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# MEDICAID DOULA SERVICES TOWN HALL

OFFICE OF HEALTH INSURANCE PROGRAMS  
BUREAU OF MATERNAL AND CHILD HEALTH POLICY

APRIL 8, 2025

# TOWN HALL GUIDELINES FOR SHARING



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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

# GOALS AND ROADMAP

**10:00-10:05:** Opening

**10:05-10:30:** Medicaid Updates

- Enrollment Updates
- Billing Updates

**10:30-10:55:** Discussion

**10:55-11:00:** Closing



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# REMINDER: MEDICAID MANAGED CARE CARVE-IN



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As of **April 1, 2025**, doula services were 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/](https://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/DoulaEnrollment](https://health.ny.gov/DoulaEnrollment)
- Medicaid Doula Services Provider Manual: [emedny.org/ProviderManuals/Doula/PDFS/Doula\\_Policy\\_Guidelines.pdf](https://emedny.org/ProviderManuals/Doula/PDFS/Doula_Policy_Guidelines.pdf)

# REMINDER: MEDICAID MANAGED CARE CARVE-IN



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## When do doulas bill Medicaid FFS?

- For Medicaid Members who are enrolled in Medicaid FFS, Medicaid enrolled doulas will continue to bill FFS after March 31, 2025.
- For dates of service between March 1, 2024 - March 31, 2025: All covered doula services are to be billed to FFS, even for members who are enrolled in a managed care plan. Doula services will only be reimbursed when provided by doulas that have enrolled as NYS Medicaid providers.

# REMINDER: MEDICAID MANAGED CARE CARVE-IN



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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-IN



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## 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.

## Who do I reach out to if I have questions about contracting with MMC plans?

First, reach out directly to the MMC plan. The point of contact list is updated regularly and available on [health.ny.gov/DoulaEnrollment](https://health.ny.gov/DoulaEnrollment).

If you have further questions, please reach out to Bureau of Managed Care Certification and Surveillance  
[BMCCSmail@health.ny.gov](mailto:BMCCSmail@health.ny.gov).

# DOULA SERVICES WEBSITE UPDATE



An official website of New York State. [Here's how you know.](#) ▾

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### NYS Medicaid Doula Services

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## Doula Provider Enrollment and Billing Information

### Table of Contents

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# ENROLLMENT UPDATES

NYS Medicaid Doula Enrollment Summary	Number of Doulas
Received Applications (excluding returned applications)	207
Returned Applications	107
Pending Applications	22
Total Doulas Enrolled in Statewide Benefit	185



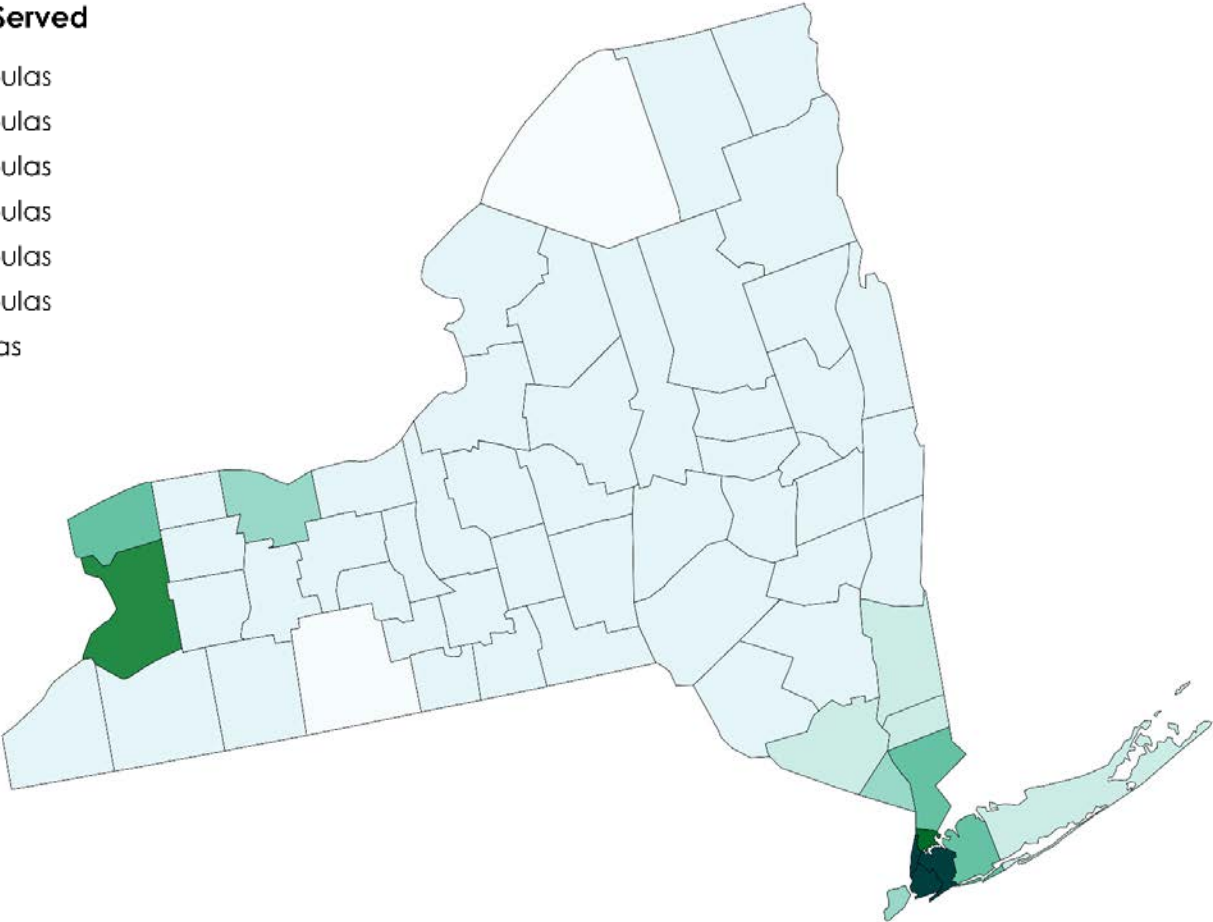
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As of 3/31/2025

# DOULAS ENROLLED BY COUNTY

NYS Medicaid Doulas  
by County Served

- 80-89 Doulas
- 60-69 Doulas
- 40-49 Doulas
- 30-39 Doulas
- 20-29 Doulas
- 10-19 Doulas
- 1-9 Doulas
- 0 Doulas



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# DOULAS ENROLLED BY RACE & ETHNICITY

Race	Number of Doulas
American Indian or Alaskan Native	2
Asian	9
Black or African American	94
Native Hawaiian or Other Pacific Islander	1
White	63
Two or More Races	16

Ethnicity	Number of Doulas
Hispanic or Latino	33
Not Hispanic or Latino	152

# DOULAS ENROLLED BY LANGUAGE

Language	Number of Doulas
English	181
Spanish	21
Yiddish	7
French, Haitian Creole	6
Bengali, Burmese, Hebrew	3
American Sign Language, Arabic, Chin, Chinese, Hindi, Some Spanish	2
a little Hindi, a little Spanish, Afrikaans , Cantonese, Dari, Diakhanke (African Indigenous language ) , Fulani, German, Karen, Korean, Malay, Maninke , Nigerian language (Some Ibo), Pashto, Rohingya, Somali, Sossou, Urdu	1



# ENROLLMENT SUPPORT

## Recorded Enrollment Resources:

- 2-hour Enrollment Session: [health.ny.gov/DoulaEnrollment](https://health.ny.gov/DoulaEnrollment)
- 5-15 minute videos on doula enrollment by topic: [emedny.org/info/ProviderEnrollment/doula/](https://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](mailto:MaternalAndChild.HealthPolicy@health.ny.gov).

## Enrollment Support Provided by NYS Medicaid as of 3/31/2025:

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

# BILLING UPDATES

NYS Medicaid Doula Claims Data	Number of Claims
Total Number of NYS Medicaid Doula Providers Paid	93
Total Number of Medicaid Members with Paid Claims	1136
• Total Rest of State Medicaid Members	726
• Total NYC Medicaid Members	410
Total Paid Claims	5623
• Total Rest of State Paid Claims	3512
• Total NYC Paid Claims	2111
Total Number of Denied Claims	476



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# 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. RECIPIENT INELIGIBLE ON SERVICE DATE (00162)
4. UNITS GREATER THAN MAXIMUM (02074)
5. PROCEDURE CODE FOR BLOCK BILL INVALID (01073)

Edit/Error Knowledge Base: [emedny.org/HIPAA/5010/edit\\_error/](https://emedny.org/HIPAA/5010/edit_error/)  
Training Video: EEKB: Denied and Pended Claims: [emedny.org/training/videos.aspx](https://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:

Healthcare Claim Status Code:

Remark Code:

Entity Identifier Code:



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Edit ID: 00705

Updated: 2/4/2014

#### Service Paid Current or Previously Conflicting Claim

Claim Adjustment Reason Code: **97**

THE BENEFIT FOR THIS SERVICE IS INCLUDED IN THE PAYMENT / ALLOWANCE FOR ANOTHER SERVICE / PROCEDURE THAT HAS ALREADY BEEN ADJUDICATED.

Healthcare Claim Status Code: **54**

DUPLICATE OF A PREVIOUSLY PROCESSED CLAIM / LINE.

Remark Code: **M86**

SERVICE DENIED BECAUSE PAYMENT ALREADY MADE FOR SAME / SIMILAR PROCEDURE WITHIN SET TIME FRAME.

Entity Identifier Code: **N/A**

#### CAUSE:

- There is a claim in the paid history file for this patient and this provider for this date of service and procedure or rate code. The claim was previously paid to the provider or group, which caused the denial.
- If multiple NPIs are linked by the tax ID, the conflicting claim could be paid to one of the linked NPIs.

#### SOLUTION:

Please review the current and past remittance statements. Even if a claim was paid at a zero dollar amount, it is still considered paid in the Medicaid claim history files and a replacement (adjustment) may be necessary to correct your payment.

- **Practitioner:** If billing for two or more of the same services rendered on the same date, resubmit an adjustment, on paper with medical notes. You would enter the procedure code on one line, with multiple units.
- **Rate-based claims (non APG):** If the service was performed multiple times on the same date of service, only one claim is permitted. If multiple procedures were performed, combine all procedures on a single claim.
- **APG Billers:** If billing for two or more of the same services rendered on the same date, resubmit combining all services performed on that date of service on a single claim as an Episode of Care claim.

# BILLING SUPPORT

**Live Doula Billing Sessions:** Register at [emedny.org/training/](https://emedny.org/training/)

- 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/DoulaEnrollment](https://health.ny.gov/DoulaEnrollment)
- Both recorded sessions are available under Provider Training Videos: [emedny.org/info/ProviderEnrollment/doula/](https://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
- 105 total attendees at nine 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](https://emedny.org/contacts/emedny.aspx)



# UPCOMING TOWN HALL DATES

Town Hall Meeting Dates	
May 13, 2025	After May, Town Halls are scheduled quarterly on the second Tuesday of every month from 10am-11am.
Aug 12, 2025	
Nov 11, 2025	

**REGISTER FOR SESSIONS:**  
[health.ny.gov/DoulaProviders](https://health.ny.gov/DoulaProviders)

\*Attendance at all sessions is voluntary.



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# RESOURCES



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## Doula Services Provider Enrollment Information:

- [emedny.org/info/ProviderEnrollment/doula/](https://emedny.org/info/ProviderEnrollment/doula/)

## More Information on Doula Services Benefit:

- [health.ny.gov/DoulaProviders](https://health.ny.gov/DoulaProviders)
- [health.ny.gov/DoulaEnrollment](https://health.ny.gov/DoulaEnrollment)

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

- [calendly.com/ohip\\_doula/doula](https://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](https://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](mailto:MaternalAndChild.HealthPolicy@health.ny.gov).

# Thank you for participating.

# END PRESENTATION

# 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](mailto:Maternalandchild.healthpolicy@health.ny.gov)