



**Department
of Health**

NYS Medicaid Doula Services Benefit Town Hall September 10, 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

- Medicaid Managed Care Carve-In
- Enrollment Updates:
 - Revalidation (for Doulas who enrolled via the Doula Services Pilot)
 - Enrollment Videos
 - Enrollment Numbers
 - Ongoing Support
- Billing Support

10:30-10:55am: Discussion

10:55-11:00: Closing

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

What happens after the carve-in if a doula is already working with a MMC member prior to Jan 1, 2025?

From the Doula Services Provider Manual:

Effective January 1, 2025, covered doula services will be added to the MMC benefit package, and reimbursable by MMC plans. When the carve out period has ended (January 1, 2025, and after):

- If a MMC member is receiving services prior to January 1, 2025, MMC plans are required to cover the doula services and continue the Medicaid FFS equivalent until 12 months after the end of the pregnancy, regardless of pregnancy outcome.
 - The doula is required to begin billing the MMC member's plan for dates of service on or after January 1, 2025.
 - The MMC plan is required to ensure continuity of care for these services for their members, even if the doula is not contracted with the MMC plan as of January 1, 2025. Note: This only applies if the MMC member was receiving services from the billing doula prior to January 1, 2025.
 - The plan will reimburse no less than the FFS equivalent until 12 months after the end of the pregnancy, regardless of pregnancy outcome.
- If a MMC member has not received services prior to January 1, 2025, doula services will be reimbursed by the MMC plan only if:
 - The doula is enrolled as an FFS provider,
 - The doula has contracted with the individual MMC plan in which the MMC member is enrolled, and
 - The doula is billing the MMC plan.

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/>


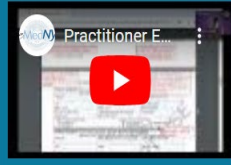

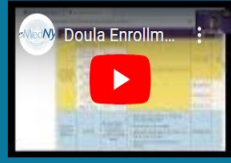
Enrollment Support: Short Videos

- 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

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

Enrollment Updates

Doula Enrollment Summary	As of 8/31/2024
Pilot Doulas Enrolled in Statewide Benefit	44
Received Applications (excluding returned applications)	74
Approved Applications	71
Pending Applications	3
Total Doulas Enrolled in Statewide Benefit	115

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Doulas Enrolled by County*

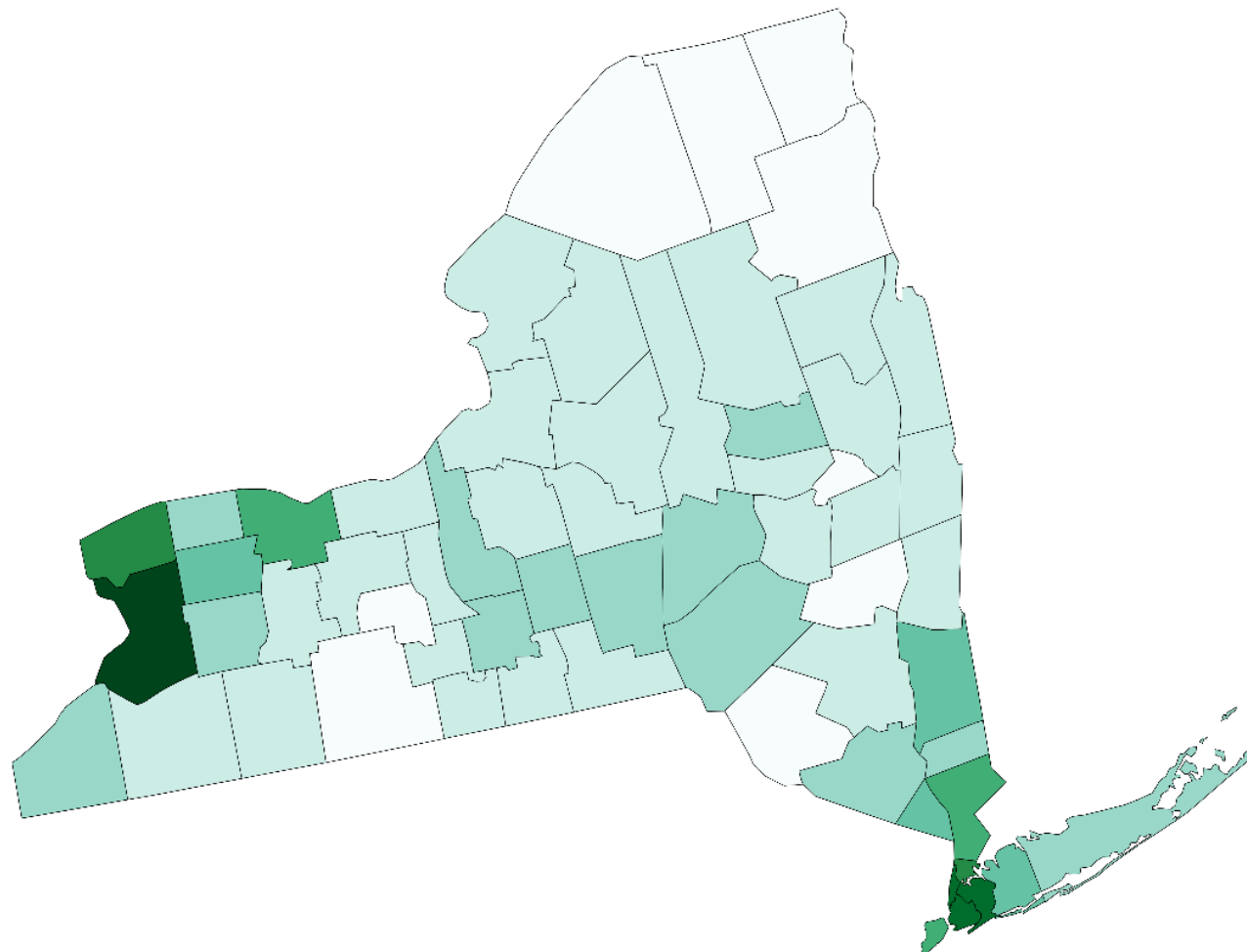
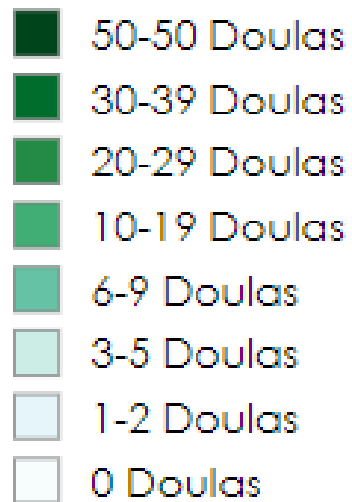
Number of Doulas Enrolled per County	Number of Counties	County Names
50-59	1	Erie
40-49	0	
30-39	3	Kings, New York, Queens
20-29	2	Bronx, Niagara
10-19	3	Monroe, Richmond, Westchester
6-9	4	Dutchess, Genesee, Nassau, Rockland
3-5	13	Cayuga, Chautauqua, Chenango, Cortland, Delaware, Fulton, Orange, Orleans, Otsego, Putnam, Suffolk, Tompkins, Wyoming
1-2	27	Albany, Allegany, Broome, Cattaraugus, Chemung, Columbia, Hamilton, Herkimer, Jefferson, Lewis, Livingston, Madison, Montgomery, Oneida, Onondaga, Ontario, Oswego, Rensselaer, Saratoga, Schoharie, Schuyler, Seneca, Tioga, Ulster, Warren, Washington, Wayne
0	9	Clinton, Essex, Franklin, Greene, Saint Lawrence, Schenectady, Steuben, Sullivan, Yates

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*As of 8/31/2024

Doulas Enrolled by County*

NYS Medicaid Doula by County Served



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*As of 8/31/2024

Doulas Enrolled by Race & Ethnicity*

Race	Number of Doulas
American Indian or Alaskan Native	2
Asian	10
Black or African American	58
Native Hawaiian or Other Pacific Islander	1
White	38
Two or More Races	6

Ethnicity	Number of Doulas
Hispanic or Latino	16
Not Hispanic or Latino	99

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*As of 8/31/2024

Doulas Enrolled by Language*

Language	Number of Doulas
English	112
Spanish	10
French	4
Bengali	3
Burmese	3
Haitian Creole	3
American Sign Language	2
Chin	2
Hebrew	2
Hindi	2
Swahili	2
Other (a little Hindi, a little Spanish, Kinyarwanda, Kirundi, Lingala, Malay, Pashto, Rohingya, Arabic, Cantonese, Chinese, Dari, German, Jamaican dialect, Karen, Korean, Nepali, Nigerian language (Some Ibo), Somali, some Spanish)	20

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*As of 7/31/2024



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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

Live Doula Enrollment Sessions

- Upcoming: November 4, 10:00am-12:00pm
- Moving from monthly to bi-monthly live sessions

Recorded Enrollment Resources:

- Doula services website: 2-hour live Enrollment Session
- eMedNY: 5-15 minute videos on doula enrollment by topic

Enrollment Support Provided by NYS Medicaid as of 9/10/2024:

- 204 total attendees at eight different Enrollment Informational sessions
- 170 total attendees at four different organizational informational sessions
- 75 total attendees at 1:1 Enrollment Sessions

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

SESSION	DATE	TIME	INFORMATION
Enrollment Informational Sessions*	Mon, Nov 4, 2024	10:00am-12:00pm	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 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

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

*Attendance at all support sessions is voluntary.

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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

Upcoming Town Hall Dates

Town Hall Meeting Dates	
October 8, 2024	<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.
November 12, 2024	
December 10, 2024	
January 14, 2025	
February 11, 2025	
March 11, 2025	

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

*Attendance at all support sessions is voluntary.

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Closing Remarks and Next Steps

You may continue to share input after today's event via email and request to be added to the listserv doulapilot@health.ny.gov.

Note: The general email address for Maternal and Child Health policy is MaternalAndChild.HealthPolicy@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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