



Wild Smile Lactation

Policies and Procedures

Business Definition

Solo Practice

Sally Danto is an International Board Certified Lactation Consultant (IBCLC)

Year of certification: 2020

Next recertification date: 2025

Recertification method (exam or continuing education): exam

Company Name: Wild Smile Lactation

Company Structure: Sole proprietorship

NPI: 1790241974

EIN: 87-3564833

Mailing address: 5800 Natick Ave Sherman Oaks, CA 91411

Phone: 323-531-5438

Fax: 323-307-7830

Email: sally@wildsmilelactation.org

Website: wildsmilelactation.org

Registered Nurse License: 847942

Nurse Practitioner License: 95010519

IBCLC: L-302518

Practice Definition

Mission Statement

My goal is to provide compassionate and individualized lactation support in order to support families and optimize infant nutrition and parent health and wellness while strengthening the parent/infant bond. My practice philosophy is to emphasize client education in order to give parents the tools and knowledge to best care for their infant.

IBLCE Code of Professional Conduct

I adhere to the IBLCE Code of Professional conduct as found [here](#).

Non-Discrimination Policy

Sally Danto, IBCLC/Wild Smile Lactation does not discriminate against employees, business associates, or clients on the basis of race, color, ethnicity, national origin, ancestry, creed, citizenship status, sex, gender identity, sexuality, sexual orientation, gender expression, religion, physical ability, age, family status, or marital status.

Wild Smile Lactation is an inclusive practice and acknowledges that not all lactating persons identify as female or use the word mother.

Sally Danto, IBCLC seeks continuing education on cultural competency, inclusivity, racial inequities, and LGBTQIA concerns in order to provide the best possible care to all families.

Services Provided

Lactation Visits

Location

Client Home: Within 10 miles of zip code 91411. A travel fee will apply for areas outside of the practice zone.

Average Length of Initial Visit: 90 hours

Average Length of Follow Up Visit: 60 minutes

Average Length of any other visit type: 60 minutes

Regular Business Hours:

Friday: 9a-3p

Saturday: 9a-3p

Sunday: 9a-3p

Visit Policies

Wild Smile Lactation provides all clients with a Consent for Care. This form will be provided to the client when scheduling the visit, and must be signed before services are rendered. Client has the right to refuse any treatment or intervention offered to you, and this refusal will be documented in your chart.

Consent is verbally requested before touching client or client's minor child. Client may withdraw consent to be touched even if consent was previously given verbally or in writing. Withdrawal of consent will be documented.

Wild Smile Lactation uses a Tanita BD-815u scale to weigh the client's baby before and after feedings. The scale will be cleaned before and after every use.

- The initial weight will be taken with a clean diaper.
- The baby will be wearing a clean diaper while being weighed for a weighted feed, and will be wearing a clean diaper if a post-feed weight is taken.

Wild Smile Lactation may recommend the use of certain products.

- Some products may be provided for free
 - Wild Smile Lactation does accept free samples
- Clients will be referred to purchase items from a third party
 - Wild Smile Lactation is not an affiliate with any third party
- If you wish to buy a product from Wild Smile Lactation, you will be charged the cost that Wild Smile Lactation paid for it including tax.

Wild Smile Lactation may refer clients to other professionals for continued care.

Wild Smile Lactation does not accept fees for these referrals.

Wild Smile Lactation will provide more than one referral option.

Client visits will be canceled in the event of provider illness or personal emergency and rescheduling is not guaranteed. In the event of cancellation for illness or personal emergency, clients will be notified by their preferred method as provided during intake.

If Sally Danto, IBCLC is not available due to scheduling constraints, vacation, or illness:

- New appointment requests will be referred to another IBCLC.
 - Sarah Gruman Casady (Sgibclc.com)
 - Inna Henry
 - Goldilacts
 - My nursing coach
 - The Land of Milk and Mommy (<https://www.landofmilkandmommy.com/>) (virtual consults only)
- Best efforts will be made to notify active clients of any planned closures.
- Best efforts will be made to respond to urgent messages from active clients during vacation or planned closure. Sally Danto, IBCLC reserves the right to assess the urgency of a client message.
- Sally Danto, IBCLC/Wild Smile Lactation is not obligated to inform clients or potential clients of unavailability due to vacation, planned closure, illness, or emergency.

Handwashing occurs:

- After entering the client's home
- Before and after touching a client
- After using the bathroom

If electronic devices are used:

Screens and keyboards will be cleaned at the start of every visit.

Latex-free gloves are worn:

- For the duration of the visit
- When examining an infant
- When touching a mother

Fee for Service Payment Policies

- Wild Smile Lactation accepts payments at the time of booking or at the time that services are provided.
- All services are non-refundable.
- A \$50 discount will be provided for follow up visits.
- A surcharge will be applied to home visits outside my service area.
 - \$45 for 10-15 miles outside of 91411
 - \$75 for 15-20 miles outside of 91411
 - These surcharges are not eligible for insurance reimbursement.

Fees:

- \$250 - Initial Visit
- \$200 - Follow Up Discount
- \$350 - Surcharge for Twins or higher order multiples
- Surcharge for Travel Outside Service Area
 - \$90 for 10-20 miles outside of 91411
- Payment methods accepted:
 - Cash
 - Personal Check payable to Sally Danto
 - Credit Card processed through PCI-compliant processor:
 - Square
 - Insurance coverage through "The Lactation Network" (LactationNetwork.com)
 - Insurance coverage through Aetna (excluding HMO & QPOS plans)

Insurance Payment Policies (US)

It is your responsibility to make sure that your payment policies are in compliance with federal and state laws, and that they conform to the terms of your specific contracts with payers.

Wild Smile Lactation processes insurance through "The Lactation Network".

Wild Smile Lactation agrees to accept the payer's negotiated rate. If any portion of the claim for parent or baby is applied to a co-pay, deductible, or co-insurance, Wild Smile Lactation will make every effort to have this claim reprocessed by the payer. If attempts are unsuccessful and appeals are exhausted, client agrees to pay the amount in full. Wild Smile Lactation will send an invoice directly to the address provided by the client.

If a client's coverage lapses, changes, or terminates prior to a scheduled visit, client is responsible to cover all charges at the self-pay rate and to inform Wild Smile Lactation of this change.

Client will be provided a superbill that will serve as your payment receipt. You may be eligible for insurance reimbursement under the Affordable Care Act. Please consult your insurer for submission requirements. If you have any difficulty understanding or accessing your benefits, please consult this Toolkit created by the National Women's Law Center:

<https://nwlc.org/resources/new-benefits-breastfeeding-moms-facts-and-tools-understand-your-coverage-under-health-care-law/>

If you paid with an HSA or FSA card and you receive reimbursement for my services, you will be required under your plan to refund your account. Consult with your plan administrator with any questions.

This superbill comes with no guarantee that you will be reimbursed. You have paid in full for services rendered by me at the agreed-upon fee for service. Wild Smile Lactation is out-of-network with your payer and will not accept assignments at their in-network rates. In the event that your payer incorrectly remits your reimbursement to Wild Smile Lactation, you will be refunded up to the full amount sent to me by your insurance company. You'll be completing this form with your full information and your signature. Retain a copy for your own records.

Special Instructions

These policies cover special circumstances you may encounter. Use as applicable.

If Sally Danto, IBCLC will not be on time for a scheduled visit, Sally Danto, IBCLC will attempt to communicate an updated arrival time by email and secure text message.

For home visits, all pets must be secure in a separate room behind a closed door or crated for the duration of the visit. Sally Danto, IBCLC/Wild Smile Lactation must be notified of any service animals who will be present prior to the visit.

Client may grant consent for others to be present during the visit. These names must be provided to Sally Danto, IBCLC/Wild Smile Lactation in advance and will be collected as part of the Consent for Care.

Sally Danto, IBCLC/Wild Smile Lactation will provide a support person the address for all home visits. Clients will be providing this consent prior to the visit. If client declines to provide this consent, Sally Danto, IBCLC/Wild Smile Lactation reserves the right to refuse to provide care.

Sally Danto, IBCLC/Wild Smile Lactation will ask client consent for any intern, student, or assistant to attend lactation visits.

Telemedicine

Sally Danto, IBCLC/Wild Smile Lactation offers telemedicine services through Google Meet. Google Meet privacy policy can be found at <https://cloud.google.com/terms/cloud-privacy-notice?hl=en>.

- Telemedicine is available to established clients
- Telemedicine is available to new clients
- Payment is due at the time of service and is non-refundable.

Fee:

- Payment methods accepted:
 - Cash
 - Personal Check payable to Sally Danto
 - Credit Card processed through PCI-compliant processor:
 - Square
- Visit duration: 90 minutes
- There is a \$50 discount applied for telemedicine visits
- Follow up policy: The telemedicine visit fee includes 2 weeks of follow up support by HIPAA compliant text and email.

Scheduling Procedures

Scheduling Logistics

Choose all that apply:

- Sally Danto, IBCLC/Wild Smile Lactation schedules clients through text and email.
- Sally Danto, IBCLC/Wild Smile Lactation offers online scheduling through Acuity Scheduling.
- Sally Danto, IBCLC/Wild Smile Lactation reserves the right to reschedule or cancel appointments for any reason.
- Priority scheduling will be given to established clients.
- An appointment confirmation will be sent
 - By email

- Through Acuity Scheduling

Cancellation Policies

If a client cancels the visit for any reason less than 24 hours in advance, a 20% fee will be charged to the credit card on file or by invoice. No cancellation fee will apply for in-home appointments that are cancelled due to COVID-19 symptoms. Option to convert to telemedicine appointment will be offered at the price of telemedicine fee.

If Sally Danto, IBCLC/Wild Smile Lactation must cancel an appointment for any reason, no charges to the client will apply. Sally Danto, IBCLC/Wild Smile Lactation reserves the right to cancel appointments for any reason without notice.

Communications

Client Communications

Phone, Email, and Text Services

Prospective Clients

Sally Danto, IBCLC/Wild Smile Lactation maintains a website at wildsmilelactation.org hosted by Wix.com. Contact phone number and email address are publicly posted.

When a phone call, email, and/or text comes in from a prospective client, my policy is to:

- Send a text message or email reply within 24 hours
- Send a link to my online scheduler
- Send a link to my website for more information on my services
- I will not provide clinical support or counseling to prospective clients

Current Clients

Clients receive 2 weeks of follow up support by text, email and/or secure messaging as part of their fee for services.

Secure messages will be replied to (choose all that apply)

- Within 24 hours

Social Media Communications

Sally Danto, IBCLC/Wild Smile Lactation may maintain private social media accounts for personal use. Connection or direct message requests made by clients through these platforms will not be accepted.

Sally Danto, IBCLC/Wild Smile Lactation maintains public social media accounts for marketing purposes on the following platforms: instagram and facebook. All photos appear by express permission of the owner of the photo and all persons appearing in the photo. No client photos or videos will be published without express written consent. Clients and/or their minor children will not be named in posts on social media without express written consent.

Sally Danto, IBCLC/Wild Smile Lactation will not provide direct clinical support or counseling or advice on any social media platform, either public or private. Public accounts are for marketing purposes only to offer general information.

Social Media Policies for Sally Danto, IBCLC/Wild Smile Lactation are posted on all public social media channels.

Website Communications

Website Terms and Conditions are publicly posted on the website for Sally Danto, IBCLC/Wild Smile Lactation.

The Privacy Policy is publicly posted on the website for Sally Danto, IBCLC/Wild Smile Lactation.

Contact form entries are stored.

- In a Google Workspace with appropriate security & privacy measures.

Sally Danto, IBCLC/Wild Smile Lactation abides by all applicable federal, provincial, state, and local regulations regarding copyright. No text, image, or graphic content will appear without the express permission of the copyright or trademark holder. Security Policies

Record Retention Policies

Sally Danto, IBCLC/Wild Smile Lactation is subject to the record retention laws of California and is required to keep client records for 7 years from service rendered.

Clients may request a copy of their chart or that of their minor child at any point during the record retention period. Request must be made in writing to the listed address for Sally Danto, IBCLC/Wild Smile Lactation. Receipt of the request will be acknowledged by Sally Danto, IBCLC/Wild Smile Lactation and records will be mailed within 30 days of acknowledgement of the request.

Sally Danto, IBCLC/Wild Smile Lactation provides records for free within 6 months of the last in-person visit; after this period, a fee of \$25 will be charged and must be paid in advance.

Digital Security

Compliance with Privacy Regulations

Sally Danto, IBCLC/Wild Smile Lactation is in compliance with all applicable federal and provincial/state regulations with respect to the use of technology for healthcare.

Our Privacy Policy for personal information and personal health information is publicly posted on the website for Sally Danto, IBCLC/Wild Smile Lactation.

It is outside the scope of this Workbook to provide you with legal counsel on compliance with applicable regulations. However, these general recommendations are designed to privilege client privacy and informed consent and will provide a solid foundation that should allow you to add in any specific legal responsibilities above and beyond maintaining strict protection over client data. It is critical you consult with your own attorney for this and all other sections of this Workbook.

Devices

All devices used for client care will be secured by a passcode and/or biometric identification.

If you're in solo private practice:

The following person has access to the passcode in case of emergency:

- Sandy Danto, Husband.

Platforms

Sally Danto, IBCLC/Wild Smile Lactation uses Google Workspace for client care. The following safeguards are in place:

- Password protection
- Two-factor identification
- Biometric identification

Google Workspaces privacy policy can be found here:

<https://cloud.google.com/terms/cloud-privacy-notice?hl=en>

Services

Sally Danto, IBCLC/Wild Smile Lactation will not use any free cloud-based services for client communication or file storage.

Email services and document storage are provided through:

- G-Suite
 - This services have provided a Business Associates Agreement

Phone services are provided through:

- Secure VoIP platform by Spruce

Website

Website Terms and Conditions are posted publicly on the website for Sally Danto, IBCLC/Wild Smile Lactation.

Personal Policies

Sally Danto, IBCLC/Wild Smile Lactation is up-to-date on the following immunizations:

- COVID-19
- Annual flu vaccine
- Tdap
- HAV
- HIB
- MMR
- Pneumococcal

Sally Danto, IBCLC/Wild Smile Lactation actively pursues continuing education related to lactation management, infant and child development, parental wellness, communication skills and cultural competence.

If Sally Danto, IBCLC/Wild Smile Lactation is concerned about the safety of a child, Sally Danto, IBCLC/Wild Smile Lactation will contact the child's pediatrician to inform the provider of findings. If Sally Danto, IBCLC/Wild Smile Lactation is concerned that proper steps are not being taken to protect a child against egregious harm, Sally Danto, IBCLC/Wild Smile Lactation will report the findings to Child Protective Services. The following situations apply:

- A physical injury inflicted on a child by another person other than by accidental means.
- The sexual abuse, assault, or exploitation of a child.
- The negligent treatment or maltreatment of a child by a person responsible for the child's welfare under circumstances indicating harm or threatened harm to the child's health or welfare. This is whether the harm or threatened harm is from acts or omissions on the part of the responsible person.
- The willful harming or endangerment of the person or health of a child, any cruel or inhumane corporal punishment or any injury resulting in a traumatic condition.

Sally Danto, IBCLC/Wild Smile Lactation will call emergency services for a client or their minor child if there is a medical emergency that requires immediate attention.

Gift policies:

- Sally Danto, IBCLC/Wild Smile Lactation only accepts gifts from clients when services are concluded.
- Sally Danto, IBCLC/Wild Smile Lactation refuses or destroys any and all donations, gifts, samples, or services from any company or subsidiary company not in compliance with the [WHO Code of the Marketing of Breastmilk Substitutes](#).
- The policy of Sally Danto, IBCLC/Wild Smile Lactation is to purchase all necessary supplies at retail and/or wholesale if appropriate.

During home visits:

- I have a policy to accept offers of water from clients.
- I may bring my own water in with me and may ask to refill my water.
- I will remove my shoes on request.
- I may request to use the bathroom in a client's home.