

## New Lactation Consultation Designation added to Demographic Change Form

Effective **August 24, 2018**, the following change will be newly implemented:

Blue Cross and Blue Shield of Texas (BCBSTX) has implemented a new designation on Provider Finder called Lactation Consultation. The Lactation Consultation designation can be used for network providers who offer lactation support services to members (including counseling, education, and breastfeeding equipment and supplies) during the antenatal, perinatal, and the postpartum period. This type of service is often provided by obstetrician-gynecologists, pediatricians, certified nurse midwives, certified nurse practitioners, certified nurse specialists, and other providers acting within the scope of their license.

Do you provide this type of service? Please use our online form to [request information changes](#) under Network Participation. If you need to change existing demographic information, complete the [Demographic Change Form](#) to initiate the process. You can use these tools to identify yourself or your practice as providers of Lactation Consultation services.

You may also use these methods to update your location, phone number, email or other important details on file with BCBSTX.

If you have any questions, or if you need additional information, please go to our [provider website](#) or contact your local BCBSTX [Network Management Representative](#).