



Department  
of Health

# MEDICAID DOULA SERVICES TOWN HALL

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

MAY 13, 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

- Enrollment Updates
- Billing Updates

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

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



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# DOULA SERVICES FLYER UPDATE

## 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 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.



Learn more about the  
doula services benefit:  
[health.ny.gov/doula](https://health.ny.gov/doula)



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## 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 is no cost to Medicaid members for doula support.



Learn more about the  
doula services benefit:  
[health.ny.gov/doula](https://health.ny.gov/doula)



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[health.ny.gov/doula](https://health.ny.gov/doula)

# ENROLLMENT UPDATES

NYS Medicaid Doula Enrollment Summary	Number of Doulas
Received Applications (excluding returned applications)	242
Returned Applications	24
Pending Applications	20
Total Doulas Enrolled in Statewide Benefit	214



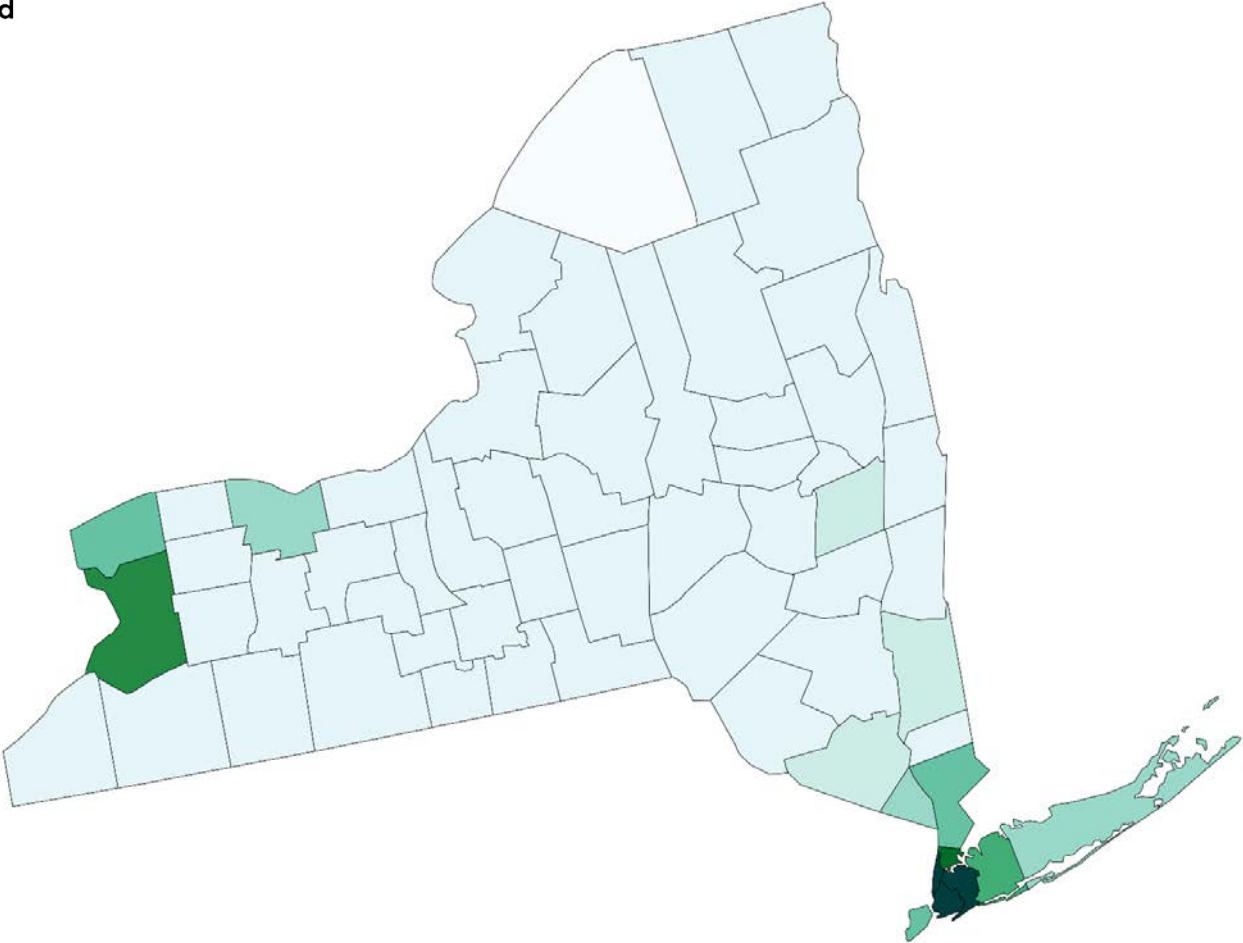
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# DOULAS ENROLLED BY COUNTY

NYS Medicaid Doulas  
by County Served

- 90-100 Doulas
- 60-69 Doulas
- 50-59 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	108
Native Hawaiian or Other Pacific Islander	1
White	74
Two or More Races	20

Ethnicity	Number of Doulas
Hispanic or Latino	38
Not Hispanic or Latino	176

# DOULAS ENROLLED BY LANGUAGE

Language	Number of Doulas
English	210
Spanish	25
Yiddish	9
Haitian Creole	7
French	6
American Sign Language, Arabic, Bengali, Burmese, Hebrew	3
Chin, Chinese, Hindi, Russian, 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, Ukrainian, Urdu	1



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# 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 New York State Medicaid:

- Past Attendance:
  - 236 total attendees at 13 Enrollment Informational sessions
  - 259 total attendees at 11 tailored informational sessions
- 164 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	100
Total Number of Medicaid Members with Paid Claims	1234
• Total Rest of State Medicaid Members	760
• Total NYC Medicaid Members	474
Total Paid Claims	6179
• Total Rest of State Paid Claims	3684
• Total NYC Paid Claims	2495
Total Number of Denied Claims	630



# 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. **PREPAID CAPITATION RECIPIENT – SERVICE COVERED WITHIN PLAN (DENY) (01172)**
4. RECIPIENT INELIGIBLE ON SERVICE DATE (00162)
5. UNITS GREATER THAN MAXIMUM (02074)

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/)

- May 20, 1:30pm-3:30pm, 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 New York State Medicaid:**

- Past Attendance:
  - 73 total attendees at three Intro to Billing for Doulas (Part 1) sessions
- 109 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	
Aug 12, 2025	Town Halls are scheduled quarterly on the second Tuesday of every third month from 10am-11am.
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