



Department
of Health

NYS MEDICAID DOULA SERVICES TOWN HALL

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

MARCH 11, 2025

TOWN HALL 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



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GOALS AND ROADMAP

10:00-10:05: Opening

10:05-10:30: Medicaid Updates

- Doula Group Enrollment
- Enrollment Updates:
 - Enrollment Numbers
 - Ongoing Support
- Billing Updates:
 - Claims Data
 - Ongoing Support

10:30-10:55: Discussion

10:55-11:00: Closing

REVALIDATION DEADLINE HAS PASSED

If you are a doula who enrolled in NYS Medicaid under the Doula Services Pilot, and you wish to stay enrolled:

- You can check your provider enrollment status on the eMedNY Provider Portal
- If your status shows you are inactive, please reach out to Maternalandchild.healthpolicy@health.ny.gov

REMINDER: MEDICAID MANAGED CARE CARVE- OUT



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Doula services will be “carved out” of, or not included in, the Medicaid Managed Care (MMC) plan benefit packages between March 1, 2024 and **March 31, 2025**. Effective **April 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 March 31, 2025 for Medicaid FFS and MMC members.

Reminders:

- Doulas must first enroll as Medicaid FFS providers before they can contract with MMC Plans. To enroll: 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: health.ny.gov/DoulaProviders
- Medicaid Doula Services Provider Manual: emedny.org/ProviderManuals/Doula/PDFS/Doula_Policy_Guidelines.pdf

REMINDER: MEDICAID MANAGED CARE CARVE- OUT



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What happens after the carve-in if a doula began providing services to a MMC member before April 1, 2025?

From the provider manual:

- If a MMC member is receiving services prior to April 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 April 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 April 1, 2025. Note: This only applies if the MMC member was receiving services from the billing doula prior to April 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.

REMINDER: MEDICAID MANAGED CARE CARVE- OUT

What happens after the carve-in if a MMC member wants to start working with a doula after April 1, 2025?

From the provider manual:

- If a MMC member has not received services prior to April 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.



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DOULA GROUP ENROLLMENT IS OPEN

- A doula-only group can now enroll in the NYS Medicaid program as a doula services provider and bill Medicaid directly for doula services.
- A Medicaid-enrolled doula provider can now also affiliate with a multi-professional group.
- Please note, the doula must enroll as a Medicaid provider.
- The Medicaid-enrolled doula-only group or multi-professional group may serve as the billing provider when the doula providing the services is enrolled in Medicaid and affiliated with that group.

Doula Provider Manual: emedny.org/ProviderManuals/Doula/PDFS/Doula_Policy_Guidelines.pdf

Doula-only group enrollment page: emedny.org/info/ProviderEnrollment/doulagroup/

Multi-professional group enrollment page: emedny.org/info/ProviderEnrollment/practGroups/

Please note, 1:1 Enrollment Support Sessions are intended to support individual enrollment.

For all general questions about group enrollment, please contact the eMedNY call center at 1-800-343-9000 or fill out a contact form emedny.org/contacts/emedny.aspx



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ENROLLMENT UPDATES

NYS Medicaid Doula Enrollment Summary	Number of Doulas
Received Applications (excluding returned applications)	153
Returned Applications	75
Pending Applications	11
Total Doulas Enrolled in Statewide Benefit	141



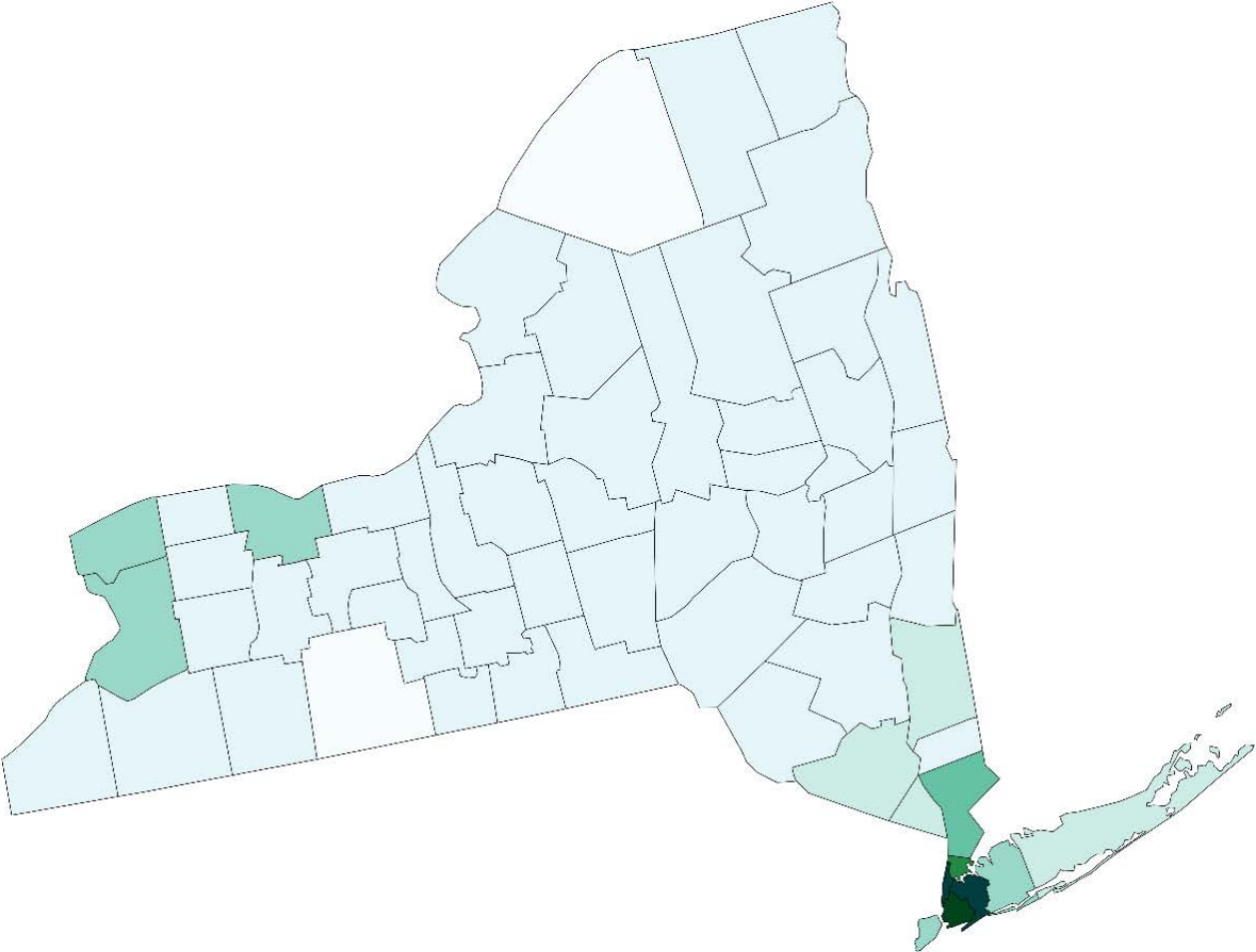
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As of 2/28/2025

DOULAS ENROLLED BY COUNTY

**NYS Medicaid Doulas
by County Served**

- 70-79 Doulas
- 60-69 Doulas
- 50-59 Doulas
- 30-39 Doulas
- 20-29 Doulas
- 10-19 Doulas
- 1-9 Doulas
- 0 Doulas



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As of 2/28/2025

DOULAS ENROLLED BY RACE & ETHNICITY

Race	Number of Doulas
American Indian or Alaskan Native	2
Asian	3
Black or African American	73
Native Hawaiian or Other Pacific Islander	1
White	48
Two or More Races	14

Ethnicity	Number of Doulas
Hispanic or Latino	29
Not Hispanic or Latino	112

DOULAS ENROLLED BY LANGUAGE

Language	Number of Doulas
English	137
Spanish	19
French	6
Yiddish	5
Haitian Creole	5
Hebrew	2
some spanish	2
American Sign Language	2
Other (a little Hindi, a little Spanish, Diakhanke (African Indigenous language), Maninke, Sossou, Afrikaans, Arabic, Bengali, Cantonese, Chinese, Fulani, German, Hindi, Nigerian language (Some Ibo)	1



ENROLLMENT SUPPORT

Recorded Enrollment Resources:

- 2-hour Enrollment Session: health.ny.gov/DoulaProviders
- 5-15 minute videos on doula enrollment by topic: emedny.org/info/ProviderEnrollment/doula/

Tailored Doula Enrollment Sessions:

- 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.
- Do you have ideas for engaging doulas throughout New York State to increase Medicaid enrollment?
- To share ideas or to schedule a meeting, reach out to MaternalAndChild.HealthPolicy@health.ny.gov.

Enrollment Support Provided by NYS Medicaid as of 2/28/2025:

- 236 total attendees at 13 different Enrollment Informational sessions
- 250 total attendees at 11 different organizational informational sessions
- 144 total attendees at 1:1 Enrollment Sessions



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BILLING UPDATES

NYS Medicaid Doula Claims Data	Number of Claims
Total Number of NYS Medicaid Doula Providers Paid	86
Total Number of Medicaid Members with Paid Claims	932
• Total Rest of State Medicaid Members	626
• Total NYC Medicaid Members	306
Total Paid Claims	4522
• Total Rest of State Paid Claims	2979
• Total NYC Paid Claims	1543
Total Number of Denied Claims	412



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As of 2/28/2025

BILLING UPDATES

Top 5 Reasons for Denied Claims with Edit Codes:

1. DUPLICATE CLAIM IN HISTORY (00705)
2. CLAIM SUBMISSION DATE NOT WITHIN REQUIRED TIME LIMITS (00068)
3. PROCEDURE/FORMULARY CODE EXCEEDS SERVICE LIMITS (00710)
4. RECIPIENT INELIGIBLE ON SERVICE DATE (00162)
5. SUBMITTED UNITS NOT EVENLY DIVISIBLE ACROSS DATES OF SERVICE (01046)

Edit/Error Knowledge Base: emedny.org/HIPAA/5010/edit_error/
Training Video: EEKB: Denied and Pended Claims: emedny.org/training/videos.aspx

Edit/Error Knowledge Base (EEKB) Search Tool

FIND EDIT INFORMATION to crosswalk the X12 Codes (Claim Adjustment Reason Code-CARC; Remit Adjustment Reason Code-RARC; Claim Status Codes-CS) received on the X12 835 Remittance or the X12 277 Claim Status Response to an eMedNY edit. Use this search tool to obtain explanations, potential causes, and possible solutions to the failed edit.

NOTE: Only edits that may deny a claim are included in this tool. eMedNY proprietary edits are not available on the 835 Remittance. Pharmacy only edits (NCPDP) are not included in this list unless they are a global denial edit (example: 00705 for Duplicate Claim).

TO SEARCH FOR AN EDIT filter the results by using one of the following methods:

1. The 5-digit eMedNY Edit Number found on Paper/PDF Remittance, OR
2. Electronic/835 Remittance, Claim Status (277/ePACES) codes, OR
3. Text contained in the Edit/Error Description

SEARCH BY ANY METHOD BELOW

1 SEARCH BY eMedNY EDIT

Edit #:

2 SEARCH BY HIPAA CODES

Claim Adjustment Reason Code:	<input type="text"/>	Healthcare Claim Status Code:	<input type="text"/>
Remark Code:	<input type="text"/>	Entity Identifier Code:	<input type="text"/>
<input type="button" value="Go"/>			

Edit ID: 00068

Updated: 5/15/2024

Service Date not Within 90 Days of Receipt Date

Claim Adjustment Reason Code: **29**

THE TIME LIMIT FOR FILING HAS EXPIRED.

Healthcare Claim Status Code: **718**

CLAIM / SERVICE NOT SUBMITTED WITHIN THE REQUIRED TIMEFRAME (TIMELY FILING).

Remark Code: **N/A**

Entity Identifier Code: **N/A**

CAUSE:

The claim was submitted with a date of service that was over 90 days old on the receipt date of the claim, and there was no delay indicator on the claim.

SOLUTION:

Check the date of service to ensure that the correct date is entered. NYSDOH requires that any claim that has passed the 90-Day timely filing requirements must include a Delay Reason Code. The NYSDOH filing requirement is 90 days. Therefore, all claims for which more than 90 days has lapsed since the Date of Service must include one of the following Delay Reason Codes in order to be considered for payment.

Please note that Delay Reason Codes 5 and 6 are not valid per NYS Medicaid policy. Note also that Delay Reason Code 7 is only applicable for Coordination of Benefits claims.

If the delay reason is for interrupted maternity care or an IPRO denial/reversal, it is permitted to use code 11- Other.

New York Medicaid's policy and procedures for timely submission of claims can be found in the [Provider Manuals](#). Select the specific manual for your provider type. Select 'Information for All Providers' and click on 'General Billing'.

The list of Delay Reason Codes is found in the [X12 Products](#) for each type of 837, published by the X12 Committee.



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BILLING SUPPORT

Live Doula Billing Sessions: Register at emedny.org/training/

- March 13, 10:30am-12:30pm, ePACES for Doulas (Part 2)
- April 23, 10:30am-12:30pm, ePACES for Doulas (Part 2)

Recorded Billing Resources:

- Both recorded sessions are available in the Billing Support Archive: health.ny.gov/DoulaProviders
- Both recorded sessions are available under Provider Training Videos: emedny.org/info/ProviderEnrollment/doula/

Billing Support Provided by NYS Medicaid as of 2/28/2025:

- 73 total attendees at three Intro to Billing for Doulas (Part 1) sessions
- 103 total attendees at eight ePACES for Doulas (Part 2) sessions

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

Call Center: 1-800-343-9000

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

UPCOMING TOWN HALL DATES

Town Hall Meeting Dates	
April 8, 2025	<ul style="list-style-type: none">Town Halls are scheduled for the second Tuesday of every month from 10am-11am.Town Hall frequency will be adjusted after May 2025.
May 13, 2025	
Aug 12, 2025	

REGISTER FOR SESSIONS:
health.ny.gov/DoulaProviders

*Attendance at all sessions is voluntary.



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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.



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END PRESENTATION



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