



Department
of Health

NYS MEDICAID DOULA SERVICES BENEFIT PROVIDER ENROLLMENT

OFFICE OF HEALTH INSURANCE PROGRAMS (NYS MEDICAID)
BUREAU OF MATERNAL AND CHILD HEALTH POLICY

2025

GUIDELINES FOR SHARING

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.

- 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

No individual applications will be reviewed during this session and applications should **NOT** be emailed to the state.

GOALS AND ROADMAP

5 minutes: Opening

60 minutes: SPA Approval and Provider Manual
Enrollment Information & eMedNY
Application Timeline
Resources
Pilot Transition
Revalidation

50 minutes: Questions

5 minutes: Closing

SPA APPROVAL + PROVIDER MANUAL

NYS received federal approval for the State Plan Amendment (SPA) for doula services on March 25, 2024.

health.ny.gov/regulations/state_plans/status/non-inst/index_2024.htm

The Doula Services Benefit Policy Manual is published. Medicaid-enrolled doulas are responsible for following all guidance in the manual.

emedny.org/ProviderManuals/Doula/PDFS/Doula_Policy_Guidelines.pdf

TRAINING AND WORK EXPERIENCE PATHWAYS

**Choose
One Pathway
to Enroll**

Training Pathway

- 24-hour minimum training in all required competencies
- Doula support provided at a minimum of three births

Work Experience Pathway

- 30 births or 1000 hours of doula experience within the last 10 years
- Testimonials of doula skills in prenatal, labor and postpartum care

Both Pathways

- NPI Number
- Age 18 or older
- Current adult and infant CPR certification
- Current liability insurance
- NYS Medicaid Fee-for-Service Doula Directory
- Review and comply with HIPAA

Both Pathways: Revalidation

Attestation to completion of continuing education requirements, current CPR certification and liability coverage



**Department
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NYS MEDICAID DOULA COMPETENCIES FOR TRAINING PATHWAY

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

HOW TO ENROLL

Visit eMedNY Website: emedny.org/info/ProviderEnrollment/doula

Enrollment in Medicaid for doula services opened on March 1, 2024.

- Doulas can enroll as individual providers.
- Doulas will not require supervision.
- Doulas will bill directly for doula services rendered.

Information on eMedNY:

- All enrollment forms
- Guidance documents for how to complete enrollment
- eMedNY contact information




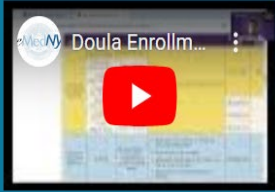
ENROLLMENT SUPPORT: SHORT VIDEOS

- 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:'

- 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

	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)

NAVIGATING EMEDNY

Provider Index > Doula (Perinatal) > Billing Medicaid

Provider Enrollment & Maintenance

DOULA (PERINATAL) BILLING MEDICAID

ENROLLMENT FORM
Includes Enrollment Instructions
To update information for the NYS Medicaid Fee-for-Service Doula Directory, [Click Here](#).
Category(s) of Service: **0464**
Application Fee is **NOT Required**

The Department of Health announces the Medicaid expansion of doula services statewide for all Medicaid fee-for-service and Medicaid Managed Care enrollees.

- NYS Medicaid Members will be eligible for doula services up to 12 months after the end of pregnancy, regardless of pregnancy outcome.
- Interested doula can apply for enrollment with NYS Medicaid either through the Work Experience Pathway or Training Pathway. Pathway requirements can be reviewed [here](#) or in the Doula Services Provider Manual (once published).
- All doula who were enrolled as NYS Medicaid doula service providers in the doula pilot as of 3/28/2025 will have their enrollment extended through 3/28/2025, at which time they will have to revalidate according to updated revalidation requirements.
- Once enrolled as a NYS Medicaid doula service provider, doula will be able to bill Medicaid for up to eight perinatal visits before and after pregnancy and one encounter during labor and delivery.
- As of 3/31/2024, all Medicaid Members will be eligible for doula services under the statewide doula services benefit regardless of the doula services they may have received with the pilot.
- To become a doula service provider for NYS Medicaid Managed Care members, a doula must first enroll as a billing provider with the NYS Medicaid Fee-for-Service Program.
- Once enrolled as a NYS Medicaid Fee-for-Service billing doula service provider, a doula can then reach out to the Managed Care Organizations (MCOs) to apply to join the MCO's doula provider network.
- For more information about the statewide doula services benefit, please visit https://www.health.ny.gov/health_care/medicaid/program/doula/index.htm.

Complete this Enrollment Form if you are:

- Applying for Initial ENROLLMENT or ALREADY ENROLLED and enrolling another NPI, or
- Responding to a letter instructing you to **REVALIDATE** your enrollment, or
- Seeking REINSTATEMENT or REACTIVATION of your previous enrollment

PRACTITIONER Enrollment Form

If you have any questions or need assistance with your application, please contact the eMedNY Call Center at 1-800-343-6000 or [click here](#) to send us an email. Please note, the [Medicaid Pending Provider Listing](#) lists all applications that are in process, and the [Medicaid Enrolled Provider Listing](#) lists all enrollments that have been approved.

General Instructions for the Enrollment Form

- Complete **ALL** items on the form [unless](#) otherwise instructed below. Failure to complete all required fields will result in your enrollment form being returned to you which may have an impact on the enrollment effective date.
- Required documents must be valid on the application date and continuously valid through the current date.
- An original signature is required. Initials or rubber-stamped signatures will not be accepted.
- Type or legibly print in black or blue ink. Do not use red ink, nor white-out. All attachments will be scanned so they must be legible and on standard 8.5 x 11 paper in good condition.
- Keep a copy of all documents submitted, as requests for copies cannot be honored.
- Valid telephone numbers are required for each service address.
- Do Not** submit documentation containing recipient information with your application (e.g., paper claims forms, recipient insurance verification documents, etc.).

Additional Instructions for the Enrollment Form

Requirements & Additional Forms

Maintenance Forms

Mailing Instructions

Requirements & Additional Forms

Instructional Forms

- ☒ [Doula Enrollment Instructions](#)
- ☒ [Doula Sample Practitioner Enrollment Form](#)
- ☒ [Visualization of Enrollment Pathways](#)

Required Forms

- ☒ [Doula Client and Professional Recommendation Forms - form #433403](#) for Work Experience Pathway only.
- ☒ [Doula Attestation Form - form #433402](#) Required for all Doula applicants: Work Experience Pathway and Training Pathway applicants
- ☒ [Electronic Funds Transfer \(EFT\) Authorization - form #701101](#) NOT REQUIRED IF:
 - submitting a revalidation, reinstatement/reactivation (i.e., if EFT is already in place and no changes are requested).
 - you answered "No" to the question, "If affiliated with a Group, do you have a Private Practice as well?" on page 2 of the Enrollment Form.
- ☒ [ETIN Certification Statement for New Enrollments - form #490602](#) (Not required for revalidation, reinstatement, or reactivation). If you already have an existing ETIN that you wish to affiliate with, submit the Certification Statement for Existing ETINs (EMEDNY 490601) **after** you receive your Provider ID. This form is available [here](#).
- ☒ [Prior Conduct Questionnaire - form #431001](#) If you answer "Yes" to questions 1-4 in section 6 of the enrollment application, you must complete this form. Note: If upon Department review of your application an exclusion is found, you will be required to complete this form.
- ☒ **Training Pathway Only**
 - A Copy of the Doula Training Certificate or if the doula training organization that provided doula training **does not** provide a certificate of completion, a signed and dated letter on the doula training organization's letterhead stating the doula has completed a doula training course can be substituted for a certificate.
 - Additional copies of doula training to meet core and broader competencies, as applicable.
- ☒ **Work Experience Pathway Only**
 - A total of three completed [Client and/or Professional Recommendation Forms - form #433403](#)

Check eMedNY for updated mailing address*

TIPS FOR SUCCESS

1. Take your time filling out the forms and be thorough.
2. Review the “Instructional Forms”: Doula Enrollment Instructions, Doula Sample Practitioner Form, and Visualization of Enrollment Pathways.
3. Watch the Doula Provider Training Videos on emedny.org/training/videos.aspx
4. Sign up for a live Enrollment Session or watch the recorded video on health.ny.gov/DoulaProviders

Before submitting your application,

- Ask questions!
- Consider scheduling at least one 1:1 session at calendly.com/ohip_doula/doula, and
- Consider scheduling an additional 1:1 session to screen share your completed documents.

If your application is rejected, please reach out to MaternalAndChild.HealthPolicy@health.ny.gov for support and next steps.

HOW TO AVOID COMMON MISTAKES

DO:

- Complete and submit all required forms listed on page 2 of the Doula Enrollment Instructions.
- Wait to sign and date the ETIN form until witnessed by a notary.
- Submit all necessary pages of each required form (Doula Attestation Form: read instructions).
- Training Pathway:
 - All applicants: Submit a copy of doula training certificate or letter from doula organization.
 - If you need to fill out Part B Addendum to meet required competencies: Submit a copy of additional training certificate(s) or letter(s) from doula organization(s).
- Mail all forms in the same envelope.
- Mail to address listed on eMedNY (standard or expedited).

DO NOT:

- Submit copy of CPR certification
- Submit copy of liability coverage
- Training Pathway:
 - Fill out Part B Addendum unless needed.
 - Submit extra trainings beyond the requirements.
 - Submit original training certificate(s).
- Complete the Prior Conduct Questionnaire form unless needed (read instructions).

ENROLLMENT APPLICATION TIMELINE

1. The doula applicant must ensure all required application materials are printed, completed with wet signatures, and mailed to the address on eMedNY under Mailing Instructions.
2. If required information or documentation is found to be missing during the pre-screening process, the application will be sent back by mail along with a checklist indicating what is missing.
3. Complete applications will be reviewed by the Bureau of Provider Enrollment. If information appears incorrect or requires clarification, the applicant will be contacted by email to make corrections.
4. If the applicant fails to provide the requested information within 90 days, the application will automatically withdraw.
5. Once an enrollment determination has been made, the doula will receive a welcome letter via USPS mail that also includes important information for new Medicaid providers.

While we strive to process applications in less than 90 days, it may take up to 120 days.

NYS MEDICAID DOULA SERVICES WEBSITE

health.ny.gov/DoulaProviders

What Information Can I Find Here?

- Virtual Town Hall schedule
- Registration links for upcoming meetings
- Past slide decks and recordings
- Statewide Implementation Updates
- Statewide Enrollment Information
- Enrollment Informational Session schedule
- Virtual 1:1 Provider Enrollment Session sign-ups
- Link to eMedNY where all enrollment materials will be posted

REVALIDATION: ALL MEDICAID-ENROLLED DOULAS

Timelines for Revalidation:

- New statewide providers: every 5 years after initial enrollment
- Pilot-enrolled doulas: on or before 2/28/25 and every 5 years thereafter
- Doulas will be notified by USPS mail when they are required to revalidate and will have 90 days to submit an application or be terminated from the program.
- Please do **not** submit revalidation applications until you are asked to do so.

Revalidation Requirements:

- From time-to-time, enrollment requirements may change.
- It is important to read all instructions and requirements when revalidating.
- Revalidation guidance for pilot-enrolled doulas is published on eMedNY.
- Revalidation guidance for doulas who enrolled after 3/1/2024 will be forthcoming.

RESOURCES

Doula Services Provider Enrollment Information:

- emedny.org/info/ProviderEnrollment/doula/

More Information on Doula Services Benefit:

- health.ny.gov/DoulaProviders

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

- calendly.com/ohip_doula/doula

Subscribe to Medicaid Updates:

- All formal announcements, effective dates, and updates to the NYS Medicaid doula services benefit will be published via Medicaid Updates.
- emedny.org/Listserv/eMedNY_Email_Alert_System.aspx

Contact Us

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

Thank you for participating.

END PRESENTATION

FEE FOR SERVICE FEE SCHEDULE

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