



**Department
of Health**

NYS Medicaid Doula Services Benefit Town Hall March 12, 2024

**Office of Health Insurance Programs (NYS Medicaid)
Bureau of Maternal and Child Health Policy**

Town Hall

Please note that by participating in today's online event, you acknowledge and consent that your personal information (such as name, image) may be visible to others in the live online meeting as well as captured in the recording, which will be posted on our website.

The feedback in the context of this meeting will not be considered formal public comment on the proposed State Plan Amendment.

Guidelines for Sharing

- All are invited to speak at designated times
- Please use the "Raise your hand" function to note the desire to speak
- Individuals will be unmuted in order of request, unless they have already spoken, in which case individuals who have not yet spoken will be given priority
- Please keep comments to three minutes or less

Goals and Roadmap for Today

10:00-10:05: Opening

10:05-11:15: Medicaid Updates

- Enrollment
- Doula Directory
- Recommendation for Doula Services
- Translation Materials
- Provider Manual Overview

11:15-11:55am: Discussion

11:55-12:00: Closing

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State Plan Amendment Update

- No new information to report
- NYS continues to await federal approval

Enrollment Updates

- **As of 3/1/2024, doulas can enroll to become NYS Medicaid Doula Services Providers.**
- Applications received on or prior to 5/01/2024, in most cases, can be backdated to 3/1/2024.
- To enroll, visit <https://www.emedny.org/info/ProviderEnrollment/doula/>

Preparing for NYS Medicaid Enrollment and Billing

- Apply for a National Provider Identifier (NPI) to begin provider enrollment process.
- Ensure Applicant Meets Training Pathway or Work Experience Pathway Requirements
 - https://health.ny.gov/health_care/medicaid/program/doula/docs/visualize_enrollment_pathways.pdf
- Review Doula Services Provider Enrollment Guidance
 - <https://www.emedny.org/info/ProviderEnrollment/doula/>
- Attend Provider Enrollment Support Offerings
 - https://health.ny.gov/health_care/medicaid/program/doula/
- Review General Enrollment and General Billing Guidance on eMedny.org
 - Videos and additional training are available under “Provider Outreach and Training” tab
 - www.emedny.org
- **Subscribe to Medicaid Updates:**
 - All formal announcements, effective dates, and updates to the NYS Medicaid doula services benefit will be published via Medicaid Updates.
- **Enroll as NYS Medicaid Providers**

Provider Enrollment Support

Past

January 2024 Stakeholder Sessions

Stakeholders provided input regarding support wants and suggested formats

Upcoming (Dates and Times TBD)

Virtual Enrollment Informational Sessions

Virtual Billing Informational Sessions

Virtual Enrollment Support 1:1 Sessions

Types of Support

Written

Detailed written enrollment guidance and instructions

Virtual & Live

Enrollment Informational Sessions (voluntary participation)

Billing Informational Sessions (voluntary participation)

1:1 Enrollment Support*

Recorded

1-2 recorded Virtual & Live Enrollment and Billing Education Sessions

Recorded Enrollment and Billing Support Videos

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Virtual & Live Provider Enrollment Support

Session	Date	Time	Information
Enrollment Informational Sessions*	Wednesday, March 20, 2024	2:00pm-4:00pm	Medicaid team will walk through enrollment process Live Q&A
	Friday, March 29, 2024	12:00pm-2:00pm	
	Additional Sessions to be added		
Enrollment Support 1:1 Sessions*	Ongoing	By appointment – click on the registration link to view available times	Applicants must sign up for a time slot using the Calendly link Each session is 30 minutes Applicants cannot submit documents via mail or email to review Applicants can schedule additional sessions
Billing Informational Sessions*	Anticipated to begin May 2024		TBD

*Attendance at all support sessions is voluntary.

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Doula Directory

The NYS Medicaid Doula Directory is now live:

https://www.health.ny.gov/health_care/medicaid/program/doula/directory/directory.htm

- This is a directory of all NYS Medicaid Fee-for-Service Doula Services Providers.
- Doulas are required to complete the directory form electronically as part of the provider enrollment process and to update information as needed.
- A doula will be added to the doula directory once their provider enrollment application has been approved.

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Language Translation

- The NYSDOH Doula Services Website and Medicaid Doula Directory will be available in Spanish.
- The Client Recommendation Form used for enrollment with the Work Experience Pathway will be translated into multiple languages.

Recommendation for Doula Services

- Doula services with NYS Medicaid will be classified as a preventative service.
- As such, a recommendation by a licensed practitioner of the healing arts is required for each Medicaid Member.
- A request for a standing recommendation (order) for doula services from the NYS Commissioner of Health is pending. The issuance of this will eliminate the need for an individual recommendation for services for each Medicaid member.
- Regulatory amendment is needed for the Commissioner to be able to issue the standing order; this is being done in tandem with the State Budget process.
- In the interim, on and after 3/1/2024, NYS Medicaid-enrolled doulas, must obtain a written recommendation from a licensed provider for doula services for each Medicaid Member to whom they provide services.

Recommendation For Doula Services

- This recommendation must be dated prior to the initiation of doula services.
- Doulas must maintain a copy of each recommendation in their records.
- This recommendation can be completed using the [form](#) provided by the NYSDOH. It is not necessary to use the NYSDOH form as long as the NYS licensed practitioner's written recommendation for doula services includes the following:
 - Medicaid Member's first and last name;
 - Medicaid Member's date of birth;
 - Licensed practitioner's first and last name;
 - Licensed practitioner's license number;
 - Date of recommendation; and
 - Licensed practitioner's signature.



NYS Medicaid Doula Services Recommendation Form



If you are a Medicaid Member...

Doulas provide physical, emotional, educational, and non-medical support for pregnant and postpartum persons before, during, and after childbirth or end of pregnancy. You are eligible for doula services through NYS Medicaid during pregnancy and up to 12 months after pregnancy, regardless of the outcome.

You must obtain a recommendation **prior to the initiation of doula services** for the services to be covered by Medicaid. This recommendation must be from a licensed practitioner*, for example, your primary care provider, OB/GYN, midwife, or nurse. You can ask for a recommendation even if you do not know who your doula will be yet.



If you are a doula enrolled in NYS Medicaid...

The doula must obtain a written record of the licensed practitioner's recommendation for the Medicaid Member **prior to the initiation of doula services** for the services to be reimbursed by Medicaid. The doula must maintain this recommendation in their documentation records for the Medicaid Member in compliance with HIPAA standards.



If you are a licensed practitioner*...

This recommendation acknowledges that the Medicaid member would benefit from doula support for the duration of the pregnancy and up until 12 months postpartum. A recommendation is not the same as a prescription or referral. You may provide a recommendation without identifying the doula who will serve the member.

This form can be used and is one example of a recommendation for doula services. Alternate documentation can be used as long as all of the information below is included to document a licensed practitioner's recommendation. This documentation must be kept by the Medicaid-enrolled doula services provider.

Licensed Practitioner's Recommendation for Doula Services	
Medicaid Member's First and Last Name:	Medicaid Member's DOB (MM/DD/YYYY):
Licensed Practitioner's First and Last Name:	Licensed Practitioner's License Number:
Licensed Practitioner's Signature:	Date of Signature (MM/DD/YYYY):

*Doula services are a preventative health service and must be recommended by a physician or other licensed practitioner of the healing arts acting within their scope of practice under State law to be eligible for Medicaid reimbursement. The licensed practitioner may include a physician, nurse practitioner, licensed midwife, psychologist, licensed clinical social worker, licensed marriage family therapist, licensed mental health counselor or psychiatrist.

Doula Services Provider Manual

- The provider manual provides an overview of the doula services benefit, including
 - Provider guidelines and resources,
 - Enrollment and revalidation requirements,
 - Description of covered services, and
 - Documentation guidance.
- Billing codes have been removed from the version that is being shared today.
- Once NYS has received federal approval, the complete provider manual with billing codes and the fee schedule, will be published.
- The pilot provider manual will be replaced with the new manual.
- All Medicaid-enrolled doulas are to follow updated guidelines, including those doulas who participated in the doula services pilot.

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Review: Medicaid Doula Pilot Transition to Statewide Medicaid Coverage of Doula Services

- The piloted coverage of doula services in Erie County ended on 2/29/2024.
- As of 3/1/2024, all Medicaid doula services provided by Medicaid-enrolled will be reimbursed under the statewide benefit. Updated billing codes and reimbursement rates will apply.
- Claims for services provided on and after 3/1/24 may be submitted after statewide coverage has been announced (this will occur after the SPA has been approved and updated guidance has been published).
- Upon federal approval and statewide implementation, an updated provider manual and billing guidance will be published, to include new billing codes and rates.
- All Medicaid-enrolled doulas are to follow updated guidelines, including those doulas who participated in the doula services pilot.

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Review: MMC Contracting Information

Division of Health Plan Contracting and Oversight Website:

- Includes information about Managed Care Plan Contracting and Independent Practice Associations
- https://www.health.ny.gov/health_care/managed_care/hmoipa/guidelines.htm

Public Engagement Schedule

Remaining 2024 Town Hall Meeting Dates	
March 12	<ul style="list-style-type: none">• Town Halls are scheduled for Second Tuesday of Every Month from 10am-12pm.• Town Hall engagements may be reduced based on need for discussion.• Additional Meetings to Support Provider Enrollment will continue to be added.• 1:1 Support Sessions are available.
April 9	
May 14	
June 11	
July 9	
August 13	
September 10	
October 8	
November 12	
December 10	

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Next Meeting

Date & Time: Tuesday, April 9, 2024 from 10am-12pm

Registration Link:

<https://meetny.webex.com/weblink/register/r2dd0af14060bd35d4ed6ef5bc3c445>

To be added to the listserv: doulapilot@health.ny.gov

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Closing Remarks and Next Steps

You may continue to share input after today's event via email to doulapilot@health.ny.gov.

For more information on the Doula Services benefit, visit https://health.ny.gov/health_care/medicaid/program/doula/

To enroll as a NYS Medicaid Doula Services Provider, visit <https://www.emedny.org/info/ProviderEnrollment/doula/>

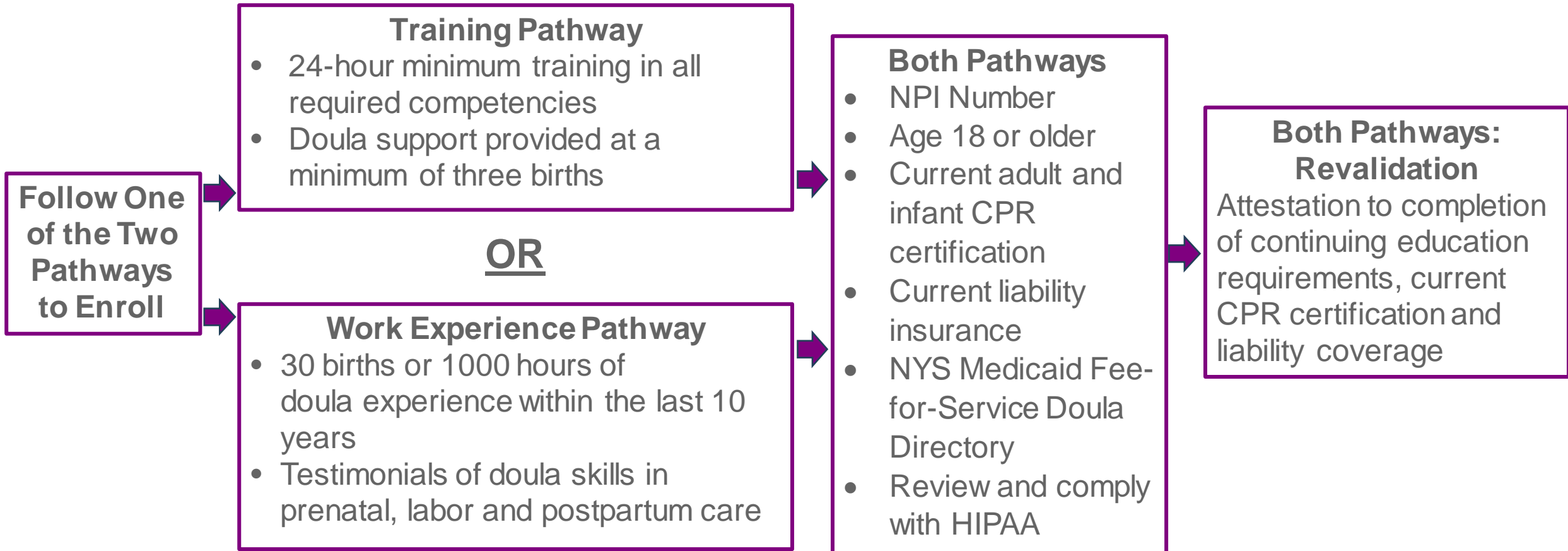
Thank you for participating.

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End Presentation

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Proposed Training and Work Experience Pathways



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Proposed NYS Medicaid Doula Competencies for Training Pathway to Meeting Criteria for Enrollment

Core Competencies (20 Hours of Training):

- Foundations on anatomy of pregnancy and childbirth
- Labor support techniques and nonmedical comfort measures
- Common medical interventions: risks, benefits, and decision-making
- Prenatal and postpartum education and support
- Lactation support, education and infant feeding
- Scope of practice

Broader Competencies (Four Hours of Training):

- Cultural awareness/humility and cross-cultural communication
- Health equity in medical field, especially reproductive health
- Person-centered and trauma-informed care
- Community-based knowledge and facilitating connection to resources

Proposed Fee for Service Reimbursement Structure

Service	Visit Allowance	Per Visit Reimbursement	Percent of Total Reimbursement	Amount of Total Reimbursement
Perinatal Service: Prenatal or postpartum doula support	8 visits	NYC: \$93.75 ROS: \$84.37	50%	NYC: Up to \$750 ROS: Up to \$675
Labor and Delivery: In-person doula support during labor and birth	1 encounter	NYC: \$750 ROS: \$675	50%	NYC: \$750 ROS: \$675

MMC Plans are encouraged to match or exceed the FFS rate

Review: Pilot Information: Medicaid Doula Enrollment Extension and Revalidation

- All doulas who are currently enrolled as New York State Medicaid providers via the Doula Services Pilot will remain enrolled through 2/28/2025.
- To revalidate on or before 2/28/2025, doulas who are currently enrolled in New York State Medicaid via the Doula Services Pilot will need to follow updated revalidation requirements according to statewide guidelines.
- Updated revalidation requirements will be published upon implementation of statewide Medicaid coverage of doula services.
- Proposed revalidation guidance can be viewed here:
https://www.health.ny.gov/health_care/medicaid/program/doula/docs/2023-10-16_town_hall.pdf and https://www.youtube.com/watch?v=tU5pQqRX_1c.

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