

Baby-Friendly USA, Inc.

Designated Phase Fees

Congratulations on your Baby-Friendly USA Designation! The Baby-Friendly USA Designation is valid for 5 years if the facility maintains compliance with the current **BFUSA Guidelines and Evaluation Criteria (GEC)**. In those 5 years, your team will have an assigned Clinical Review Specialist (CRS) who will be there to support you and your team to continue successfully implementing the Ten Steps to Successful Breastfeeding.

January 1, 2026 – December 31, 2026

PHASE	FEE
Annual Quality Improvement	\$3500
Re-Designation Year 1	\$3500
Re-Designation Year 2	\$3500

Annual Quality Improvement and Re-Designation:

- **Annual Quality Improvement (AQI) Year 1, 2 and 3:** Facilities participate in Annual Quality Improvement (AQI) work to ensure practices remain in compliance with the GEC.
 - Each facility works with their individual Clinical Review Specialist, RN, IBCLC submitting required work for review, receiving answers to questions and addressing areas of concern.
- **Re-Designation Year 1:** Facilities continue to provide updates and submit documents to their CRS in preparation for assessment. A Readiness Assessment Interview is held with their CRS to discuss implementation of practices.
- **Re-Designation Year 2:** Facility maintains practices and makes final preparations for the assessment this year.
 - Re-Designation Year 2 will have an additional cost for two assessors (\$950 each) on the phase invoice. This must be paid before assessment dates can be offered for the year.
 - Additional expenses can be incurred for an extra year in the phase, cancellation of assessment, and additional assessment days.
 - If a facility cancels assigned dates and pushes their assessment into the next year, they can be billed for a 2nd year in the phase. We strongly recommend keeping your assigned dates.
- There are fees for each phase or phase year. These are subject to yearly adjustments.
- If in rare circumstances, a facility requires a re-visit, additional fees and travel expenses will apply.
- Facilities remain enrolled in the Annual Quality Improvement and Re-Designation years as a part of their Re-Designation process.
- No refunds will be issued once fees are paid.