

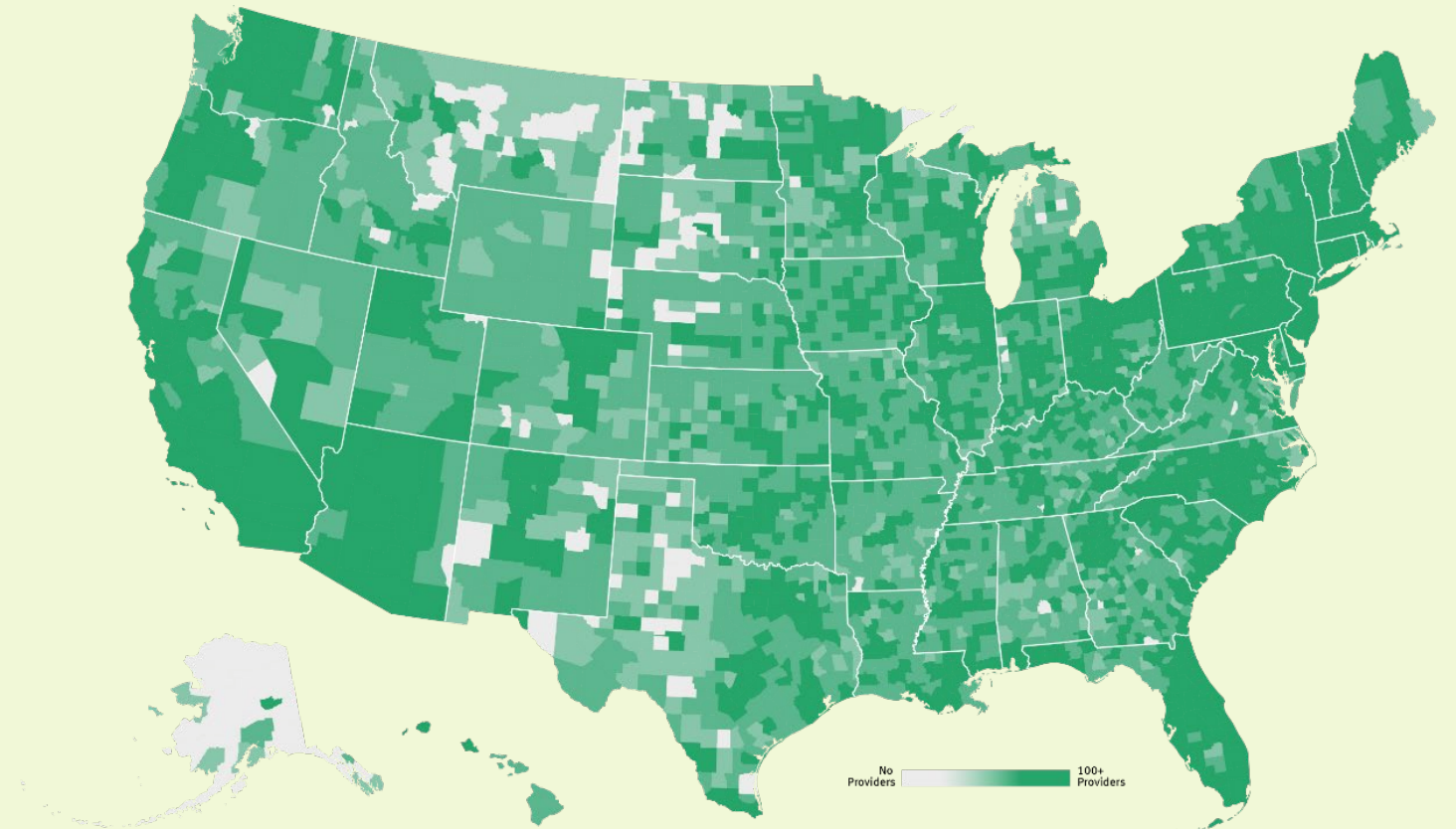
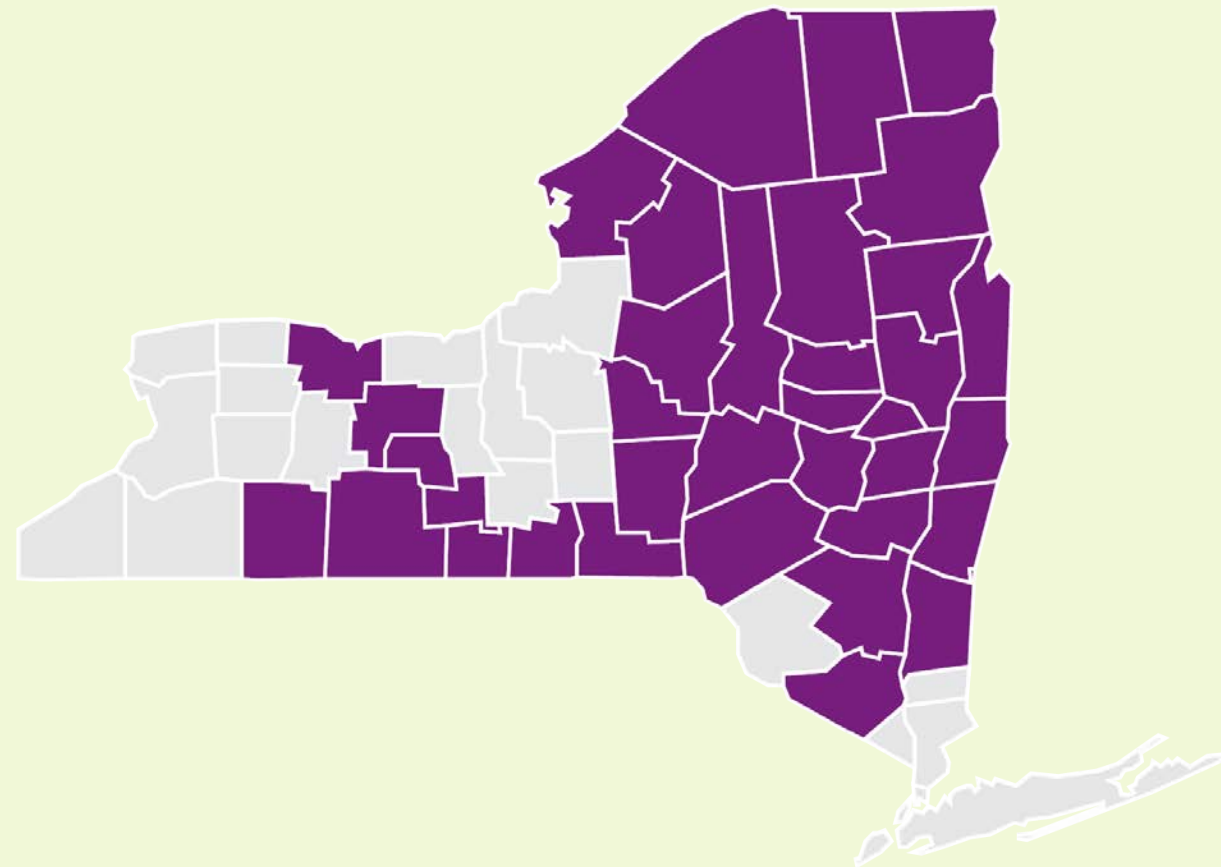


CDPHP Commercial Doula Reimbursement Benefit

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Who We Are



36

COUNTIES
in NY

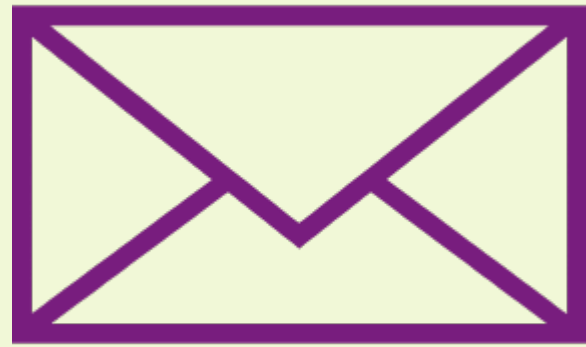
~ 400,000

MEMBERS
across all lines of business

1M+

PROVIDERS
throughout the country

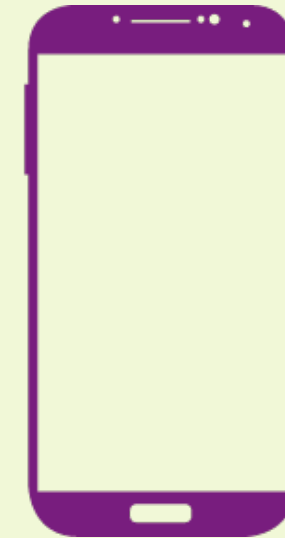
CDPHP Family Support



Personalized guidance via letter and e-mail



1-on-1 case management



Health coaching and pregnancy tracking with Ovia Health



Expanded access to doula support



Coverage for breastfeeding support



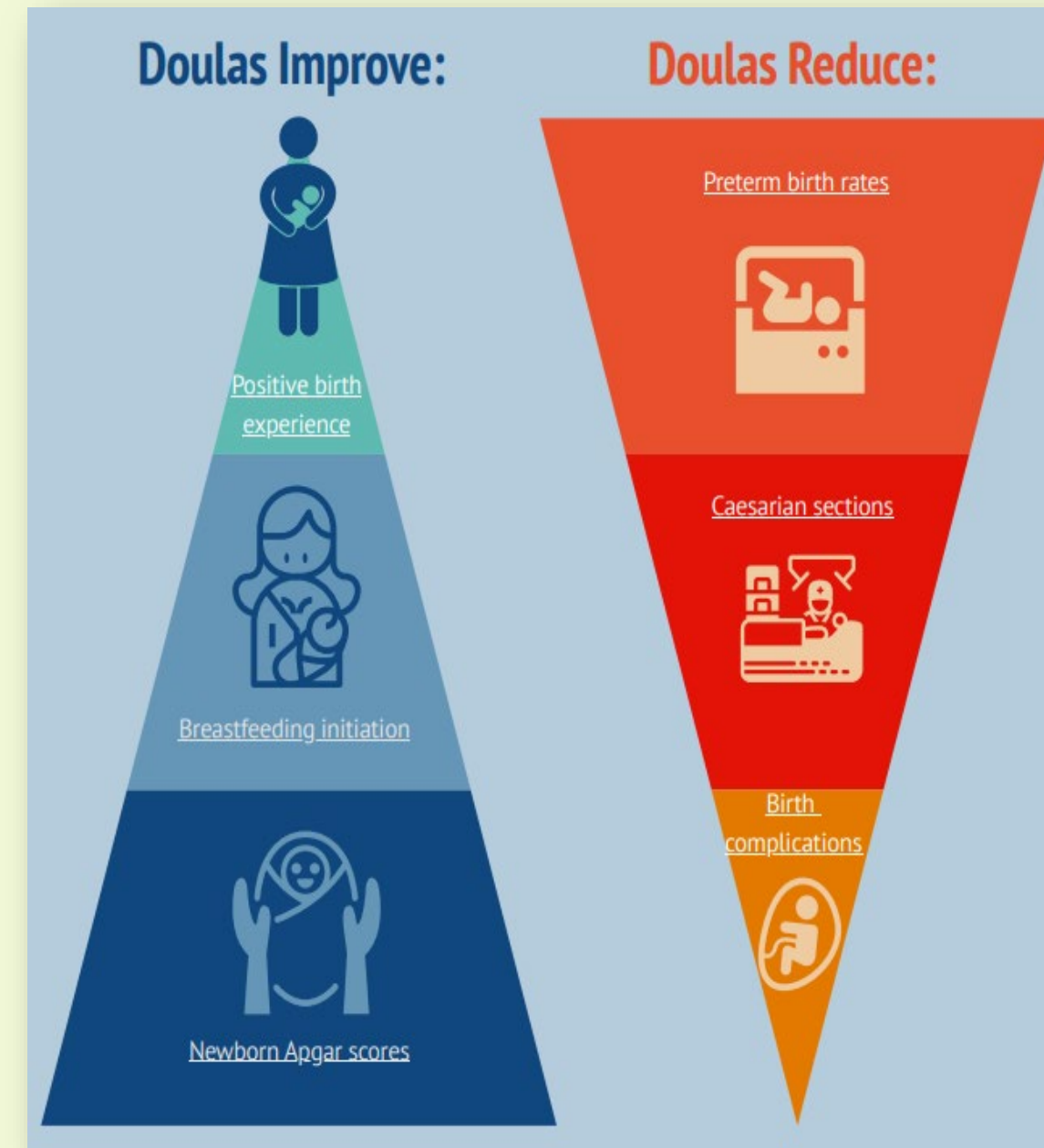
Incentives for staying active

Doula Reimbursement Benefit Background



Why did CDPHP implement this benefit?

- Maternal morbidity and mortality rate in America is at an unacceptable high; two-thirds of maternal deaths are preventable
- Birth and postpartum doulas are proven to provide benefits that support healthy birth outcomes and long-term family health
- Women with continuous support from a doula experience positive birth outcomes:
 - **39%** decrease in the risk of Cesarean birth²
 - **22%** decrease in the risk of preterm birth²
 - **4x** decreased likelihood of having a low birthweight baby³
 - **2x** decreased likelihood of experiencing a birth complication³
- Doula services support CDPHP quality goals and mission of becoming a **5-Star plan**



1 Hodnett ED, Gates S, Hofmeyr GJ, Sakala C. Continuous Support for Women During Childbirth. Cochrane Database of Systematic Reviews. CD003766, (2003).

2 Kozhimannil et al., 2016. NIH

3 Gruber <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3647727/>

Collaboration is Key



Collaborating with the doula community to better understand the benefits of doula support, how our members work with doulas, and how to spread awareness about this new benefit has been integral in its development



February 06, 2023

Navigating the "Fourth Trimester": Guidance from a Postpartum Doula

When I found out I was pregnant with my first child in late 2013, I thought I had it all figured out. I consulted with friends, mulled over pregnancy blogs, kept all of my doctor's appointments, read *What to Expect When You're Expecting*, and, most importantly - I had the perfect matching Pottery Barn bedding set in her nursery. And then, I was sent home from the hospital with my newborn, and realized I didn't really know anything at all. Maybe that's a little dramatic, but the transition into what's commonly referred to as the "fourth trimester" was a doozy...

#healthy living

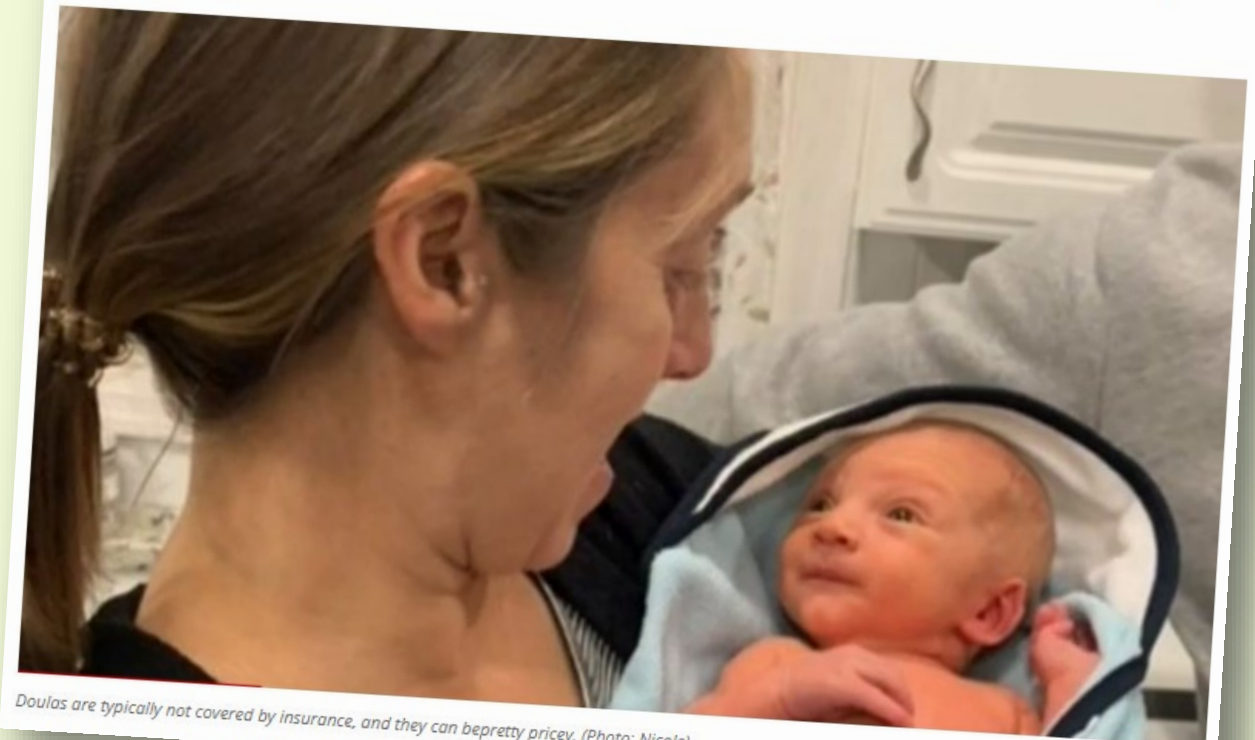


Liz says doulas typically charge between 1,200 and 2,000 dollars.

As of the start of this year - CDPHP will now reimburse for doula services up to \$1,500.

"I definitely started sooner. I knew I was going to work with a doula again, but it was definitely like ok great, now I'm not worrying about the fee as much," said Nicole

CDPHP added the benefit after researching and learning that doulas are proven to help women get through pregnancy healthier.



Doulas are typically not covered by insurance, and they can be pretty pricey. (Photo: Nicole)



- As of October 20, 2023, **42 members** submitted for reimbursement and received payment
- **38 members** requested reimbursement under the allowed amount of \$1,500
- **4 members** submitted for reimbursement in 2 installments
- CDPHP continues to **spread awareness** about this new benefit through blog posts, social media, monthly e-mails and Ovia Health app engagement

Doula Reimbursement Benefit Testimonials



*“As a mom of three, working with a doula my 3rd time around changed my entire birth experience for the better. My doula supported me through a complication while pregnant and was there for me when my breeched baby needed to be flipped. The flip was successful but immediately put me into labor -- three weeks early. **My doula helped me coordinate care for my other two young children and deliver my third the way I had hoped -- in a safe and calm environment, unmedicated, where my voice was heard.** I'm so grateful that my health plan added this benefit in time for my 3rd child as **I wouldn't have considered a doula otherwise.**” – **CDPHP Member, February 2023***

*As a first-time mom, I was a bit nervous about labor, delivery, and the whole birth process. Through the education and support of my doulas, I learned that birth is the most natural thing a woman can do and that our bodies were made to do this. **In addition to the informative prenatal sessions with my doulas, they provided me with great resources, affirmations, and strategies. Through my education of birth prep, hypo birthing, the benefits to mom and baby of delivering intervention-free, I was able to make educated decisions while also developing confidence and belief in myself.** I set a goal, and my doulas supported me every step of the way. I was able to get through labor and delivery intervention-free just like I had hoped, and my healthy, perfect baby boy was in my arms only four hours after arriving at the hospital. I am so thankful for this amazing CDPHP benefit and **I will definitely utilize the service and support of doulas for my future pregnancies.** Thank you CDPHP! – **CDPHP Member, August 2023***



Questions?

Thank you!