

## Doula services

Doulas are nonmedical birth companions or post-birth supporters. They provide emotional and physical support as needed. Doulas help women feel less anxious about the birth process and breastfeeding and thus more confident about what their bodies can do. Current research shows women who use doulas:

- Have decreased risk of having a cesarean section, forceps delivery, or episiotomy.
- Have improved ability to cope with labor and decreased use of pain medication.
- Have greater perception of the birth experience in positive terms.
- Are more likely to succeed with breastfeeding.
- Are more likely to be confident in mothering skills.
- Are more likely to see their bodies as strong and capable.

### Bright Start's doulas provide:

- Tools to manage daily responsibilities.
- Health care navigation.
  - Help with understanding medical instructions if member has low literacy.
  - Compliance with appointments.
- Incorporating partner assistance in care.
- Intensive in-home one-on-one physical and emotional support to decrease stress — a risk factor for pre-term birth.
- Childbirth education and preparation.
- Labor support.
- Lactation support.
  - Within 24–48 hours postpartum.



## Breast pump services

### Lactation assistance

Bright Start believes all breastfeeding mothers should have access to a high-quality, easily obtainable manual or electric breast pump. These pumps ensure a more successful and longer duration of breastfeeding which can lead to healthier babies.

Write a prescription (after delivery) that includes the following information:

- Member's full name, birth date, address, and phone number.
- Member's Keystone First member ID number.
- Ordering physician's name and contact number.
- Type of pump\*:
  - Manual.
  - Basic electric.

**For ease and process simplicity, please fax your prescription to one of the in-network Keystone First durable medical equipment (DME) providers.**

The pump generally takes 48 hours to one week to be received by the member. The pump will not be delivered by the DME provider to the member prior to the birth of the baby.

**\*Important note:** Members are eligible for one manual pump every 365 days and one electric pump per lifetime. Exceptions to this require medical necessity documentation and prior authorization.

If you have questions, please contact Bright Start at **1-800-521-6867**, Monday through Friday, 8 a.m. to 5 p.m. (no weekends or holidays).

### Lactation support

The OB or pediatrician can refer any breastfeeding mom and baby for home visits for lactation support by trained lactation agents and have the following evaluated:

- Feeding technique.
- Nipple status/comfort care.
- Feeding frequency.
- Milk production tips.
- If the baby is satisfied after feedings (how to tell when a baby is full).
- Breast pump function and additional flanges, tubing, or connection parts.

Complete the Lactation Support Referral Form (included on page 4 and also available at [www.keystonefirstpa.com](http://www.keystonefirstpa.com) > **Providers > Resources > Bright Start maternity program**) and fax it to Bright Start at **1-866-405-7946**.



# Doula Referral Form



Name of person making referral:	Phone number:	Date:
Care Manager or Care Connector assigned to the member:	Agency: <input type="checkbox"/> Pettaway Pursuit Foundation <input type="checkbox"/> Maternity Care Coalition	
Expectant mother's name:	Expectant mother's date of birth:	
Participant ID Number:	Address:	
Phone number:	Alternate phone number:	
Reason for referral:		
Expected date of delivery:	Estimated gestational age (EGA):	
Type of doula service requested: <input type="checkbox"/> Prenatal through postpartum support (includes labor and lactation support) <input type="checkbox"/> Labor support only <input type="checkbox"/> Postpartum support <input type="checkbox"/> Lactation support only		

Fax the completed form to Bright Start at 1-866-405-7946.

# Lactation Support Referral Form



This form is used to request home visits by trained lactation agents. The OB or pediatrician can refer any breastfeeding mom and baby and have the following evaluated:

- Feeding technique.
- Nipple status/comfort care.
- Feeding frequency.
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- Breast pump function and additional flanges, tubing, or connection parts.

Fax to **1-866-405-7946**.

Mother's name:		
Mother's birth date:	Keystone First member ID number:	
Baby's birth date:	Gestational age:	Weight:
Mother's phone number:	Alternate phone number:	
Mother's address:		
Who is making the referral?		
What is your concern?		
Contact information:		
Bright Start will make every attempt possible to have lactation follow-up within 24 hours of request. For questions, please call our hotline and follow the prompts for "breast pumps."		