



**Department
of Health**

NYS Medicaid Doula Services Benefit Town Hall August 13, 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

- Feedback on Proposed Doula Services Flyers
- Enrollment Updates:
 - Revalidation (for Doulas who enrolled via the Doula Services Pilot)
 - Translated Client Recommendation Documents
 - Enrollment Videos
 - Doula Directory
 - Enrollment Numbers
 - Ongoing Support
- Billing Support
- Medicaid Managed Care Carve-In Delay

10:30-10:55am: Discussion

10:55-11:00: Closing

August 2024

A

Medicaid covers doula services. Is a doula right for you?



What is a Doula?

- A doula provides physical, emotional, educational, and non-medical support for pregnant and postpartum persons before, during, and after childbirth or end of pregnancy.
- Doula support should not replace medical care with a licensed provider.

What Services Does a Doula Provide?

Doula services may include:

- The development of a birth plan;
- Ongoing support throughout the pregnancy;
- Continuous labor support during childbirth;
- Education and information on pregnancy, childbirth and early parenting;
- Assisting with communication between you and your medical providers, and;
- Connecting you to community-based childbirth and parenting resources.

Am I Eligible for Doula Services?

- If you are a New York State Medicaid Member, you are eligible to receive doula services with each pregnancy.
- You can receive up to 8 doula visits before and after your pregnancy **and** support during childbirth - no matter how your pregnancy ends.
- You can receive doula services up to 12 months after your pregnancy ends.

How Much Will Doula Services Cost Me?

- Doula services provided by Medicaid-enrolled doulas will not cost you anything.



Find a Medicaid-enrolled doula:
health.ny.gov/DoulaDirectory



Medicaid

B

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Medicaid

August 2024



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A

Are you a Medicaid member?
Are you pregnant?
Did you just have a baby?

A doula can help you during and after your pregnancy and offer labor support.



All Medicaid members can receive up to 8 doula visits during and after pregnancy and doula support during childbirth - no matter how the pregnancy ends. There's no cost to Medicaid members for doula support.



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Revalidation Guidance for Doula Services Pilot

Doulas who enrolled via the Doula Services pilot can now complete revalidation applications.

Reminders:

- Doulas who enrolled via the Doula Services Pilot 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.
- The revalidation process uses a pre-set timeline and sends two reminder notices. Revalidation applications will be processed once received by Provider Enrollment.
- To allow sufficient time to revalidate by February 28, 2025, and have no lapse in enrollment status, initial revalidation notices will be sent in August.
- Seven pilot-enrolled doulas were sent an initial notice to revalidate in June. These doulas should follow the pre-set timeline associated with their initial notice in order to ensure no lapse in enrollment status.
- Revalidation information can be found on the Doula Enrollment website:
<https://www.emedny.org/info/ProviderEnrollment/doula/>

August 2024


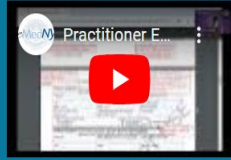

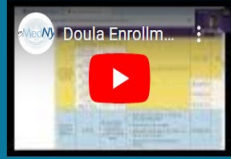
Enrollment Support: Short Videos

- Videos have been created to support provider enrollment.
- All videos are 5-15 minutes in length.
- Videos are available anytime for user convenience.
- Videos can be found on eMedNY's Provider Training Videos page under 'Doula:':
 - <https://www.emedny.org/training/videos.aspx>

Video Topics:

- Doula Enrollment Support
- Navigating the eMedNY Website
- Doula Enrollment Instructions and Pathways
- EFT and ETIN Forms
- Practitioner Enrollment Form and Doula Sample
- Doula Directory Form
- Doula Attestation Form
- Doula Client and Professional Recommendation Form

August 2024

	<p>Doula Attestation Form</p> <p>DOULA ♀, ENROLLMENT ☑</p> <p>Published: 07/26/2024 Type: Training Provider: Doula (Perinatal)</p>
	<p>Practitioner Enrollment Form and Doula Sample</p> <p>DOULA ♀, ENROLLMENT ☑</p> <p>Published: 07/26/2024 Type: Training Provider: Doula (Perinatal)</p>
	<p>Navigating the eMedNY Website for Doula providers</p> <p>DOULA ♀</p> <p>Published: 07/26/2024 Type: Training Provider: Doula (Perinatal)</p>
	<p>Doula Enrollment Support</p> <p>DOULA ♀, ENROLLMENT ☑</p> <p>Published: 07/26/2024 Type: Training Provider: Doula (Perinatal)</p>

Enrollment Documents: Doula Client Recommendation Form

The Doula Client Recommendation Form (for Work Experience Pathway applicants' use) is now available in the 17 most commonly spoken languages in NYS:

1. English
2. العربية (Arabic)
3. বাংলা (Bengali)
4. မြန်မာ (Burmese)
5. Français (French)
6. Kreyòl Ayisyen (Haitian Creole)
7. हिंदी (Hindi)
8. Italiano (Italian)
9. 日本語 (Japanese)
10. 한국어 (Korean)
11. नेपाली (Nepali)
12. Polskie (Polish)
13. русский (Russian)
14. 繁體中文 (Simplified Chinese)
15. Español (Spanish)
16. اردو (Urdu)
17. יידיש (Yiddish)

August 2024

Doula Directory Reminders

- **Counties Served by Doula**: Medicaid-enrolled doulas must only select areas where they 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.
- **Website Information/Social Media Handles**: Published entries will not include website information or social media handles and NYS is no longer collecting that information.

To revise a 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>

Enrollment Updates

Doula Enrollment Summary	As of 7/31/2024
Pilot Doulas Enrolled in Statewide Benefit	44
Received Applications (excluding returned applications)	65
Approved Applications	59
Pending Applications	6
Total Doulas Enrolled in Statewide Benefit	103

August 2024

Douglas Enrolled by County*

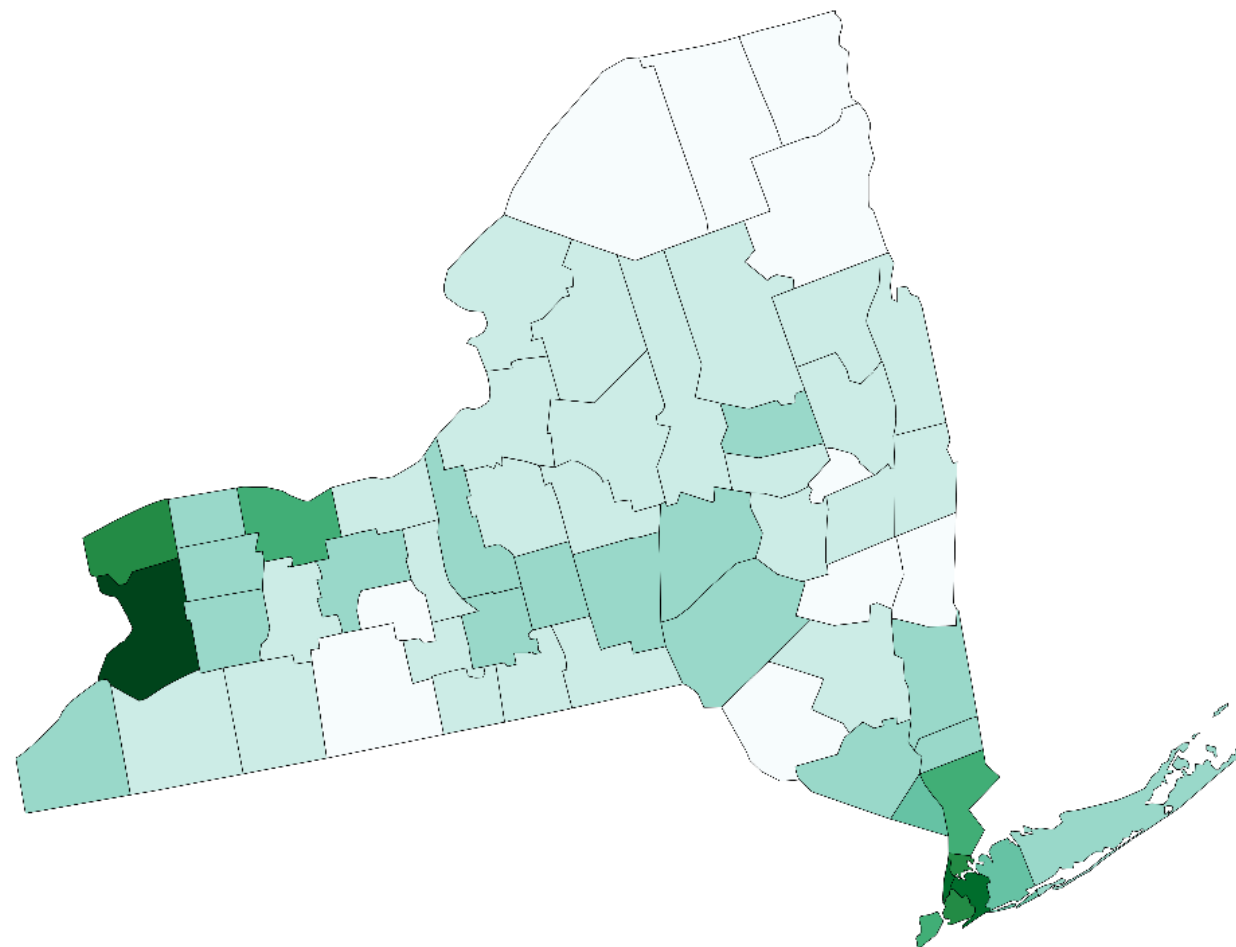
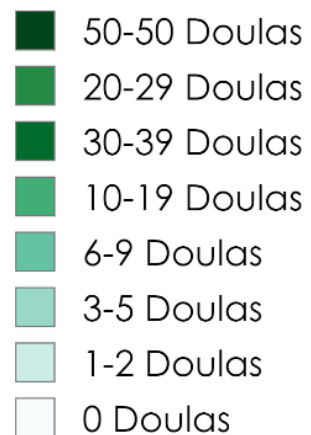
Number of Douglas Enrolled per County	Number of Counties	County Names
50-59	1	Erie
40-49	0	
30-39	2	New York, Queens
20-29	3	Bronx, Kings, Niagara
10-19	3	Monroe, Richmond, Westchester
6-9	2	Nassau, Rockland
3-5	16	Cayuga, Chautauqua, Chenango, Cortland, Delaware, Dutchess, Fulton, Genesee, Ontario, Orange, Orleans, Otsego, Putnam, Suffolk, Tompkins, Wyoming
1-2	25	Albany, Allegany, Broome, Cattaraugus, Chemung, Hamilton, Herkimer, Jefferson, Lewis, Livingston, Madison, Montgomery, Oneida, Onondaga, Oswego, Rensselaer, Saratoga, Schoharie, Schuyler, Seneca, Tioga, Ulster, Warren, Washington, Wayne
0	10	Clinton, Columbia, Essex, Franklin, Greene, Saint Lawrence, Schenectady, Steuben, Sullivan, Yates

August 2024

*As of 7/31/2024

Doulas Enrolled by County*

NYS Medicaid Doulas by County Served



August 2024

*As of 7/31/2024

Doulas Enrolled by Race & Ethnicity*

Race	Number of Doulas
American Indian or Alaskan Native	2
Asian	10
Black or African American	53
Native Hawaiian or Other Pacific Islander	0
White	32
Two or More Races	6

Ethnicity	Number of Doulas
Hispanic or Latino	14
Not Hispanic or Latino	89

August 2024

*As of 7/31/2024

Doulas Enrolled by Language*

Language	Number of Doulas
English	101
Spanish	9
French	4
Bengali	3
Burmese	3
Haitian Creole	3
Chin	2
Hebrew	2
Hindi	2
Swahili	2
Other (a little Hindi, a little Spanish, American Sign Language, Arabic, Cantonese, Chinese, Dari, German, Jamaican dialect , Karen, Kinyarwanda, Kirundi, Korean, Lingala, Malay, Nepali, Nigerian language (Some Ibo), Pashto, Rohingya, Somali, some Spanish)	21

August 2024

*As of 7/31/2024

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: September 4, 10:00am-12:00pm

- Doula Enrollment Session

Enrollment Support Provided by NYS Medicaid as of 8/13/2024:

- 247 total attendees at eight different Enrollment Informational Sessions
- 72 total attendees at 1:1 Enrollment Sessions

Enrollment Resources on the Doula Services website:

- 2-hour Enrollment Informational Session recording
- POSTED: 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>

Provider Enrollment and Billing Support

Enrollment Support 1:1 Sessions*	Ongoing	By appointment – click on the registration link below to view available times:	<p>Applicants must sign up for a time slot using the Calendly link</p> <p>Each session is 30 minutes</p> <p>Applicants cannot submit documents via mail or email to review</p> <p>Applicants can schedule additional sessions</p>
			<p>Part 1: Intro to Billing for Doulas</p> <p>Provider manual, fee schedule, billing codes, eligibility, claim submission intro, timely billing</p>

REGISTER FOR SESSIONS HERE:
<https://www.health.ny.gov/doula>

*Attendance at all support sessions is voluntary.

August 2024

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

August 2024

Reminder: 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
- Medicaid Doula Services Provider Manual:
 - https://www.emedny.org/ProviderManuals/Doula/PDFS/Doula_Policy_Guidelines.pdf

August 2024



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Upcoming 2024 Town Hall Dates

Remaining 2024 Town Hall Meeting Dates	
September 10	<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.
October 8	
November 12	
December 10	

Next Meeting

Date & Time: Tuesday, September 10, 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.

August 2024

End Presentation

August 2024