



**CABINET FOR HEALTH AND FAMILY SERVICES
DEPARTMENT FOR PUBLIC HEALTH**

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Dear Physician:

This is to enlist your help in assisting us in providing good nutrition for Kentucky's women, infants, and children. The WIC Program is working diligently to promote breastfeeding as the preferred source of nourishment for infants. WIC provides women with information on benefits of breastfeeding, breastfeeding counseling and assistance with breast pumps, when needed. However, WIC still provides formula to approximately 27,000 infants monthly.

As you may be aware, Federal Regulations for the WIC Program require all State WIC Programs to initiate cost containment rebate procedures with respect to procurement of infant formula. This practice helps us to serve thousands of additional patients. To implement this cost containment system, sealed bids were solicited from formula manufacturers to determine the greatest savings to the WIC Program for the purchase of standard infant formula. After analysis of the bids, a contract was awarded to Nestlé USA.

While some states across the nation have a policy to only allow contract brand formulas, the Kentucky WIC Program has continued to issue other formulas for infants with a documented medical necessity. This includes three categories of infants:

1. Medically fragile infants released after a long hospitalization (e.g., low birth weight or premature, chronic lung disease, cardiac conditions, etc.). With documentation of the condition on the prescription, WIC will not require this infant to be placed on contract brand formula(s).
2. Infants with chronic nutritionally debilitating medical conditions. WIC will continue to provide exempt infant formula and medical foods prescribed by a physician or other providers with Kentucky prescriptive authority for medical conditions including but not limited to:
 - o metabolic conditions such as inborn errors of metabolism diagnosed in the Newborn Screening Program or after;
 - o gastrointestinal disorders such as malabsorption syndrome;
 - o nutritional/metabolic conditions such as failure to thrive, chronic system diseases and/or developmental conditions which affect proper nutrition; and
 - o medical conditions, which result from prematurity (congenital heart disease, bronchopulmonary dysplasia, short bowel, poor post-natal growth).
 - o

The prescription will serve as your documentation of medical necessity, so please include the appropriate diagnosis on the prescription.

3. For infants who do not meet the criteria in 1 and 2 above, the physician's order must document on the prescription the diagnosis, each contract formula(s) tried and the length of time tried before noncontract standard infant formula can be issued by the health department. These requests will be reviewed by the health professional at the health department for approval of the formula.

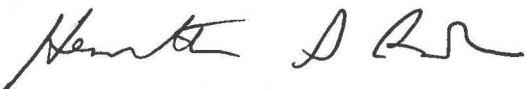
The following are Kentucky's guidelines for issuance of infant formulas:

| Noncontract formula Request | Must try the following Good Start formulas for 72 hours: |
|---|---|
| Requests for milk based formula (i.e., Enfamil Premium, Similac Advance, etc.) | 1 st Trial: Good Start Gentle (if not tolerated, proceed to 2 nd trial) 2 nd Trail: Good Start Soothe |
| Requests for soy based formula (i.e., Enfamil ProSobee, Similac Soy Isomil, etc.) | 1 st Trial: Good Start Soy (if not tolerated, proceed to 2 nd trial) 2 nd Trail: Good Start Soothe (if no milk allergies) |
| Requests for milk based lactose free/reduced lactose formula (i.e., Enfamil Gentlease, Similac Sensitive, etc.) | 1 st Trial: Good Start Soothe (if not tolerated, proceed to 2 nd trial) 2 nd Trail: Good Start Soy Note: Similac Sensitive is a 19 kcal/oz. formula and is <u>not</u> WIC authorized for issuance. |
| Requests for infant/toddler milk based formulas (i.e., Similac Go & Grow or Enfamil Toddler milk based, etc.) | 1 st Trial: Good Star Gentle (if not tolerated, proceed to 2 nd trial) 2 nd Trail: Good Start Soothe |
| Requests for infant/toddler soy based formulas (i.e., Enfamil Transitions Toddler soy based, etc.) | 1 st Trial: Good Start Soy (if not tolerated, proceed to 2 nd trial) 2 nd Trail: Good Start Soothe (if no milk allergies) |

Since every issuance of noncontract brand formula negatively affects the amount of funds available to serve the women, infants and children participating in the WIC Program, the Kentucky WIC Program must strive to maintain the issuance of non-contact standard infant formulas only for those infants with medical need, not patient or provider preference. The use of contract brand formula provides significant savings to our Program and allows us to continue to serve more WIC participants with our food budget. For your information, approximately three (3) infants on contract brand standard infant formula can be served for every one (1) participant on non-contract standard formula.

As a fellow physician, I am asking for your cooperation in this matter, so that we can serve the maximum number of Kentucky mothers and infants in need. I appreciate your assistance in the continuing education of your patients concerning the reasons for which the WIC Program needs to emphasize the use of contract brand formula.

Sincerely,



Henrietta Bada, MD, MPH
 Director
 Division of Maternal and Child Health

Enclosure

cc: WIC Coordinators
 Administrators