

# Formula Updates

December 2013  
Presented by the Formula Team

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## Agenda

- Contract formula changes
- Questions and Answers
- Good Start Protect changes
- Questions and Answers

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## Changes to the Milk-Based Contract Formula Line

- Abbott plans to reformulate its product line.
- These formulas will be changed to 19 cal/oz:
  - Similac Sensitive
  - Similac Total Comfort
  - Similac for Spit Up
- Change is intended to make the formula closer in calorie level to the range found in breastmilk.

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### Changes to the Milk-Based Contract Formula Line

- The 19 cal/oz formulas will no longer meet USDA requirements for authorization by WIC.
  - Formulas must be at least 67 kcal/100 mL (about 20 cal/oz)
- WIC regulations allow states to issue contract formulas that do not meet requirements when medical documentation is provided.

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### New Information

- Since the trainings on 12/16/13, it has not been determined whether or not Texas WIC will continue to offer Similac Sensitive with a prescription (or Total Comfort and Spit Up).

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### What this means...

- Similac Advance – will eventually be the only milk-based contract formula available without prescription
- Participants on alternate contract formulas will need to be changed back to Similac Advance
- Formulas changes will occur in phases...

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### How it will happen...

- Phase 1 – Similac Sensitive will change beginning April 2014
- Phase 2 – Similac Total Comfort and Similac for Spit Up will change beginning June 2014

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### Challenges

- Current TWIN system is unable to automatically transition from one contract formula to another
- Clinics will need to change formula codes manually
- Standing orders will be provided to allow for clerks to change the formula code and then issue benefits during this transition only.

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### Concerns

- Participants will be expected to trial Similac Advance.
- It is not known at this time if Rxs presented for Similac Sensitive can be approved in April.

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### The transition...

- Participants should be transitioned to same form of Similac Advance as the form of Similac Sensitive that they currently receive.
  - Powder → Powder
  - Concentrate → Concentrate
  - Ready to Feed → Ready to Feed

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### The transition...

- Use this table to determine what the participant should be changed to -

<b>394</b>	SIMILAC SENSITIVE PWD 12.6OZ	→	<b>414</b>	SIMILAC ADVANCE PWD 12.4OZ
<b>411</b>	SIMILAC SENSITIVE CON 13OZ	→	<b>388</b>	SIMILAC ADVANCE CON 13OZ
<b>397</b>	SIMILAC SENSITIVE RTU 32OZ	→	<b>365</b>	SIMILAC ADVANCE RTU 32OZ

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### Making the change...

- Two possible ways to make the change.
  - Changing the issuance frequency
  - Formula Exchange
- Benefits for April 2014 (and later) must be changed manually.
- Use the method that best suits clinic flow

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## Changing the issuance frequency

Benefits in Hand	No Current Month Benefits
<b>January</b> <ul style="list-style-type: none"> <li>Issue 2 months of Similac Sensitive (February and March)</li> <li>Change the formula code to Similac Advance</li> <li>Issue the remaining month (April)</li> </ul>	<b>January</b> <ul style="list-style-type: none"> <li>Issue 3 months of Similac Sensitive (January, February, and March)</li> <li>The change will have to be made when they return in March</li> </ul>
<b>February</b> <ul style="list-style-type: none"> <li>Issue 1 month of Similac Sensitive (March)</li> <li>Change the formula code to Similac Advance</li> <li>Issue the remaining months (April and May)</li> </ul>	<b>February</b> <ul style="list-style-type: none"> <li>Issue 2 months of Similac Sensitive (February and March)</li> <li>Change the formula code to Similac Advance</li> <li>Issue the remaining month (April)</li> </ul>
<b>March</b> <ul style="list-style-type: none"> <li>Change the formula code to Similac Advance</li> <li>Issue the remaining months (April, May, and June)</li> </ul>	<b>March</b> <ul style="list-style-type: none"> <li>Issue 1 month of Similac Sensitive (March)</li> <li>Change the formula code to Similac Advance</li> <li>Issue the remaining months (April and May)</li> </ul>

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## Formula Exchange

Benefits in Hand	No Current Month Benefits
<b>January</b> <ul style="list-style-type: none"> <li>Issue 3 months of Similac Sensitive (February, March, April)</li> <li>Go in to the Formula Exchange Module and Select APRIL</li> <li>Change April to Similac Advance</li> </ul>	<b>January</b> <ul style="list-style-type: none"> <li>Issue 3 months of Similac Sensitive (January, February, and March)</li> <li>The change will have to be made when they return in March</li> </ul>
<b>February</b> <ul style="list-style-type: none"> <li>Issue 3 months of Similac Sensitive (March, April, and May)</li> <li>Go in to the Formula Exchange Module and Select APRIL &amp; MAY</li> <li>Change April and May to Similac Advance</li> </ul>	<b>February</b> <ul style="list-style-type: none"> <li>Issue 3 months of Similac Sensitive (February, March, and April)</li> <li>Go in to the Formula Exchange Module and Select APRIL</li> <li>Change April to Similac Advance</li> </ul>
<b>March</b> <ul style="list-style-type: none"> <li>Issue 3 months of Similac Sensitive (April, May, and June)</li> <li>Go in to the Formula Exchange Module and Select APRIL, MAY, &amp; JUNE</li> <li>Change April, May, and June to Similac Advance</li> </ul>	<b>March</b> <ul style="list-style-type: none"> <li>Issue 3 months of Similac Sensitive (March, April, and May)</li> <li>Go in to the Formula Exchange Module and Select APRIL &amp; MAY</li> <li>Change April and May to Similac Advance</li> </ul>

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## Coming Soon

- More information will be provided during trainings in January and February concerning Similac Total Comfort and Spit Up.

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### Support materials for January

- Participant handout
  - English/Spanish flyer created for staff to give participants showing the Similac Sensitive to Similac Advance transition
  - Talking points for staff to be provided to assist staff in discussing this change with participants

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### Future trainings and support materials

- Additional materials in 2014
- Monthly trainings as needed are planned to keep staff informed as materials are developed
- Support materials:
  - Comprehensive flyer showing all coming changes
  - FAQs
  - More talking points for staff

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### Communicating with other WIC partners

- Healthcare provider letter to be developed
- Messaging for websites
- Vendor news flash

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### Staff talking points

- *Be sympathetic* – empathize and agree with the client. Reflect and validate their feeling. State that these changes were made by the manufacturer.
- Remind them that the change does not take place until April. By then, their infant will be older and should be able to tolerate Similac Advance.
- Reassure participants that WIC will assist them through this process.

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### Questions?



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### Changes to Good Start Protect

- Re-branded toward breastfeeding moms who are supplementing with formula.
- Name will change to Good Start Gentle for Supplementation.
- TX WIC chooses not to promote this message.
- Therefore, GS Protect will no longer be authorized after April 1<sup>st</sup>.

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### The message WIC promotes...

- The American Academy of Pediatrics recommends exclusive breastfeeding for 1 year or longer as mutually desired by the mother and infant.
- The first several weeks of breastfeeding “sets” your milk supply.
- Every time you supplement with formula, it sends a signal to your body to make less milk.
- NO formula can compare to a mother’s own milk.

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### Staff actions regarding GS Protect

- Inform participants currently receiving GS Protect that it will not be available for WIC purchase after April 1<sup>st</sup>.
- Approval and issuance may continue through March 31<sup>st</sup>.
- However, do not issue for April or later – it will not be possible to purchase after that time.

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### Staff actions regarding GS Protect

- Encourage retrials of Similac Advance or Good Start Soy if they have not occurred recently (within last month or so).
- This change will affect only a small number of participants statewide (60 in June 2013).
- Similar to removal of Good Start products about a year ago

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### Staff actions regarding GS Protect

- Manual change to another formula for April benefits
- Run foxfire report to identify current GS Protect clients (formula code 520)
- May issue 1-2 months until March 31, 2014
- Contact HCP for alternate formula options for April and later

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### Summary

- Similac Sensitive will no longer be available to issue.
- Current recipients must be manually issued Similac Advance for April and later benefits.
- GS Protect should not be issued/approved beyond March 31, 2014.
- Purchase of GS Protect will not be allowed beginning April 1, 2014.
- The GS Protect change requires manual change to Similac Advance or other alternate formula (with a Rx).

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### New Since Training in December

- It has not been determined if Texas WIC will allow Similac Sensitive to be issued by prescription after April 1.
- More information concerning approval procedures and the issuance of other non-exempt formulas after April 1 will be provided in the near future.

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## Upcoming Trainings

- Update on formula changes status
  - Monday, January 13<sup>th</sup> from 12-1:30PM
  - Wednesday, January 15<sup>th</sup> from 12-1:30PM



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## Questions?



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## Contact Us

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