breastfeeding Coalition, Inc. (KBC) works to enhance the health and well-being of Kansans by collaborating with individuals, nonprofit organizations, public health agencies, hospitals, and private businesses to promote, protect, and support breastfeeding and human milk feeding. The KBC collaborates with state and local partners to enhance policies, systems, and environments, thereby dismantling barriers and fostering environments that support breastfeeding. Additional information about the KBC and its cross-sector approach to breastfeeding and human milk feeding support can be found on their website by scanning the QR code.

Wichita State University Community Engagement Institute

WSU Community Engagement Institute (WSU CEI) brings to this project a 10-year history of creating billing resources for local health departments in Kansas. WSU CEI understands how health care entities navigate the billing system, the workforce challenges facing Kansas communities, and the steps needed to expand access to lactation counselors across all Kansas counties, from urban to frontier.

MGDC Partners

MGDC Partners works to develop innovative policies and explain them to any audience. They are expert writers and analysts who distill complex policy ideas into clear messages that compel action.

Voices for Healthy Kids

Voices for Healthy Kids, an initiative of the American Heart Association, works around the country to improve or create policies that help make the places kids live, learn, or play healthier. This manual was funded in part by a grant from Voices for Healthy Kids. The contents of this resource do not necessarily reflect the views of Voices for Healthy Kids or the American Heart Association. We thank Voices for Healthy Kids for making it possible to share this information with the lactation and healthcare fields.

Subject Matter Expert Reviewers

- Jessica Goodman, IBCLC, Finney County Health Department
- Stephanie Henry, IBCLC, Neosho County Health Department
- Maria Hensley, PCMH CCE, Community Care Network of Kansas
- Maria Salas, Sunflower Health Plan

KBC Lactation Billing Cohort

For the past three years, the KBC Lactation Billing Cohort has met monthly. This group has grown from the original group of eight to over 80. Thanks to the lactation experts and their “billing buddies” for sharing their experiences filing successful claims for insurance payment. We appreciate your insights which have helped us learn along the way.

Introducing the KBC Lactation Billing Manual

The Kansas Breastfeeding Coalition (KBC) seeks to improve the health and well-being of Kansans by working collaboratively with community members to promote, protect, and support breastfeeding and human milk feeding in Kansas. Formed in 2008, they built a system to offer learning opportunities for breastfeeding, childcare, clinical lactation, webinars on current events and an annual statewide conference. Their work supports the over 90% of Kansas families seeking to breastfeed.

KBC is ready to take the next step in their work; the creation of a KBC Lactation Billing Manual. This manual will cover a variety of lactation support providers seeking reimbursement for lactation counseling services in different settings. These include Local Health Departments, hospitals (outpatient), physician offices, and Federally Qualified Health Centers (FQHC). The KBC Lactation Billing Manual will have specific background and importance information for each of these entities and will be usable by both the clinical and billing staff.

We hope that you will find the following information an important part of your billing journey. If you have suggestions about the information, please contact info@ksbreastfeeding.org.

Key points the manual will address:

- How billing insurances, including Medicaid, for lactation services varies by setting (i.e., health department, hospital, clinics, federally qualified health centers).
- What lactation support provider credentials are required by specific payors for reimbursement of lactation services.
- The current environment for Medicaid agencies in the United States to provide payment for lactation support.
- Details for successful reimbursement for lactation services in Kansas by location of the service which include Local Health Departments, Federally Qualified Health Centers, hospital outpatient services, and private practice providers.

QR Code

Referenced sources, links and other resources can be found by scanning this QR code which will appear throughout the Lactation Billing Manual.

RESOURCES



Disclaimers

Contract provisions between health care entities and third-party private payers contain confidential and proprietary information that prohibits dissemination, distribution, or disclosure of reimbursement rates to any external parties which are not required for audit compliance.

Copyright disclosure Current Procedural Terminology (CPT®) copyright 2025 American Medical Association (AMA). All rights reserved. CPT® is a registered trademark of the AMA.

Table of Contents

Partners in This Work	2
Introducing the KBC Lactation Billing Manual	3
QR Code.....	3
Disclaimers	3
Lactation Billing Manual.....	6
Kansas Perspective.....	6
National Medicaid Lactation Coverage Policy Research and State Examples	8
Eligible Services	12
Lactation Consultation Definition	12
Components of Lactation Support Visit in Kansas	12
Who Can Provide the Service	12
Certification to Become a Lactation Support Providers (LSP)	13
Additional Certification Sources.....	13
Locations	14
Medicaid Reimbursement for Families in Kansas	14
Find Reimbursement Rates.....	14
Additional Notes	14
Common Coding.....	16
CPT Codes	16
CPT Codes – Nonclinical Provider	17
HCPCS Codes.....	17
Modifiers	18
Location of Service	18
Telehealth	18
ICD-10 Codes	18
Supply & Replacement HCPCS Codes	19
Billing by Service Setting in Kansas	20
Federally Qualified Health Centers (FQHCs).....	21
Introduction & Background	21
Billing Codes	21
Provider Type	22
National Provider Identifier (NPI).....	22
Location of Service	22
Telehealth	22
Revenue Codes.....	23
Forms	23
Hospitals - Outpatient.....	23



Introduction & Background:	23
Billing Codes	24
Provider Type	25
National Provider Identifier (NPI)	25
Location of Service	25
Telehealth	25
Revenue Codes.....	25
Forms	25
Local Health Department (LHD)	26
Introduction & Background	26
Billing Codes.....	26
Provider Type	26
National Provider Identifier (NPI).....	27
Location of Service	27
Telehealth	27
Revenue Codes.....	27
Forms	27
Private Practice Providers	28
Billing Codes	28
Provider Type	29
National Provider Identifier (NPI)	29
Location of Service	30
Telehealth	30
Revenue Codes.....	30
Forms	30
Appendix	31
1. Lactation Support Provider (LSP) Descriptors	32
2. Credentials – Breastfeeding/Lactation Educator/Counselor.....	34
3. Definitions.....	35

Lactation Billing Manual

Kansas Perspective

Rationale:

Breastfeeding is well established by research as providing optimal health outcomes for both mother and child. It is linked to reduced infant mortality and improved maternal mental health. Yet breastfeeding is too often considered an individual lifestyle choice made by parents, rather than the public health imperative that it is—families face structural barriers that remove the choice to breastfeed. Increasing rates of breastfeeding initiation and duration, as well as eliminating disparities, requires removing these structural barriers.

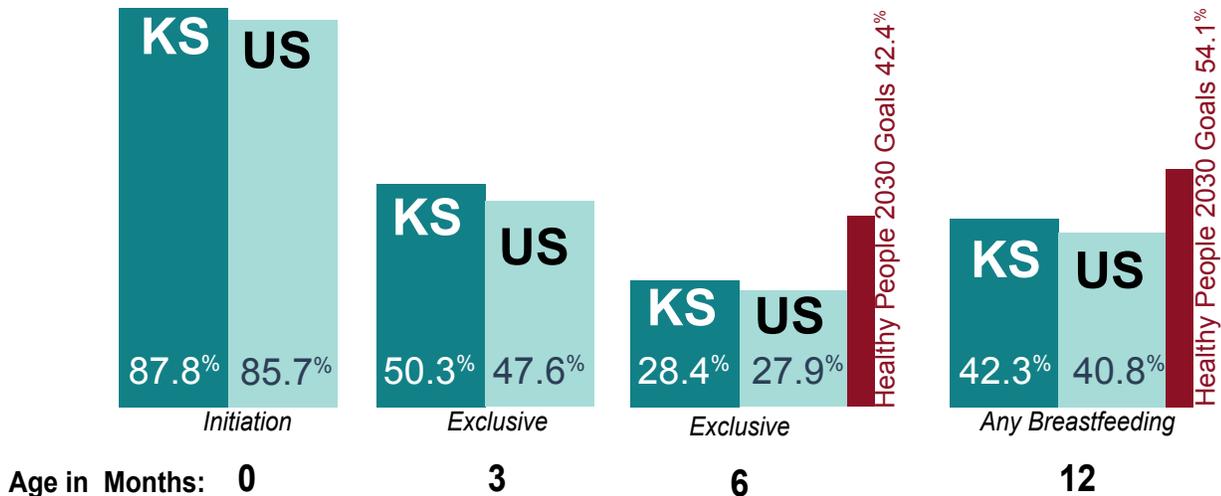
One of the institutional barriers to breastfeeding is insurance coverage for lactation consults. Since the implementation of the Affordable Care Act (ACA), breastfeeding services and supplies are supposed to be covered by insurance at no cost share by the patient. However, insurance reimbursement remains challenging for most hospitals, clinics, local health departments, and individual lactation support providers due to the lack of clarity about who can provide the services and how to successfully bill insurance and Medicaid.

This results in hospitals and local health departments providing free outpatient lactation services because billing insurance, including state Medicaid programs, is too complicated. Federally Qualified Health Centers (FQHC) face additional challenges in billing for lactation services. It is unclear how they fit into current reimbursement policies, including the current Kansas Medicaid lactation counseling policy. This loss of revenue leaves “pro bono” outpatient lactation support vulnerable to closures when budgets are tight. It leaves money on the table for public health programs in need of revenue. It leaves families to either pay cash for lactation services or seek care from volunteer organizations when their local hospital or health department cannot sustain free lactation care.

To make lactation support more accessible, optimal insurance billing practices for lactation services must be determined. Lactation services can be sustained when they generate revenue for health systems and public health. Fiscally sound outpatient lactation support will result in more families accessing lactation care and more individuals being able to make a career in providing lactation care.

Breastfeeding Data:

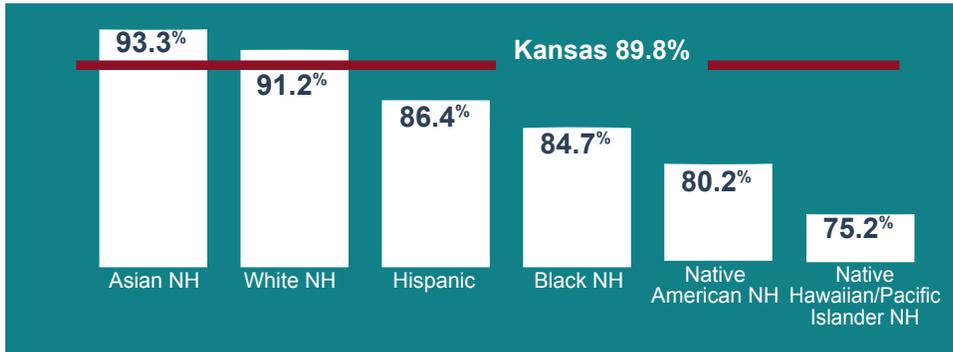
Nearly 90% of families in Kansas want to breastfeed their new baby, yet less than one in three babies are still breastfeeding exclusively at 6 months of age. This is well below the Healthy People 2030 goal of 42.4%. (*State of Breastfeeding in Kansas, 2025*)



Source: CDC's National Immunization Survey, babies born 2022

While breastfeeding rates in Kansas are on the rise, a “rising tide” does not raise all boats. Disparities persist. Kansas birth certificate data for the period of 2021-2023 shows breastfeeding initiation rates for Black families were 5.1% lower than the state average, 84.7%, and 89.8%, respectively. Even larger disparities exist for Native Hawaiian/Pacific Islander families (14.6%) and Native American families (9.6%). This suggests a need for targeted investments to address the systemic inequities underlying these disparities in breastfeeding rates. For more information about disparities in breastfeeding rates in Kansas, scan the QR code.

RESOURCES



KANSAS BREASTFEEDING INITIATION RACE AND ETHNICITY

Note: NH=non-Hispanic Source: Birth Certificate Data, 2021-2023, Bureau of Epidemiology and Public Health Informatics, Kansas Department of Health and Environment

50-State Medicaid Scan:

This manual presents a 50-state scan of Medicaid coverage for lactation services, including billing codes and fee payments, offering valuable insights that can inform policy and practice in other states. By understanding the variations in coverage, reimbursement rates, and service inclusivity, states can identify areas for improvement, adopt best practices, and work towards providing more equitable and comprehensive lactation support.

States with more comprehensive coverage can serve as models for others looking to expand their Medicaid benefits. Advocates in states with limited coverage can utilize data from these states to advocate for similar improvements in their regions. Insights from the scan can inform policymakers in states with limited coverage on how to adjust their Medicaid policies. States with lower rates or limited coverage may need to address these issues to improve provider availability. The scan can highlight practices and common challenges across states, encouraging the development of standardized billing procedures and protocols that streamline the process and improve consistency.

National Medicaid Lactation Coverage Policy Research and State Examples

Medicaid lactation coverage policy in all 50 states were scanned to identify trends in state policy choices, such as covering certain lactation service providers, setting reimbursement rates, defining where lactation care can be provided, prior authorization requirements and benefit limits. The scan results are up to date as of April 1, 2025. View the spreadsheet by scanning the QR code.

The scan focused on Medicaid coverage because of its outsized role in pregnancy, birth, and postpartum care coverage. In 49 states and Washington, D.C., including Kansas, Medicaid covers prenatal care, labor and delivery, and postpartum care—including lactation services—through 12 months after the end of pregnancy.¹ Medicaid is also the largest single source of coverage for maternity care.²

Each year, Medicaid covers roughly 4 in 10 births in the U.S., and in several states, it's more than half of all births covered each year.³ In Kansas, Medicaid covered 31.3% of births in 2023.⁴

Prioritizing policies that expand access to lactation services in Medicaid ensures that a significant share of mothers and babies will be able to start their life together with the choice and chance to breastfeed in a way that fits their needs.

Our 50-state scan results show that states are taking action to expand access to lactation services in Medicaid primarily by targeting two priorities: increasing access to lactation care for patients and reducing administrative burden for providers. Examples of state policy efforts that reflect each priority, as well as specific state highlights, are detailed below.

- I. **Increasing Access to Lactation Care: Allowing IBCLCs to practice and bill as independent providers.** Care providers who have earned the credential of International Board Certified Lactation Consultant (IBCLCs) have the highest level of lactation care training and are broadly recognized as the provider type best equipped to individualize care. Increasingly, states are naming IBCLCs in Medicaid state plan amendments as a type of provider who can deliver lactation services under the supervision of a licensed provider, or in some cases, allowing IBCLCs to practice on their own without the supervision of a licensed health care provider. Lessening the supervision requirements allows for greater access to care provided by lactation consultants and reduces administrative barriers. (Links to State Plan Amendments can be found using the QR Code.)

- ◆ Vermont added IBCLCs as Medicaid-eligible providers in its 2018 approved Medicaid state plan amendment.
- ◆ In Tennessee, IBCLCs are Medicaid eligible providers and they can provide lactation services without the supervision of a licensed provider.

Covering for a broad range of lactation service providers. In addition to IBCLCs, there are many other types of certifications available for lactation support. Depending on their level of expertise these individuals may need more supervision than IBCLCs. Medicaid agencies can create policies that allow for multiple types of lactation providers, while still maintaining high-quality patient care and supervision where necessary. (Links to State Plan Amendments can be found using the QR code.)

- ◆ In Tennessee, Certified Lactation Consultants (CLCs) and Certified Lactation Educators (CLEs) can provide lactation services to Medicaid-enrolled mothers and babies, but must be under the supervision of a Doctor of Medicine (MD), Doctor of Osteopathic Medicine (DO), Physician Assistant (PA), Nurse Practitioner (NP), Certified Nurse-Midwife (CNM) or IBCLC.
- ◆ New Mexico requires that lactation service providers hold an “approved national certification” and be licensed through their State Board of Nursing.

1 <https://www.kff.org/medicaid/issue-brief/medicaid-postpartum-coverage-extension-tracker>

2 <https://www.kff.org/medicaid/issue-brief/5-key-facts-about-medicaid-and-pregnancy>

3 <https://www.kff.org/medicaid/issue-brief/5-key-facts-about-medicaid-and-pregnancy>

4 <https://www.kff.org/womens-health-policy/state-indicator/births-by-source-of-payment-for-delivery/?currentTimeframe=0&sortModel=%7B%22collId%22:%22Location%22,%22sort%22:%22asc%22%7D>

II. Reducing Administrative Burdens for Lactation Care Providers

Adding lactation coverage to the Medicaid state plan (14 states)

- ◆ While lactation services are technically covered in all state Medicaid programs, adopting a state plan amendment to define the lactation services and the care providers permitted to bill for them creates clarity and awareness of lactation services as a critical part of perinatal and early childhood health care.
- ◆ Since 2018, Centers for Medicare and Medicaid Services (CMS) has approved 14 states' requests for a state plan amendment to explicitly name lactation as a covered service in Medicaid and specify the providers eligible to provide services. CMS has authorized lactation coverage using the ACA's preventive services authority, which allows for non-licensed providers to deliver services recommended by a licensed provider.

Streamlining coverage of lactation services. States have taken several steps to reduce administrative barriers that may impede access to lactation services in Medicaid. Recent examples include:

- ◆ Illinois established a statewide standing order from the Medicaid medical director to cover lactation services for any eligible person, without prior authorization or recommendation requirements.

Reimbursing both S9443 and S9445 codes. The 50-state policy research scan showed that state Medicaid agencies primarily use the HCPCS codes S9443 and S9445 to specifically cover lactation services. The code S9443 covers lactation classes provided by a non-physician provider, and is often used to cover group-based lactation care. The S9445 code is used to cover individual patient education services delivered by a non-physician provider, which includes individual lactation support.

- ◆ As of April 1, 2025, there were 8 states that cover both S9443 and S9445: Colorado, Washington, DC, Georgia, Iowa, Missouri, New Jersey, Vermont, Virginia.
- **Reimbursing at or above the national median rate for S9443 and S9445 codes.** Research shows that increasing Medicaid reimbursement rates is associated with increased access to care.⁵ States working to increase access to lactation support services in Medicaid can set their own rates with the national median in mind.
- ◆ The research shows that for the 16 states that cover the S9443 code, the national median reimbursement rate, as of April 1, 2025, was \$50.98.
 - ◆ Of the 14 states that cover the S9445 code, the national median reimbursement rate, as of April 1, 2025, was \$38.05.

For more information, including the
50-State Medicaid Spreadsheet,
scan the QR code.

RESOURCES





Eligible Services

Lactation Consultation Definition

Source: Women's Preventative Services Initiative (WPSI) 2021 Coding Guide for Breastfeeding Services & Supplies, 2021; WPSI 2023-2024 Coding Guide, 2023

Lactation Support Providers (LSP) provide a wide variety of services which can include:

- Services Provided – The LSP should provide consultation, counseling and psychosocial support, education by clinicians and peer support services, and/or breastfeeding equipment and supplies. All services shall be respectful, appropriately patient centered, culturally and linguistically competent, and sensitive to those who are having difficulty with breastfeeding, regardless of the cause.
- Period of Care – Services can be provided from the antenatal (when you find out you are pregnant), perinatal (shortly before and after birth), and postpartum (following childbirth) phases.
- Outcomes – The mothers/families will ensure successful preparation, initiation and continuation of breastfeeding. The KBC recommends breast milk as the primary form of nutrition for all babies within the first six months, and as a supplemental form of nutrition for up to two years with other foods.

LSP can provide referrals for supplies which include (but are not limited to) breastfeeding equipment and supplies, double electric breast pumps (including parts and maintenance), and breast milk storage supplies. Access to double electric breast pumps should be based on optimization of breastfeeding and not predicated on prior failure of a manual pump.

Components of Lactation Support Visit in Kansas

Source: KMAP General Bulletin 18189 UPDATED – Lactation Counseling, 2018

For Medicaid payments, the service includes a face-to-face visit of no less than 30 minutes that involves the following:

- A comprehensive feeding assessment related to lactation.
- Interventions including positional techniques, proper latching, and counseling.
- Community support information
- Evaluation of interventional outcomes
- Physicians can bill under the appropriate office visit evaluation and management (E&M) code.

Who Can Provide the Service

Source: WPSI 2021 Coding Guide for Breastfeeding Services & Supplies, 2021

Clinicians and individuals who have completed lactation certification courses are able to file successful billing claims. Dependent upon your workforce, they may include:

- Lactation consultants
- Breastfeeding counselors
- Certified by International Board Certified Lactation Consultants (IBCLC)
- Certified midwives
- Certified nurse-midwives
- Certified Professional Midwives
- Nurses
- Advanced practice providers (e.g., physician assistants and nurse practitioners)
- Physicians

Certification to Become a Lactation Support Providers (LSP)

Source: U.S. Breastfeeding Committee, updated April 2024

The different certifications come with a myriad of letters to designate their distinctions. Some of them are:

- International Board Certified Lactation Consultants (IBCLC)
- Certified Lactation Counselor (CLC)
- Advanced Lactation Consultant (ALC)
- Advanced Nurse Lactation Consultant (ANLC)
- Certified Lactation Counselors (CBS)
- Indigenous Lactation Counselor
- Military Lactation Counselor (MLC)
- Certified Lactation Educators (CLE)
- Community Lactation Educators LE(C)

Please note that the “gold standard” is achieving the International Board Certified Lactation Consultants (IBCLC). This certification requires 95 lactation-specific didactic hours plus 300-1000+ hours of clinical practice (depending upon the pathway chosen). Pathways include being recognized as a health professional or breastfeeding support counselor, accredited lactation academic programs, or mentorship with another IBCLC.

For Medicaid billing in **Kansas**, all lactation support must be offered by either:

- Physicians, certified nurse midwives (CNMs), nurse practitioners (NPs), physician assistants (PAs) and Local Health Departments (LHDs) who have training and experience providing medical lactation services.
- International Board-Certified Lactation Consultants (IBCLCs) who are employed by the physician or physician group.

Source: KMAP General Bulletin 18189 UPDATED – Lactation Counseling, 2018

See the Appendix for “Lactation Support Provider (LSP) Descriptors,” created by the U.S. Breastfeeding Committee (updated April 2024). The table contains a column to help you choose the right consultant for each category of service. Consultants include lactation consultants (IBCLC, ALC, ANLC), breastfeeding counselors (CBS, CLC, and those serving indigenous and military families), breastfeeding peer counselors, and lactation educators (CLE, LE(C)). Of note is that the CLC certification comes from the American National Standards Institute (ANSI), but the program is supported by Academy of Lactation Policy (ALPP). (Source: U.S. Breastfeeding Committee)

It is important to understand the difference between a lactation consultant and a lactation educator. The first, a lactation consultant, has a background in providing direct information about how to breastfeed. The second, a lactation educator, has a background in educating the public on proper breastfeeding techniques. Both are very important, yet very different certifications to achieve.

Additional Certification Sources

Source: KBC Credentials – Breastfeeding/Lactation Educator/Counselor, Jan 2025

There are additional certification providers in the United States. See the attachments for “Credentials – Breastfeeding/Lactation Education/Counselor” prepared by KBC (updated Jan 2025). This table shows the link between the credential name, or the letters after your name, and the credentialing source. For example, Breastfeeding Counselor (BC) is a certification from Georgia Northwestern Technical College.

This table also includes hours of education and if the coursework is available on-line or in person only. (Source: Breastfeeding Lactation-Credentials, available by scanning the QR code)

RESOURCES



Locations

Source: KMAP General Bulletin 18189 UPDATED – Lactation Counseling, 2018

Medical lactation services may be provided in the following locations:

- Hospital outpatient clinics
- Physician or medical diagnostic clinics
- Physician Offices
- Local Health Departments who have training and experience providing lactation services.
- International Board Certified Lactation Consultants (IBCLCs) who are employed by the physician or physician group. This applies to FQHCs in the state of Kansas.

Medicaid Reimbursement for Families in Kansas

Source: KMAP General Bulletin 18189 UPDATED – Lactation Counseling, 2018

- Lactation counseling services are primarily intended for mothers with children from birth to 90 days old (postpartum or corrected for gestational age). However, it may be available for mothers with children up to 21 months old when medically necessary.
- There is a limit of five counseling sessions per child, and each session can last up to 90 minutes. This service limit may be exceeded based on medical necessity.

Find Reimbursement Rates

All information listed in this manual is for reference and suggestions only. Please review all requirements for service and documentation prior to utilizing any listed CPT, HCPCS, or ICD-10 codes.

- Medicaid: Kansas Medicaid Assistance Program (KMAP) which oversees Medicaid payments encourages representatives from each location to check the reimbursement rates on a monthly basis to be aware of the most current information. Scan the QR code for more information.
- Private Insurance: Reimbursement rates should be cited in your annual contractual agreement, or in subsequent communications with each company. Maintain an active relationship with your insurance representative to keep this line of communication open throughout the year. Open communication can help foster any increased reimbursement amounts in the future.

Additional Notes

Source: WPSI 2021 Coding Guide for Breastfeeding Services & Supplies, 2021

- Billing considerations - Routine lactation counseling is considered part of the global obstetrics package for postpartum services and is, therefore, not reported separately. Only codes for complications, illness or disease can be excluded from routine postpartum care and billed in addition to global services. However, different payers have varying policies on whether they will reimburse for this service during the postpartum period. It is advisable to check with individual payers for their specific policies and to obtain those instructions in writing.
- Seeing more than one LSP - Depending on specific payer global obstetrics reimbursement policies, antepartum counseling may also be reported. If the counseling is reportable outside the global obstetrics package, you may consider billing the visits as follows:
 - ◆ Physician plus Lactation Counselor – Report a single Evaluation and Management (E/M) code. The code level selected would be based on the combined level of service by the two providers and supported by adequate documentation.

- 
- ◆ Lactation Counselor Only – If seeing only the licensed nonphysician practitioners (e.g., physician assistant (PA), nurse practitioner (NP), registered nurse (RN)), it may be appropriate to report E/M code 99211. This code is for office or other outpatient visit for the evaluation and management of an established patient that may not require the presence of a physician or other qualified health care professional.
 - ◆ CPT code 98960 (enter description) could be reported for education and training of patients for self-management, if all components of the code were performed and documented by the NPP.
 - ◆ Group visits
 - CPT code 98961 (enter description)
 - CPT code 98962 (enter description)

Common Coding

CPT Codes

Source: KBC Billing cohort Track Record number 2

CPT	Descriptor	Time	Notes
99013	New patient	30-44 min	
99014	New patient	45-59 min	
99015	New patient	60-74 min	
99201	DELETED in 2022		
99202	Physician office/clinic office visit, new patient	15-29 min	
99203	Physician office/clinic office visit, new patient	30-44 min	
99204	Physician office/clinic office visit, new patient	45-59 min	
99205	Physician office/clinic office visit, new patient	60-74 min	Complex cases*
99211	Office or other outpatient visit	5 min	Commonly used by RN
99212	Physician office/clinic office visit, established patient	15-19 min	
99213	Physician office/clinic office visit, established patient	20-29 min	
99214	Physician office/clinic office visit, established patient	30-39 min	
99215	Physician office/clinic office visit, established patient	40-54 min	
99243	Physician office/clinic consultation, new patient	15 min	All require referral, rendered case, and reporting back to referring provider.
99244	Physician office/clinic consultation, new patient	30 min	
99245	Physician office/clinic consultation, new patient	45 min	
99401	Preventive medicine, out-patient hospital/home/physician office/clinic	15 min	These codes are preferred by WPSI. Does not require a co-payment since it is a preventive medicine code.
99402	Preventive medicine, out-patient hospital/home/physician office/clinic	30 min	
99403	Preventive medicine, out-patient hospital/home/physician office/clinic	45 min	
99404	Preventive medicine, out-patient hospital/home/physician office/clinic	60 min	
99411	Preventive medicine, group setting, out-patient hospital/home/physician office/clinic	30 min	
99412	Preventive medicine, group setting, out-patient hospital/home/physician office/clinic	60 min	
98960	Training for patient self-management		See Notes**
97802- 97	Registered Dietitian codes for Medical Nutrition Therapy		KS Medicaid; bill child only, not covered for adults

* CPT Code 99205 represents a new patient evaluation and management service, specifically for visits of high complexity. This code, along with others in the 99202-99205 range, will continue to be used in 2025, but may also be reported with the new telemedicine codes. It does not appear to be covered by Kansas Medicaid.

**CPT Code 98960 represents education and training for patient self-management by a qualified, non-physician health care professional, can be used with preventative codes in certain situations. Specifically, when a patient receives preventative services and also requires additional education or training on self-management of a condition, both codes can be billed potentially with a modifier like 25 to indicate a significant, separately identifiable service. However, there must be documentation of the preventative visit and the education. Many providers like to use two separate notes when documenting the visit (preventative note, education note) to demonstrate evidence that these are two separate activities.

CPT Codes – Nonclinical Provider

Source: WPSI 2021 Coding Guide for Breastfeeding Services & Supplies, 2021

96156	Health behavior assessment, or reassessment (i.e., health focused clinical interview, behavioral observations, clinical decision making)	Single, untimed code billed once per day, regardless of time spent, for patients with a primary diagnosis related to physical health.
96158	Health behavior intervention, individual, face-to-face	30 min
96159	Health behavior intervention, individual, face-to-face (List separately in addition to code for primary service)	Additional 15 min
96164	Health behavior intervention, group (2 or more patients), face-to-face	30 min
96165	Health behavior intervention, group (2 or more patients), face-to-face (List separately in addition to code for primary service)	Additional 15 min
96167	Health behavior intervention, family (with the patient present), face-to-face	Initial 30 min
96168	Health behavior intervention, family (with the patient present), face-to-face (List separately in addition to code for primary service)	Additional 15 min
96170	Health behavior intervention, family (without the patient present), face-to-face	30 min
96171	Health behavior intervention, family (without the patient present), face-to-face (List separately in addition to code for primary service)	Additional 15 min

HCPCS Codes

Source: WPSI 2021 Coding Guide for Breastfeeding Services & Supplies, 2021

If your payer accepts HCPCS Codes, report this code:

S9443	Lactation classes, nonphysician provider, per session
S9445	Patient education, not otherwise classified, non-physician provider, individual, per session

Modifiers

Source: WPSI 2021 Coding Guide for Breastfeeding Services & Supplies, 2021

A modifier is a two-character tied to a CPT code or HCPCS code. For LSP services:

33	When used with a CPT code, it indicates that a service is a preventive service and is being provided in accordance with the Affordable Care Act (ACA)'s guidelines for preventive care coverage. It signifies that the service is covered without patient cost-sharing, such as deductibles, copayments or coinsurance.
-----------	---

Location of Service

Source: WPSI 2021 Coding Guide for Breastfeeding Services & Supplies, 2021

11	Office
12	In home

Telehealth

Source: WPSI 2021 Coding Guide for Breastfeeding Services & Supplies, 2021

02	Telehealth other than in the patient's home
10	Telehealth in patient's home

ICD-10 Codes

Sources: WPSI 2021 Coding Guide for Breastfeeding Services & Supplies, 2021 and KBC Lactation Billing Manual

Mother codes:

O91.02	Infection of nipple associated with puerperium	Mother
O91.03	Infection of nipple associated with the lactation	Mother
O91.12	Abscess of breast	Mother
O91.13	Abscess of breast associated with lactation	Mother
O91.22	Nonpurulent mastitis associated with the puerperium	Mother
O91.23	Nonpurulent mastitis associated with lactation	Mother
O92.03	Retracted nipple associated with lactation	Mother
O92.13	Cracked nipple associated with lactation	Mother
O92.29	Other disorders of breast associated with pregnancy and the puerperium	Mother
O92.3	Agalactia	Mother
O92.4	Hypogalactia	Mother
O92.5	Suppressed lactation	Mother
O92.6	Galactorrhea	Mother
O92.70	Unspecified disorders of lactation	Mother
O92.79	Galactocele (Other disorders of lactation)	Mother
Q83.8	Other congenital malformation of breast	Mother
R20.3	Hyperesthesia (burning)	Mother
B37.2	Candidiasis of skin and nail	Mother

L01.00	Impetigo, unspecified	Mother
Z39.1	Encounter for care and examination of lactating mother	Mother

Baby Codes:

P92.09	Other vomiting of newborn	Baby
P92.2	Slow feeding of newborn	Baby
P92.3	Underfeeding of newborn	Baby
P92.5	Neonatal difficulty in feeding at breast	Baby
P92.6	Failure to thrive in newborn	Baby
P92.8	Other feeding problems of newborn	Baby
P92.9	Feeding problem of newborn, unspecified	Baby
R10.83	Colic	Baby
R63.4	Abnormal weight loss	Baby
R63.5	Abnormal weight gain	Baby
R63.6	Underweight	Baby
R68.11	Excessive crying of infant	Baby
R68.12	Fussy Infant	Baby
Q38.1	Ankyloglossia	Baby
Q38.5	Congenital malformations of palate (high arched palate)	Baby

Supply & Replacement HCPCS Codes

Source: WPSI 2021 Coding Guide for Breastfeeding Services & Supplies, 2021

E0602	Breast pump, manual, any type
E0603	Breast pump, electric (AC and/or DC), any type
E0604	Breast pump, hospital grade, electric (AC and/or DC), any type
A4281	Tubing for breast pump, replacement
A4282	Adapter for breast pump, replacement
A4283	Cap for breast pump bottle, replacement
A4284	Breast shield and splash protector for use with breast pump, replacement
A4285	Polycarbonate bottle for use with breast pump, replacement
A4286	Locking ring for breast pump, replacement
A4287	Disposable collection and storage bag for breast milk, any size, any type, each not required by be covered by ACA.

Additional Resources for Lactation Billing

Access a list of additional resources by scanning the QR code.

RESOURCES



Billing by Service Setting in Kansas

This section includes billing information for each of the service settings which include:

- Federally Qualified Health Centers (FQHC)
- Hospitals (Outpatient)
- Local Health Departments (LHD)
- Private Practice Providers



Federally Qualified Health Centers (FQHCs)

Introduction & Background:

Federally Qualified Health Centers (FQHCs) are organizations that provide services in situations where healthcare is difficult to access. They serve anyone in the community and are especially designed to serve individuals without health insurance and/or living in rural and underserved areas. FQHCs utilize a sliding fee scale and receive federal grant funding. To note, FQHC Look-Alikes must meet all the requirements of a FQHC, but do not receive federal funding.

RESOURCES



A map of FQHC locations is available on the Community Care Network of Kansas website (scan the QR code for the link).

Of those locations, only a small number currently provide lactation consultation services and successfully submit billing claims. Kansas Medicaid does not allow FQHCs to bill for lactation consultation unless provided by an IBCLC (scan the QR code for *KMAP General Bulletin 18189 Updated - Lactation Counseling*) or a qualified healthcare provider (see definitions below). This is an advocacy opportunity recognizing that FQHCs serve families who can ideally benefit in areas of health, education, and community wellbeing of creating an environment which supports breastfeeding.

The number of clinics interested in providing lactation support services is continuing to grow. More employees are seeking certification or training to provide this important lactation counseling service for the families they see.

Billing Codes:

Medicaid				
Service Description	HCPCS Code	ICD-10 Code	Modifier	Provider
Lactation classes, non-physician provider, per session	S9443			RN or provider
Private Insurance				
Service Description	CPT Code	ICD-10 Code	Modifier	Provider
Physician office/clinic office visit, new patient (15-29 min)	99202			Provider
Physician office/clinic office visit, new patient (30-44 min)	99203			Provider
Physician office/clinic office visit, new patient (45-59 min)	99204			Provider
Office or other outpatient visit (5 min)	99211	Z39.1	33	RN or provider
Physician office/clinic office visit, established patient (15-19 min)	99212			
Physician office/clinic office visit, established patient (20-29 min)	99213			
Physician office/clinic office visit, established patient (30-39 min)	99214			
Physician office/clinic office visit, established patient (40-54 min)	99215			
Preventive individual counseling (approx. 15 min)	99401	Z39.1	33	RN or provider
Preventive individual counseling (approx. 30 min)	99402	Z39.1	33	RN or provider

Preventive individual counseling (approx. 45 min)	99403	Z39.1	33	RN or provider
Preventive individual counseling (approx. 60 min)	99404	Z39.1	33	RN or provider
Training for patient self-management	98960			CHW, RN or provider
Registered Dietician codes for Medical Nutrition Therapy	97802-97			Registered Dietician

*** Additional ICD-10 codes are available in the main guide. These must come from a licensed provider who has seen and diagnosed the issue. Providers include MD, DO, NP/DNP, PA. ***

Provider Type:

- Medicaid Reimbursement – Medical Lactation Services provided by either:
 - Physicians, certified nurse midwives (CNMs), nurse practitioners (NPs), physician assistants (PAs), and Local Health Departments who have training and experience providing medical lactation services.
 - International Board Certified Lactation Consultants (IBCLCs) who are employed by the physician or physician group.

Source: *KMAP General Bulletin 18189 Updated - Lactation Counseling*

- Private Insurance – All private insurance plans vary in their size and scope of lactation service coverage. These plans are offered to employees of companies, marketplace policies, and short-term health insurance. Many insurers require providers to hold additional medical credentials (e.g., registered nurse (RN), nurse practitioner (NP), physician), along with IBCLC certification. Check with the insurance provider before filing claims to be certain it will be successful.

National Provider Identifier (NPI)

- Place of Service (POS) is “50” for FQHC.
- Bill under the provider’s NPI.
- NOTE: Some variations are in place for private insurance companies (e.g., billing by a non-RN IBCLC). Get advice before filing those claims to ensure all information is included.

Location of Service

Source: WPSI 2021 Coding Guide for Breastfeeding Services & Supplies, 2021

11	Office
12	In home

Telehealth

Source: WPSI 2021 Coding Guide for Breastfeeding Services & Supplies, 2021

02	Telehealth other than in the patient’s home
10	Telehealth in patient’s home

NOTE: For private insurance claims, check with each provider in advance of filing the claim. Rules for telehealth can vary by provider.

Revenue Codes

- Medicaid: Kansas Medicaid Assistance Program (KMAP) encourages representatives from each location to check the reimbursement rates on a monthly basis to be aware of the most current information. (Scan the QR code to search).
- Private Insurance: Reimbursement rates should be cited in your annual contractual agreement, or in subsequent communications with each company.

Forms

- HCFA 1500 - used by providers at FQHCs.
- NOTE: For private insurance claims for Medicare reimbursement only, check with each provider in advance of filing the claim. Rules can vary by provider.

Hospitals - Outpatient

Introduction & Background:

Kansas hospitals and birth centers play a crucial role in supporting breastfeeding initiation and helping mothers continue to successfully breastfeed after leaving the facility.

The Kansas Hospital Association reports there are 123 member hospitals in their organization (scan the QR code for a list). According to the Preliminary Birth Report Kansas, in 2023 there were 34,039 births to Kansas resident mothers. Most of these babies were born in Kansas hospitals. Unfortunately, this reflects a 1.0% decrease from 2022, and a continuation of the generalized decline in live births over the last 20 years. (Scan the QR code for the report.)

That said, the 2024 Kansas state report of the Maternity Practices in Infant Nutrition and Care (mPINC), created by the Centers for Disease Control (CDC), is a national data source showing how hospitals provide education and discharge planning for breastfeeding mothers. The Kansas mPINC report states that 91% of all patients receive the “hospital’s discharge support to breastfeeding mothers including in-person follow-up visits/appointments, personalized phone calls, or formalized, coordinated referrals to lactation providers.” (Scan the QR code for the report.)

Vulnerability for small community hospitals serving rural and frontier Kansas communities is a common theme. While this manual content is centered on Medicaid and third-party payer reimbursement of lactation consultation, it is important to understand that hospitals are dependent upon a mixture of funding to ensure they can still provide care.

Breastfeeding support options for Kansas hospitals (scan the QR code for more about each option):

- Become recognized as a “High 5 for Mom & Baby Premier” hospital by implementing the five evidence-based maternity care practices.
- Become designated a “Baby-Friendly Hospital” by implementing the Ten Steps to Successful Breastfeeding.
- Support staff to learn more about breastfeeding. Breastfeeding courses available through the Kansas Breastfeeding Coalition.
- Learn about breastfeeding inequities in the *State of Kansas Breastfeeding Report, 2025*.

RESOURCES



Billing Codes:

Medicaid				
Service description	HCPCS Code	ICD-10 Code	Modifier	Provider
Lactation classes, non-physician provider, per session	S9443			RN or provider
Private Insurance				
Service description	CPT Code	ICD-10 Code	Modifier	Provider
New patient (30-44 min)	99013			
New patient (45-59 min)	99014			
New patient (60-74 min)	99015			
Physician office/clinic office visit, new patient (15-29 min)	99202			Provider
Physician office/clinic office visit, new patient (30-44 min)	99203			Provider
Physician office/clinic office visit, new patient (45-59 min)	99204			Provider
Office or other outpatient visit (5 min)	99211	Z39.1	33	RN or provider
Physician office/clinic office visit, established patient (15-19 min)	99212			
Physician office/clinic office visit, established patient (20-29 min)	99213			
Physician office/clinic office visit, established patient (30-39 min)	99214			
Physician office/clinic office visit, established patient (40-54 min)	99215			
Physician office/clinic consultation, new patient (approx. 15 min)	99243			
Physician office/clinic consultation, new patient (approx. 30 min)	99244			
Physician office/clinic consultation, new patient (approx. 45 min)	99245			
Preventive individual counseling (approx. 15 min)	99401	Z39.1	33	RN or provider
Preventive individual counseling (approx. 30 min)	99402	Z39.1	33	RN or provider
Preventive individual counseling (approx. 45 min)	99403	Z39.1	33	RN or provider
Preventive individual counseling (approx. 60 min)	99404	Z39.1	33	RN or provider
Hospital/home/physician office/clinic (approx. 30 min)	99411			
Training for patient self-management	98960			CHW, RN or provider
Registered Dietician codes for Medical Nutrition Therapy	97802-97			Registered Dietician

*** Additional ICD-10 codes are available in the guide. These must come from a licensed provider who has seen and diagnosed the issue. Providers include MD, DO, NP/DNP, PA. ***

Provider Type:

- Medicaid Reimbursement – Medical Lactation Services provided by either:
 - ◆ Physicians, certified nurse midwives (CNMs), nurse practitioners (NPs), physician assistants (PAs), and Local Health Departments who have training and experience providing medical lactation services.
 - ◆ International Board Certified Lactation Consultants (IBCLCs) who are employed by the physician or physician group.

KMAP General Bulletin 18189 Updated - Lactation Counseling

- Private Insurance – All private insurance plans vary in their size and scope of lactation service coverage. These plans are offered to employees of companies, marketplace policies, and short-term health insurance. Many insurers require providers to hold additional medical credentials (e.g., registered nurse (RN), nurse practitioner (NP), physician), along with IBCLC certification. Check with the insurance provider before filing claims to be certain it will be successful.

National Provider Identifier (NPI):

- There are two types of NPIs: Type 1 for individual providers and Type 2 for organizational providers. For example, a physician has a Type 1 NPI and their practice may have a Type 2 NPI.
- Unique Identifier: Each individual healthcare provider has only one NPI, regardless of changes in practice or employment.
- Medicaid Billing: NPIs may be required for Medicaid claims, depending on the specific state Medicaid plan.

Location of Service

Source: WPSI 2021 Coding Guide for Breastfeeding Services & Supplies, 2021

11	Office
12	In home

Telehealth

Source: WPSI 2021 Coding Guide for Breastfeeding Services & Supplies, 2021

02	Telehealth other than in the patient's home
10	Telehealth in patient's home

NOTE: For private insurance claims, check with each provider in advance of filing the claim. Rules for telehealth can vary by provider.

Revenue Codes

- Medicaid: Kansas Medicaid Assistance Program (KMAP) encourages representatives from each location to check the reimbursement rates on a monthly basis to be aware of the most current information. Scan the QR code for more).

RESOURCES



Forms

- UB-04 form – used by institutional providers including all Kansas hospitals.
- NOTE: For private insurance claims for Medicare reimbursement only, check with each provider in advance of filing the claim. Rules can vary by provider.

Local Health Department (LHD)

Introduction & Background

Kansas operates under a decentralized public health system, meaning that its Local Health Departments (LHDs) are independently managed and locally governed. Across the state, 100 LHDs serve 105 counties, each tailoring their services to meet the unique needs of their respective communities. While they function autonomously, these departments collaborate closely with the Kansas Department of Health and Environment (KDHE), which offers support through guidance and access to grant funding.

The services provided by LHDs are diverse and vital to community health. All departments engage in emergency preparedness and conduct disease investigation and follow-up, and nearly all offer immunizations to protect public health.

As of April 2024, 94 counties indicated they provide breastfeeding support services. This cooperative structure allows Kansas to maintain a responsive and community-focused public health system.

Billing Codes

Medicaid		
Service Description	HCPSC Code	Modifier
Lactation classes, non-physician provider, per session	S9443	
Private Insurance		
Service Description	CPT Code	ICD-10 Code
Preventive Individual Counseling (approx. 15 min)	99401	Z39.1
Preventive Individual Counseling (approx. 30 min)	99402	Z39.1
Preventive Individual Counseling (approx. 45 min)	99403	Z39.1
Preventive Individual Counseling (approx. 60 min)	99404	Z39.1
Office or other outpatient visit	99211	Z39.1

Provider Type

Source: *KMAP General Bulletin 18189 Updated - Lactation Counseling*

- Medicaid Reimbursement – Medical Lactation Services provided by either:
 - ◆ Physicians, certified nurse midwives (CNMs), nurse practitioners (NPs), physician assistants (PAs), and Local Health Departments who have training and experience providing medical lactation services.
 - ◆ International Board Certified Lactation Consultants (IBCLCs) who are employed by the physician or physician group.
- Private Insurance – All private insurance plans vary in their size and scope of lactation service coverage. These plans are offered to employees of companies, marketplace policies, and short-term health insurance. Many insurers require providers to hold additional medical credentials (e.g., registered nurse (RN), nurse practitioner (NP), physician), along with IBCLC certification. Check with the insurance provider before filing claims to be certain it will be successful.

Additional Notes:

- Current Kansas policy distinction for Lactation Service Provider (LSP) who is also employed by Women, Infants, and Children (WIC):

- ◆ WIC visits can include lactation consultations which means they **are not** eligible for additional billing and reimbursement. For example, if a LHD employee is paid exclusively by WIC funds, the LHD would not be eligible for reimbursement of lactation consultations provided during a WIC visit. This is a Kansas WIC policy and is subject to change.
- ◆ If the lactation consultation is provided **separate** from the WIC visit, the LHD would be allowed to bill and be reimbursed. For example, if a LHD employee is paid for a portion of the week by WIC and the remainder by other funds (e.g., Local city/county), the LHD can submit a bill and be reimbursed for the lactation consultation.

National Provider Identifier (NPI)

- Use the NPI assigned to the Local Health Department.

Location of Service

Source: WPSI 2021 Coding Guide for Breastfeeding Services & Supplies, 2021

11	Office
12	In home

Telehealth

Source: WPSI 2021 Coding Guide for Breastfeeding Services & Supplies, 2021

02	Telehealth other than in the patient's home
10	Telehealth in patient's home

NOTE: For private insurance claims, check with each provider in advance of filing the claim. Rules for telehealth can vary by provider.

Revenue Codes

- Medicaid: Kansas Medicaid Assistance Program (KMAP) encourages representatives from each location to check the reimbursement rates on a monthly basis to be aware of the most current information. (Scan the QR code to search).
- Private Insurance: Reimbursement rates should be cited in your annual contractual agreement, or in subsequent communications with each company.

RESOURCES



Forms

- UB-04 form – used by institutional providers including Local Health Departments.

Private Practice Providers

Introduction & Background:

Licensed clinicians serving in private practice are responsible for a wide variety of services to each growing Kansas family. The State of Kansas is comprised of 105 counties, with populations ranging from urban to frontier. Family physicians provide prenatal, delivery, and postpartum care. Throughout each care phase, they provide the essential health education and resources each family desires to raise healthy children.

In 2019, there were 5,435 licensed clinicians in the primary care workforce, but half (55.1%) of them practiced primary care (Scan the QR code for *Defining the Primary Care Workforce in Kansas*, Kansas Health Institute). This means that half, or less than half, of that total number are seeing the mother and child, and the positive impact of breastfeeding care.

Family physicians comprise 20-23% of the physician delivery workforce. In rural areas, family physicians provide “the majority of maternity care services and deliveries in U.S. rural hospitals, including cesarean deliveries.” (Scan the QR code for *Access to Obstetrical Care in Kansas*). For counties with hospitals taking a determined look at their reimbursement rates, this relationship takes a new perspective of interpretation.

The number of Obstetricians/Gynecologists (OB/GYN) across Kansas is also a factor. As of 2023, 61.4% of rural counties do not have an OB/GYN. This forces hospitals in rural areas to explore options such as regional partnerships with hub-and-spoke models for referring patients in need of OB/GYN, pediatricians and nursing staff at each central hub. (*Access to Obstetrical Care in Kansas*)

Billing Codes:

Medicaid				
Service Description	HCPCS Code	ICD-10 Code	Modifier	Provider
Lactation classes, non-physician provider, per session	S9443			RN or provider
Private Insurance				
Service Description	CPT Code	ICD-10 Code	Modifier	Provider
New patient (30-44 min)	99013			
New patient (45-59 min)	99014			
New patient (60-74 min)	99015			
Physician office/clinic office visit, new patient (15-29 min)	99202			Provider
Physician office/clinic office visit, new patient (30-44 min)	99203			Provider
Physician office/clinic office visit, new patient (45-59 min)	99204			Provider
Office or other outpatient visit (5 min)	99211	Z39.1	33	RN or provider
Physician office/clinic office visit, established patient (15-19 min)	99212			
Physician office/clinic office visit, established patient (20-29 min)	99213			
Physician office/clinic office visit, established patient (30-39 min)	99214			

Physician office/clinic office visit, established patient (40-54 min)	99215			
Physician office/clinic consultation, new patient (approx. 15 min)	99243			
Physician office/clinic consultation, new patient (approx. 30 min)	99244			
Physician office/clinic consultation, new patient (approx. 45 min)	99245			
Preventive individual counseling (approx. 15 min)	99401	Z39.1	33	RN or provider
Preventive Individual counseling (approx. 30 min)	99402	Z39.1	33	RN or provider
Preventive Individual counseling (approx. 45 min)	99403	Z39.1	33	RN or provider
Preventive Individual counseling (approx. 60 min)	99404	Z39.1	33	RN or provider
Hospital/Home/Physician office/clinic (approx. 30 min)	99411			
Training for patient self-management	98960			CHW, RN or provider
Registered Dietician codes for Medical Nutrition Therapy	97802-97			Registered Dietician

Additional ICD-10 codes are available in the guide. These must come from a licensed provider who has seen and diagnosed the issue. Providers include MD, DO, NP/DNP, PA.

Provider Type:

- Medicaid Reimbursement – Medical Lactation Services provided by either:
 - Physicians, certified nurse midwives (CNMs), nurse practitioners (NPs), physician assistants (PAs), and Local Health Departments who have training and experience providing medical lactation services.
 - International Board Certified Lactation Consultants (IBCLCs) who are employed by the physician or physician group.

KMAP General Bulletin 18189 Updated - Lactation Counseling

- Private Insurance – All private insurance plans vary in their size and scope of lactation service coverage. These plans are offered to employees of companies, marketplace policies, and short-term health insurance. Many insurers require providers to hold additional medical credentials (e.g., registered nurse (RN), nurse practitioner (NP), physician), along with IBCLC certification. Check with the insurance provider before filing claims to be certain it will be successful.

National Provider Identifier (NPI):

- There are two types of NPIs: Type 1 for individual providers and Type 2 for organizational providers. For example, a physician has a Type 1 NPI and their practice may have a Type 2 NPI.
- Unique Identifier: Each individual healthcare provider has only one NPI, regardless of changes in practice or employment.
- Medicaid Billing: NPIs may be required for Medicaid claims, depending on the specific state Medicaid plan.

Location of Service

Source: WPSI 2021 Coding Guide for Breastfeeding Services & Supplies, 2021

11	Office
12	In home

Telehealth

Source: WPSI 2021 Coding Guide for Breastfeeding Services & Supplies, 2021

02	Telehealth other than in the patient's home
10	Telehealth in patient's home

NOTE: For private insurance claims, check with each provider in advance of filing the claim. Rules for telehealth can vary by provider.

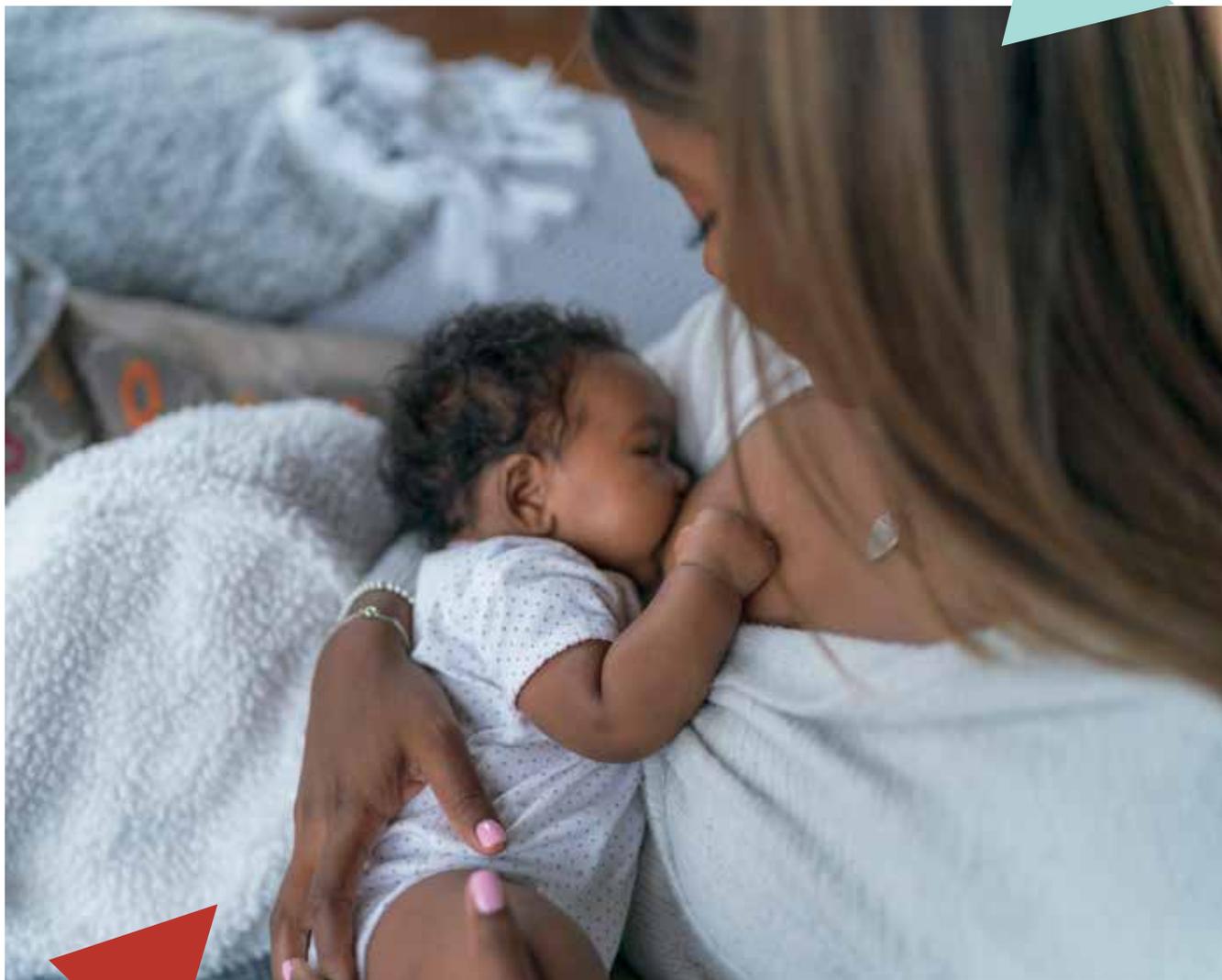
Revenue Codes

- Medicaid: Kansas Medicaid Assistance Program (KMAP) encourages representatives from each location to check the reimbursement rates on a monthly basis to be aware of the most current information. (Scan the QR code to search).

Forms

- HCFA 1500 used by providers/mid-level providers. The CMS-1500 is primarily used for billing services rendered outside of hospitals or other institutional facilities, such as office visits, outpatient procedures, and diagnostic tests.
- NOTE: For private insurance claims for Medicare reimbursement only, check with each provider in advance of filing the claim. Rules can vary by provider.

Appendix



1. Lactation Support Provider (LSP) Descriptors

Courses and the specifics listed herein are not exhaustive and may change. Updated April 2024.

Category	Descriptions	Training	Credentials & Programs
Lactation Consultants	<p>Referral to these health professionals is appropriate for the full range of breastfeeding care, particularly involving high acuity breastfeeding situations.</p> <p>Often work clinically as part of the healthcare team in both inpatient and outpatient settings; may also work in private practice.</p>	<p>90-95 didactic hours, and additional training requirements and exam for each title.</p>	<p>International Board Certified Lactation Consultant® (IBCLC®) Program accreditation by Nat'l Commission for Certifying Agencies (NCCA)</p> <ul style="list-style-type: none"> Health professionals and individuals with 14 college level health science courses (6 can be continuing education) 95 lactation-specific didactic hours 300 to 1000+ hours of clinical practice, depending on the pathway
			<p>Advanced Lactation Consultants® (ALC®)</p> <ul style="list-style-type: none"> Certification as a CLC® or IBCLC® Plus 2 college credits in Maternal and Infant Assessment and 3 college credits in Advanced Issues in Lactation Practice
			<p>Advanced Nurse Lactation Consultants® (ANLC®)</p> <ul style="list-style-type: none"> Current RN license and certification as a CLC® or IBCLC® Plus 3 college credits in Advanced Issues in Lactation Practice
Breastfeeding Counselors	<p>Individuals who hold these certifications or similar have the skills to provide breastfeeding counseling, address normal breastfeeding in healthy term infants, and to conduct maternal and infant assessments of anatomy, latch, and positioning, while providing support.</p> <p>Often provide support to families in the hospital and community settings. Counselors may have additional competencies to assist families with breastfeeding difficulties.</p>	<p>45-95 hours of classroom training and exam.</p> <p>The Indigenous Lactation Counselor and Military Lactation Counselor do not have exams.</p>	<p>Certified Breastfeeding Specialists® (CBS®)</p> <ul style="list-style-type: none"> 52+ didactic hours and exam, earning 3 college credits, Core Lactation Consultant Course (CLCC) 95+ didactic hours and exam, earning 6 college credits, Lactation Consultant Training Program (LCTP)
			<p>Certified Lactation Counselors® (CLC®)</p> <p>Program accreditation by American Nat'l Standards Institute (ANSI)</p> <ul style="list-style-type: none"> 95 didactic hours; ANSI accredited exam earning 3 college credits
			<p>Indigenous Lactation Counselor</p> <ul style="list-style-type: none"> 45 hours without exam Solely for individuals who identify as Native or Indigenous
			<p>Military Lactation Counselor® (MLC®)</p> <ul style="list-style-type: none"> 53 hours without exam Focused on meeting the needs of military families

Breastfeeding Peer Counselors	Breastfeeding peer support organizations equip these LSPs to meet the needs of the families they serve, focusing primarily on individual and community support.	Personal breastfeeding experience and approximately 20 hours of training through various community models, except for the La Leche League Leader program, which has 90 hours of training.	Peer support organizations equip these LSPs to meet the needs of the families they serve, focusing primarily on individual and community support. Examples of national breastfeeding peer counselor organizations in the U.S. include: <ul style="list-style-type: none"> ■ Breastfeeding USA ■ La Leche League USA ■ CAPP ■ Reaching Our Sisters Everywhere ■ HealthConnect One ■ Women, Infants, and Children
Lactation Educators	Qualified to support and educate on breastfeeding and related issues. Does not perform clinical care.	45 hours for CLE® of training, and exam.	Certified Lactation Educators® (CLE®) 45 instructional hours and exam
		20 hours for LE(C) of training, and exam.	Community Lactation Educator LE(C) 20 instructional hours and exam

This resource is supported by Cooperative Agreement Number, 6 NU38OT000167-05-03, funded by the Centers for Disease Control and Prevention (CDC). Contents are solely the responsibility of the authors and do not necessarily represent the official views of the CDC or the Department of Health and Human Services. The American Academy of Pediatrics, American College of Obstetricians and Gynecologists, American Academy of Family Physicians, and the U.S. Breastfeeding Committee - affiliated Lactation Support Provider (LSP) Constellation, support this document as an educational tool.

2. Credentials – Breastfeeding/Lactation Educator/Counselor

Credential Name	Organization	Hours of Education	Available Online
Breastfeeding Counselor (BC)	Georgia Northwestern Technical College	12 college credits	
Breastfeeding Counselor (BFC)	Childbirth International	?	Yes
Breastfeeding Educator	Global Lactation Education Associates	45	Yes
Certified Blactation Educator (BE)	The B.L.A.C.K Course	45 or 50	Yes
Certified Breastfeeding Counselor (CBC)	International Breastfeeding Institute	40	Yes
Certified Breastfeeding Educator (CBE)	Lactation Literacy	48	Yes
Certified Breastfeeding Specialist (CBS)	Lactation Education Resources	54.5	Yes
Certified Lactation Educator (CLE)	Childbirth & Postpartum Professional Association	20	Yes
Certified Lactation Specialist (CLS)	Lactation Education Consultants	45	Yes
Certified Lactation Educator Specialist (CLES)	Breastfeed LA	45	Yes
Certified Lactation Counselor (CLC)	Healthy Children Project	95	Yes
Clinical and Communication Lactation Specialist (CCLS)	LactaLearning	95	No
Community Breastfeeding Specialist	Michigan Breastfeeding Network	45	Yes
Indigenous Lactation Counselor (ILC)	Indigenous Lactation Counselor	45	No
Lactation Education Counselor (LEC)	UC San Diego Extension	95	Yes
Lactation Educator (LE) in-person only	Bastyr University	45	No
Lactation Counselor & Educator (LCE)	LactaLearning	45 or 50	No
Military Lactation Counselor (MiLC)	Global Military Lactation Community	66.5	Hybrid

The list above is provided for general informational and educational purposes only and does not constitute professional advice. The Kansas Breastfeeding Coalition Lactation Billing Cohort assumes no responsibility for errors or omissions in the content or for any actions taken based on the information provided

3. Definitions

AAPC	American Academy of Professional Coders
CMS 1500	Used for services provided by an individual provider (e.g., physician, ARNP, midwives).
CHW	Community Health Worker
CPT	Current Procedural Terminology. Codes are owned by the American Medical Association (AMA).
ESP	Electronic superbill
FEIN	Federal Employer Identification Number is a nine-digit number assigned by the Internal Revenue Service (IRS).
FQHC	Federally Qualified Health Center
HCPCS	Healthcare Common Procedure Coding System is a standardized alphanumeric code system. Used by Centers for Medicare and Medicaid Services (CMS).
IBCLC	International Board Certified Lactation Consultant
ICD 10	International Classification of Diseases, Tenth Revision is for coding and cataloging diseases. Owned by The World Health Organization (WHO).
LSP	Lactation Support Provider
KMAP	Kansas Medical Assistance Program. Official provider of Medicaid payments in the state of Kansas. Works with Gainwell to manage and run KMAP sites. Contracts with Managed Care Organizations to make payments to providers.
NPI	National Provider Identification number. A unique 10-digit number assigned to health care providers and organizations by the Centers for Medicare and Medicaid Services (CMS).
QBRP	Quality Based Reimbursement Payment
RD	Registered Dietician
UB 04	Uniform Billing codes used for facilities. Owned by National Uniform Billing Committee (NUBC). Also known as the CMS 1450 form which is owned by the Centers for Medicare and Medicaid Services (CMS).

Suggested citation: Kansas Breastfeeding Coalition Lactation Billing Cohort, *Clinical Lactation Services Coding and Billing Resource Guide (2025)*.

Copyright © 2025 Kansas Breastfeeding Coalition