



**Department
of Health**

NYS Medicaid Doula Services Benefit Town Hall July 9, 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.

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

10:05-10:30: Medicaid Updates

- Provider Manual Updates
 - Standing Order Addition
 - Medicaid Managed Care Carve-In Delay
 - General Billing Guidance
- Doula Directory Updates
- Enrollment Numbers and Support
- Billing Support

10:30-10:55am: Discussion

10:55-11:00: Closing

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Medicaid Doula Services Provider Manual Updates

- Information regarding the standing order for doula services has been added.
- The inclusion of doula services coverage in Medicaid Managed Care has been delayed until January 1, 2025, to allow time to increase the Medicaid doula provider network. Please see the manual for more information. Doula services will continue to be covered via Medicaid Fee for Service for all eligible Medicaid members, to include Medicaid Fee for Service and Medicaid Managed Care members.
- Information has been added regarding Medicaid reimbursement policies.
- Medicaid Doula Services Provider Manual:
 - https://www.emedny.org/ProviderManuals/Doula/PDFS/Doula_Policy_Guidelines.pdf

Standing Order for Doula Services

- The Medicaid Doula Services Provider Manual has been updated to refer to the standing order and reflect the change in the written recommendation requirement.
- **The standing order was issued and takes effect on June 10, 2024.**
- **Medicaid members no longer need an individual recommendation/order from a healthcare provider for doula services to be covered by Medicaid and doulas do not need to keep a copy of an individual recommendation/order for services rendered June 10, 2024 – June 9, 2025*.**

*The standing order was issued for one year

- The standing order and additional details can be found at the Doula Services Website: https://www.health.ny.gov/health_care/medicaid/program/doula/index.htm

Medicaid Managed Care (MMC) Information

- Doula services will be “carved out” of, or not included in, the MMC plan benefit packages between March 1, 2024 and **December 31, 2024**.
- Effective January 1, 2025, doula services will be added to the MMC benefit package.
- **All Medicaid Members who are enrolled in Medicaid FFS or MMC plans are eligible for Medicaid coverage of doula services as of March 1, 2024. Medicaid FFS will cover the services through Decembers 31, 2024 for Medicaid FFS and MMC members.**

Reminders:

- Doulas must first enroll as Medicaid FFS providers before they can contract with MMC Plan. To enroll: <https://www.emedny.org/info/ProviderEnrollment/doula/>
- Each MMC Plan will have their own contracting process for doulas.
- A list of MMC plan points of contact for doulas is available on the Doula Services website: https://www.health.ny.gov/health_care/medicaid/program/doula/index.htm

General Billing Guidance

- Additional information has been added under the 'General Billing Guidance' section to clarify payment in full by Medicaid.

Revalidation Guidance for Pilot-Enrolled Doulas

- Revalidation guidance for doulas who enrolled with the Doula Services Pilot will be published shortly.
- This will be announced via the listserv and documents will be posted to the Doula Enrollment website: <https://www.emedny.org/info/ProviderEnrollment/doula/>

Reminder:

- Pilot-enrolled doulas had their enrollment extended through February 28, 2025.
- These doulas will need to follow updated revalidation requirements according to statewide guidelines to remain enrolled providers after February 28, 2025.

Doula Directory Changes

12. Counties Served by Doula: Please select all the counties where you can reasonably provide in-person doula services. (Telehealth services are covered and allowed for the doula benefit; more information can be found in the doula services provider manual). *

Albany

Allegany

15. Doula's Email Address: Medicaid-enrolled doulas must include either an email address or phone number so that Medicaid members can contact them. *

Enter your answer

16. Doula's Phone Number: Medicaid-enrolled doulas must include either an email address or phone number so that Medicaid members can contact them. *

Enter your answer

- Counties Served by Doula: Please make sure the counties you select only include areas where you can reasonably provide in-person services.
- Contact Information - Email and Phone Number: Medicaid-enrolled doulas must include either an email address or phone number so that Medicaid members can contact them.
- Published entries will not include website information or social media handles and NYS is no longer collecting that information.

To revise your doula directory entry, please complete the form again (this link can also be found on the eMedNY enrollment page):

<https://forms.office.com/g/Qupri80Zin>

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Enrollment Updates

| Doula Enrollment Summary | As of 7/5/2024 |
|---|-----------------------|
| Pilot Doulas Enrolled in Statewide Benefit | 44 |
| Received Applications (excluding returned applications) | 53 |
| Approved Applications | 44 |
| Pending Applications | 9 |
| Total Doulas Enrolled in Statewide Benefit | 88 |

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Doulas Enrolled by County*

| Number of Doulas Enrolled per County | Number of Counties | County Names |
|--------------------------------------|--------------------|---|
| 50-59 | 1 | Erie |
| 20-29 | 2 | New York, Niagara |
| 10-19 | 5 | Bronx, Kings, Monroe, Queens, Westchester |
| 6-9 | 5 | Genesee, Nassau, Richmond, Rockland, Wyoming |
| 3-5 | 11 | Albany, Chautauqua, Delaware, Dutchess, Livingston, Ontario, Orange, Orleans, Otsego, Putnam, Suffolk |
| 2 | 14 | Allegany, Broome, Cattaraugus, Cayuga, Chenango, Fulton, Oneida, Onondaga, Saratoga, Sullivan, Tompkins, Ulster, Warren, Wayne |
| 1 | 24 | Chemung, Clinton, Columbia, Cortland, Essex, Franklin, Greene, Hamilton, Herkimer, Jefferson, Lewis, Madison, Montgomery, Oswego, Rensselaer, Saint Lawrence, Schenectady, Schoharie, Schuyler, Seneca, Steuben, Tioga, Washington, Yates |

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*As of 6/24/2024

Doulas Enrolled by Race & Ethnicity*

| Race | Number of Doulas |
|---|------------------|
| American Indian or Alaskan Native | 0 |
| Asian | 9 |
| Black or African American | 40 |
| Native Hawaiian or Other Pacific Islander | 0 |
| White | 25 |
| Two or More Races | 4 |

| Ethnicity | Number of Doulas |
|------------------------|------------------|
| Hispanic or Latino | 11 |
| Not Hispanic or Latino | 67 |

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*As of 6/24/2024

Doulas Enrolled by Language*

| Language | Number of Doulas |
|--|------------------|
| English | 78 |
| Spanish | 5 |
| Bengali | 3 |
| Burmese | 3 |
| Chin | 2 |
| Hindi | 2 |
| Swahili | 2 |
| Arabic, Cantonese, Dari, French, Jamaican dialect, Karen, Kinyarwanda, Kirundi, Korean, Lingala, Malay, Nepali, Nigerian language (some Ibo), Pashto, Rohingya, Somali | 1 |

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*As of 6/24/2024

How to Increase Enrollment?

- Are you a doula or involved with a doula organization?
- Are you hosting an upcoming meeting with a doula collective or doula network?
- Do you know doulas who want to enroll with Medicaid or have questions?
- Do you have ideas for engaging doulas throughout New York State to increase Medicaid enrollment?

The NYS Medicaid team is available to meet with individual doula groups and organizations to provide information about the doula services benefit and/or provide tailored enrollment support.

- To share ideas or to schedule a meeting, reach out to doulapilot@health.ny.gov.

Enrollment Support

Upcoming: July 12, 12:00pm-2:00pm

- Doula Enrollment Session

Enrollment Support Provided by NYS Medicaid as of 7/09/2024:

- 234 total attendees at six different Enrollment Informational Sessions
- 61 total attendees at 1:1 Enrollment Sessions

Enrollment Resources on the Doula Services website:

- 2-hour Enrollment Informational Session recording
- UPCOMING: 5-15 minute videos on doula enrollment by topic

Billing Support

**FOR ALL FEE-FOR-SERVICE BILLING
QUESTIONS, CONTACT EMEDNY DIRECTLY**

Call Center: 1-800-343-9000

To submit questions via email, use the website:
<https://www.emedny.org/contacts/emedny.aspx>

Billing Support

September 18: Part 1: Intro to Billing for Doulas

- Recording will be posted
- Slide deck available on Doula Services website

September 23: Part 2: How to Submit a Claim ePACES for Doulas

- Recording will be posted
- Will be offered in the future on an ongoing basis as enrolled doula provider network increases

Feedback Ask: If you attended the Billing Support Sessions in June,

- What was helpful?
- What could be improved?
- What are barriers to attending that NYS can address?

July 2024

Provider Enrollment and Billing Support

| SESSION | DATE | TIME | INFORMATION |
|------------------------------------|-------------------------|--|--|
| Enrollment Informational Sessions* | Friday, July 12, 2024 | 12:00pm-2:00pm | Medicaid team will walk through enrollment process Live Q&A |
| | TBD | TBD | |
| Enrollment Support 1:1 Sessions* | Ongoing | By appointment – click on the registration link below 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* | Wednesday, Sep 18, 2024 | 10:00am-12:00pm | Part 1: Intro to Billing for Doulas Provider manual, fee schedule, billing codes, eligibility, claim submission intro, timely billing |
| | Monday, Sep 23, 2024 | 10:30pm-12:30pm | Part 2: ePACES and Submitting a Claim for Doulas Step-by-step guidance for submitting a claim |

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REGISTER FOR SESSIONS HERE:

<https://www.health.ny.gov/doula>

*Attendance at all support sessions is voluntary.

Preparing for NYS Medicaid Enrollment and Billing

Review Doula Enrollment Instructions

- https://www.emedny.org/info/ProviderEnrollment/ProviderMaintForms/Doula_Enrollment_Instructions.pdf

Review All Doula Services Provider Enrollment Information on eMedNY

- <https://www.emedny.org/info/ProviderEnrollment/doula/>

Ensure Applicant Meets Training Pathway or Work Experience Pathway Requirements

- https://health.ny.gov/health_care/medicaid/program/doula/docs/visualize_enrollment_pathways.pdf

Attend Provider Enrollment Sessions

- https://health.ny.gov/health_care/medicaid/program/doula/

Schedule a 1:1 Enrollment Session with the NYS Medicaid Team

- https://calendly.com/ohip_doula/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.
- https://www.emedny.org/Listserv/eMedNY_Email_Alert_System.aspx

July 2024

Upcoming 2024 Town Hall Dates

| Remaining 2024 Town Hall Meeting Dates | |
|--|---|
| August 13 | <ul style="list-style-type: none">• Town Halls are scheduled for the 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 and billing will continue to be added. |
| September 10 | |
| October 8 | |
| November 12 | |
| December 10 | |

Next Meeting

Date & Time: Tuesday, August 13, 2024, from 10am-12pm

Register on the doula services website: <https://health.ny.gov/doula>

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

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/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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