

Joyful Start Offerings & Costs

Our goal is to be your lactation support throughout your breastfeeding experience !

All our Lactation Support Visits include the following:

- care from an International Board Certified Lactation Consultant who is also a Registered Nurse
- fees based per visit not for the actual length of time we are with you – no clock watching
- scheduling visits to meet your needs (late day & weekend availability)
- emergency phone availability after normal office hours
- visit notes prepared to share electronically with your medical team &/or insurance
- comprehensive lactation assessments of both mom & baby - each individually & as a unit
- a clear care plan to meet your unique breast-feeding goals
- extra time allotted for answering all your questions
- inclusive nonjudgmental care... partners are welcome at visits, their questions are encouraged
- free follow-up emails, for any issue included within the paid visit

Actual out of pocket costs to moms vary falling into these 3 categories

For an insured client who has coverage under an Aetna Health Plan or Aetna HMO

If you are an actively enrolled Aetna client -- Aetna allots 6 visits for preventative lactation support.

For full coverage these visits must be from an "Aetna in-network provider".

Joyful Start's International Board Certified Lactation Consultants are allied health care professionals who are in-network with both Aetna Health Plan & Aetna HMO (*formerly Coventry*).

Your lactation support visits are covered without application towards your yearly medical deductible.

Some of the specific Aetna plans which you may have selected do require a \$25 - \$50 co-pay up front, but in most cases that small fee can be recovered upon appeal.

Covered lactation support visits include: an initial Joyful Start enrollment & assessment, your Prenatal Breastfeeding class, your Back To Work class, any visits related to Ankyloglossia, and your ongoing lactation support visits.

For an insured non-Aetna client

The Affordable Care Act mandates that private insurance plans cover lactation support.

You will need to call your own plan's customer service number (found on the back of your insurance card) to get a detailed summary of how your plan specifically complies with this federal law.

The ACA law states, "pumps, necessary supplies, and lactation support services are covered, at no out of pocket cost – no deductible / no co-pay, for the duration of breastfeeding".

Some insurance companies do ask for *preauthorization* before lactation support visits occur.

Your insurance company may say they require you to see an "in-network provider". If they require an in-network provider, they are mandated by law to provide you specifically with the name of someone who is both "in-network" & geographically *accessible* to you. If no lactation support provider is both in network & realistically geographically accessible the insurance company is mandated to reimburse for seeing anyone you select... this loophole is a "geographic gap coverage" or just "GAP" coverage.

Joyful Start will collect our fee for service at the time of service, and we provide to you (as your receipt) a properly coded SuperBill of all fees you pay for lactation services. You then submit directly to your provider for your reimbursement. We make no guarantees about insurance compliance to the federal law. We strongly recommend you have the conversation about reimbursement with your insurance company before incurring any expenses. We also recommend you ask your company to provide you a written letter fully outlining any coverage they offer you during any telephone conversation. We strongly recommend you call The National Women's Law Center in DC if your insurance company is being argumentative, and that you notify the State Insurance Commissioner for any needed assistance.

For an uninsured client

We make every effort to work out a plan of payment you can be comfortable with.

We give a 10% discount to anyone paying in cash, or via a certified check.

We are set up to accept payments via Flexible Spending account cards. We accept VISA & MC. And we can, after your enrollment fee is paid, divide any remaining bill into a payment structure with zero interest if you have that need.

Services / Fees

Prenatal Breastfeeding Class

We prepare you for the first few days of breastfeeding. We will share best strategies for your ongoing success! We discuss normal expectations. This class includes exchanging a comprehensive intake questionnaire pre-class, and a pre-class detailed analysis of this unique questionnaire. We review your medical history, your diet, your daily normal schedule, and your medications for any known lactation concerns.

The private in home class fee is \$145 + mileage if >30 miles This class is typically 2+ hours, including time for questions.

Joyful Start classes are unique in many ways. Some examples include...

- Your prenatal class is convenient – it's in your own home & at a time you select...perhaps late day or weekends.
- You control the size of the class --- we encourage you to include any other adults who will be helping you care for your baby... your partner, grandparents, baby's nanny.... whoever you wish. You decide how private you wish your class to be.
- We uniquely tailor your class to you – we base your class on an analysis of your individualized in-depth pre-class intake questionnaire. Your class = your breastfeeding concerns are addressed.
- Since the class is not a group session we can go over your current medications & your health status – no confidentiality concerns in your own living room !
- Life style can also be privately discussed.....diet, sleep issues, partner support, work challenges...
- This class won't veer off to tangents brought up by other participants... you control the topics emphasized
- All sessions allot plenty of time for your questions... You will not be rushed, not left with unanswered concerns!

In-home Lactation Support

For an established Joyful start client

If you have already taken the JS breastfeeding class, **or** if you are a former JS Client

The fee for a private **in-home lactation support visit** is \$220 + mileage if >30 miles.

A lactation support visit is focused on helping you achieve breastfeeding ease... you set the goals.

We assess, and offer a plan to reach your goals. Typically these visits include both talking about how things are going and the observation of a feeding session. We offer positioning advice, assist with comfort concerns, review how the schedule is going... and assess both you & baby for any breastfeeding challenges. We assess any breast or nipple concern, and do an oral exam on baby to check structure. We are usually with you 2+ hours.... we will not be watching the clock; we expect to be there that long. Babies eat on their own timetable.

We believe any proper IBCLC visit should include time for all questions, and formulating & reviewing a workable plan.

For a new client

If you have never been a Joyful Start client the cost for your first contact covers both your first in home private visit and your one time enrollment fee. **This combined fee is in total \$300** + mileage if >30 miles.

This cost includes exchanging an intake enrollment questionnaire pre-visit. Pre visit we take the time to do a detailed analysis of your unique questionnaire, including a review of your medical history, a review your medications & of your intake for any known lactation concerns. During the session we will discuss your breast changes during & since this pregnancy, your delivery, and how breastfeeding has been so far. This visit includes a latch assessment, latch advice, and a structural assessment of the baby's capability to feed successfully.

As with any good lactation support visit this session supports your current unique breastfeeding goals. We most typically offer help with positioning advice, assist with comfort concerns & review how the daily schedule is going. We can assess any breast or nipple concern. We will address any perceived issues with milk supply. We will talk about any supplies in use (like shields or creams) .

We will not be watching the clock -- we expect to be there about 3+ hours. Babies eat on their own timetable. We believe any proper IBCLC visit should include time for all questions, and formulating & reviewing a workable plan.

Joyful Start Back To Work Support

For an established Joyful Start Client -- A Full Back to Work Support Package

For our established clients our back to work package is \$145 + mileage if >30 miles.

This covers a private in-home class to prepare you for going back to work or school, and support via the telephone as needed your first shift back at work.

During the class we will review best practices for breast pumping, breast massage, safe storage of breastmilk, bottle feeding the breastfed baby, ways to select & support baby's care providers, techniques to be successful back at work. Plus we will discuss any other concerns unique to your separation challenges. This is a full one hour class session.

As an enrolled Joyful Start client also included in this Back to Work support is our availability via phone for support on your first day back at work. We actually carry the emergency phone with one of us on your first shift back at work or school. We typically handle questions on that first day back that come up about real life complications with your plan... things like an unexpected pump problem, or problems with scheduling /timing conflicts.

For a new client to Joyful Start

Joyful Start Enrollment and a Full Back to Work class and support package

To both enroll as a Joyful Start client & receive our Back to Work package the combined discounted fee is \$350

+ mileage if >30 miles.

Unless the distance is prohibitive normally we encourage breaking this into three events

- 1- exchanging a pre visit questionnaire and having an enrollment / history / feeding observation visit
- 2- a second visit as a class session, focused just on pumping and other back to work concerns
- 3- phone support your first date back at work

A Joyful Start enrollment visit, after a detailed pre-visit intake questionnaire has been exchanged, includes review of your unique history, time talking about how breastfeeding has been going and the observation of a feeding. We discuss any concerns you have been having. If no problems are noted this should take about 2 full hours...

The Back to Work class itself is a compact one hour session on a separate date. During the class we will review best practices for breast pumping, breast massage, safe storage of breastmilk, bottle feeding the breastfed baby, ways to select & support baby's care providers, techniques to be successful back at work. Plus we will discuss any other concerns unique to your separation challenges

Then, as an enrolled Joyful Start client, we include in this Back to Work package our availability via telephone for support your first day back at work. We actually block out time, and carry the emergency phone with one of us on your first shift back at work or school. We typically handle questions on that day that come up about real life complications with your plan... something like an unexpected pump problem or problems with scheduling /timing conflicts.

For a new client to Joyful Start – Our Back To Work Class / in-home one hour private session

If you wish to only have a Back to Work Class the fee is \$145 + mileage if >30 miles.

During this very focused class we will review standard best practices for breast pumping, breast massage, safe storage of breastmilk, bottle feeding the breastfed baby, ways to select & support baby's care providers, techniques to be successful back at work..... plus any other concerns unique to your separation challenges.

This is a full one hour class only session.

This does not include a feeding observation, a physical assessment or phone support your first shift date back at work.

Ankyloglossia Assessment / tongue tie evaluation

For an established Joyful Start client

If you have previously taken Joyful Start's breastfeeding class, **or** if you are a former Joyful Start Client in any capacity, the fee for a private **in-home visit** after your baby arrives is \$220+ mileage if >30 miles.

If you are suspicious that your feeding challenges may be tie related we can provide a specifically focused assessment of your situation. Our founder, Joy, is a member of IATP (The International Affiliation of Tongue Tie Professionals), and as such, she is the only local (in Virginia south of DC & west of Va Beach) lactation support professional with that credential. She is educated & experienced in the care of infants with tethered oral tissue. She can do a proper oral assessment for signs of ties, and she can expedite a referral for you to a medical provider for a tie diagnosis and a release procedure if it is indicated. All of Joy's visits are to support your breastfeeding goals. As with any Joyful Start IBCLC visit she will help with positioning advice, assist with comfort concerns, review how the schedule is going.... and assess both you & baby for any other breastfeeding challenges. Typically this is a 3+ hour visit.

As with all our visits this will include sufficient time for all questions, observing a feeding and formulating a workable plan.

For a new client

A tie assessment, combined with a new client enrollment, is \$350. + mileage if >30 miles.

This cost includes: exchanging an intake questionnaire pre-visit, a detailed pre-visit analysis of your unique questionnaire, a review of your shared medical history, a review your medications & of your diet for any known lactation concerns. We will discuss your breast changes during & since this pregnancy, your delivery, and how breastfeeding has been so far. This visit also includes a latch assessment, latch advice, and a structural assessment of the baby's capability to feed successfully. Normally this new client visit is 3+ hours in length.

If either you or your IBCLC are suspicious that your feeding challenges may be tie related we provide a specifically focused assessment of your situation. Our founder, Joy, is a member of IATP (The International Affiliation of Tongue Tie Professionals), and as such she is the only local lactation support professional with that credential. She is educated & experienced in the care of infants with tethered oral tissue. She can do an oral assessment for signs of ties, and expedite a referral for you to a medical provider for a tie release procedure if it is indicated. All of Joy's visits are to support your breastfeeding goals. As during any Joyful Start IBCLC visit she will during this session help with positioning advice, assist with comfort concerns, review how the daily schedule is going.... and assess both you & baby for any other breastfeeding challenges. Typically this is a 3+ hour visit. As with all our visits this will include time for all questions, observing a feeding and formulating & reviewing a workable plan.

Pre Tongue or Lip Tie Release Class

For an established Joyful Start Client

a private in home class to prepare you for your baby's tie release procedure has a fee of \$145 + mileage if >30 miles.

During this unique visit we will prepare you for the procedure we have helped you to schedule. We review what you should expect during baby's procedure. We will share information about comfort interventions which we have observed to be most successful. We will teach you the most up to date recommendations for post procedure wound care, demo this care and offer you the opportunity to practice the techniques. We will instruct you on suck retraining. We encourage you to include any adult who will be helping you with baby's care after their procedure
This is a full one hour class session.

For a new client

To both enroll as a Joyful Start client and receive our Pre Tie Release class the combined discounted fee is \$450.
+ mileage if >30 miles.

Unless the distance is prohibitive normally we encourage breaking this into two events

- 1- exchanging a pre visit questionnaire and having an enrollment / history/ assessment / feeding observation visit
- 2- a second visit as a class session, focused just on tie release preparation

This cost includes: exchanging an intake questionnaire pre-visit , a pre-session detailed analysis of your unique questionnaire, a review of your medical history, a review your medications & your intake for any known lactation concerns. We will discuss your breast changes during & since this pregnancy, your delivery, and how breastfeeding has been so far. This visit also includes a latch assessment, latch advice, and a structural assessment of the baby's capability to feed successfully. Normally a new client visit is 3 hours in length.

Visit two is the class pre release... We review what you should expect during baby's tie release procedure. We will share information about comfort interventions which we have observed to be most successful. We will teach you the most up to date recommendations for post procedure active wound care, demo this care and offer you the opportunity to practice the techniques. We will instruct you on suck retraining. We encourage you to include any adult who will be helping you with your baby's care after their procedure. This is a full one hour class session.

Additional Joyful Start services

Joyful Start offers a variety of services in addition to visits with our IBCLC. These additional services may be purchased individually, or discounted as part of a combined package.

Currently available: nutritional consultations, massage therapy, Feng Shui consultations, unique breastfeeding jewelry, instruction on baby wearing, first shift back to work childcare, and meditation instruction.

Single service fees and discounted package fees vary, based on client enrollment status and the location of service. A fee quote will be individualized upon request.

The fine print-----

Travel fees -- are free for up to a 30 mile radius, centered at our mid Charlottesville office.

Long distance visits are charged a rate of .50 a mile.

When appropriate travel fees can sometimes be avoided, if a visit can be done via Skype.

Remember, **your insurance company should pay for lactation support visits**, at no out of pocket cost to you!

The Affordable Care Act is a nationwide federal law which mandates insurance providers (in all but the rarest grandfathered situations) must pay to cover a breast pump, needed pump supplies and lactation support visits.....

While we cannot ever guarantee that your insurance company is in compliance with the current federal law, know that coverage is mandated, and we will assist you in attempting recovery of covered lactation support fees.

Services outside of Joyful Start may also be recommended (such as Yoga classes, Doula Support, Cranial Sacral Therapy, Ankyloglossia Release, or Chiropractic assessments)... fees for any of those services are negotiated by you, directly with whoever you select to see, and are paid by you directly to that care provider.

We have no financial relationship with any of these service providers.

We have no insurance information on these services.

We are happy to help you make contact with preferred providers and can normally expedite an appointment.

We also have a relationship with a wonderful photographer, who will offer Joyful Start clients a discounted fee on photo sessions. We will be happy to make contact for you with her.

Her fees are negotiated by you, and paid directly by you to her.

So, shortest fee summary --

Joyful Start's Prenatal Class is \$145 -- it is your best bargain, as it waves any later enrollment fee

Enrollment otherwise is \$300 & includes one postnatal lactation support visit

Subsequent lactation support visits, after enrollment, are \$220

After enrollment, either our Back to Work or our Pre-Tie Release class are \$145.

Individual additional Joyful Start services prices vary & will be quoted upon request