

Communicating 2014 Similac Formula Changes with Healthcare Providers

Please review the following considerations when communicating the 2014 Similac formula changes with healthcare providers.

What communication is the State office providing health care providers?

- By February 20, 2014 the state office will mail notifications to physicians (MD, DO), medical and physician assistants (MA, PA) working in pediatric and/or family practice settings in Oregon using mailing labels from the Oregon Medical Association.
- Community Health Nurses will be sent an email communication via the Maternal Child Health state staff.
- Specialty clinics and metro area clinical Dietitians will be notified by email and face to face contacts.
- Early Head Start state partners will receive an email communication.

Considerations for communicating formula changes

- When drafting communication with local healthcare providers in your area think about the following:
 - Share accurate, evidence-based information.
 - Providers prefer short, concise communication.
 - Consider the talking points listed below.
 - Encourage providers to refer questions regarding why Abbott is making these changes to Abbott. The formula manufacturer will be communicating with health care providers.
 - The key message we want to convey is that the majority of the formula transitions will be successful.
- Focus on how WIC can help:
 - WIC staff will guide participants in transitioning their baby to a new formula.
 - Additional support will be provided to moms who are partially breastfeeding, to avoid any complications with changing formulas.
 - WIC staff is trained to address normal baby behaviors including fussiness, spitting up, changes in bowel movements, and knows when to refer if concerns arise.

Key talking points

- WIC promotes breastfeeding as the norm for all infants unless medically contraindicated
- WIC participants have received notification of the change and WIC staff will support a successful formula transition.

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- Changes will be monitored and healthcare providers will be notified if any concerns arise; we acknowledge that most healthy infants do well on any milk-based formulas.
- Local agencies have the option to deny a medical formula request that is received for the following reasons without an underlying medical condition: fussiness, gas, spitting up, constipation or colic.
- Local agencies have the option to transition an infant who is receiving a medical formula and is no longer showing symptoms back to a rebated formula, in communication with the infant's healthcare provider.
- Healthcare providers can request a nutrition and diet assessment by the local agency WIC Nutritionist/Dietitian. This can be done by contacting the local WIC agency via the WIC website: <http://public.health.oregon.gov/HealthyPeopleFamilies/wic/Pages/countyinfo.aspx> or by completing a medical documentation form requesting an assessment and stating the underlying concerns.
- Medical documentation forms and the Oregon WIC formulary can be accessed at <http://public.health.oregon.gov/HealthyPeopleFamilies/wic/Pages/providers.aspx>
- Concerns or questions from a healthcare provider that cannot be addressed by the local agency can be sent to the State WIC office by contacting the temporary warm-line being staffed by State Dietitians during normal business hours of 8 am- 5pm Monday through Friday. The warm line number is 503-866-5106 or the main state WIC contact line at 971-673-0040.

Additional resources, support to share:

- Baby Behaviors for Formula-fed infants: What is normal, when to refer?
- Participant notification of the infant formula changes in WIC (2-sided, English/Spanish)
- Overview and FAQ
- Revised Oregon Medical Documentation form
- Revised Oregon WIC Formulary