



**Department
of Health**

MEDICAID DOULA SERVICES TOWN HALL

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

AUGUST 12, 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

- Pilot Summary
- Translated Flyers
- 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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Who do I reach out to if I have questions or issues with MMC plans?

First, doulas must reach out directly to the MMC plan to resolve any questions or issues. The point of contact list is updated regularly and available on health.ny.gov/DoulaEnrollment.

If the question or issue has not been resolved after communicating with the plans, doulas can reach out with specific concerns to the following contacts and cc

MaternalAndChild.HealthPolicy@health.ny.gov:

- For network adequacy issues: Bureau of Managed Care Certification and Surveillance BMCCSmail@health.ny.gov
- For all other issues (including not being paid): Division of Health Plan Contracting and Oversight
ManagedCareComplaint@health.ny.gov

DOULA SERVICES PILOT SUMMARY

- The New York State Department of Health (Department) evaluated the Medicaid doula services pilot for reach, effectiveness, and enrolled doula and Medicaid member satisfaction.
- Maternal outcomes evaluated included breastfeeding rates and adherence to postpartum visits.
- This report summarizes the results of this evaluation.
- https://www.health.ny.gov/health_care/medicaid/program/doula/docs/2025/final_summary.pdf

DOULA SERVICES TRANSLATED FLYERS

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 to 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.



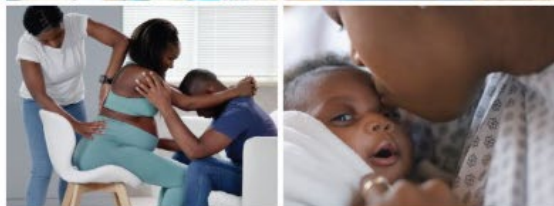
Learn more about the doula services benefit:
health.ny.gov/doula



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10/24

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



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The flyers are available in 16 languages:

عربي (Arabic)

বাংলা (Bengali)

မြန်မာ (Burmese)

简体中文 (Simplified Chinese)

Français (French)

Kreyòl Ayisyen (Haitian Creole)

हिंदी (Hindi)

Italiano (Italian)

日本語 (Japanese)

한국어 (Korean)

नेपाली (Nepali)

Polskie (Polish)

русский (Russian)

Español (Spanish)

اردو (Urdu)

יידיש (Yiddish)

"Is A Doula Right For You?" - [Click here for additional languages](#) - (PDFs)

"A Doula Can Help You During & After Your Pregnancy" - [Click here for additional languages](#) - (PDFs)



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health.ny.gov/doula

ENROLLMENT UPDATES

NYS Medicaid Doula Enrollment Summary	Number of Doulas
Received Applications (excluding returned applications)	286
Returned Applications	24
Pending Applications	16
Total Doulas Enrolled in Statewide Benefit	277

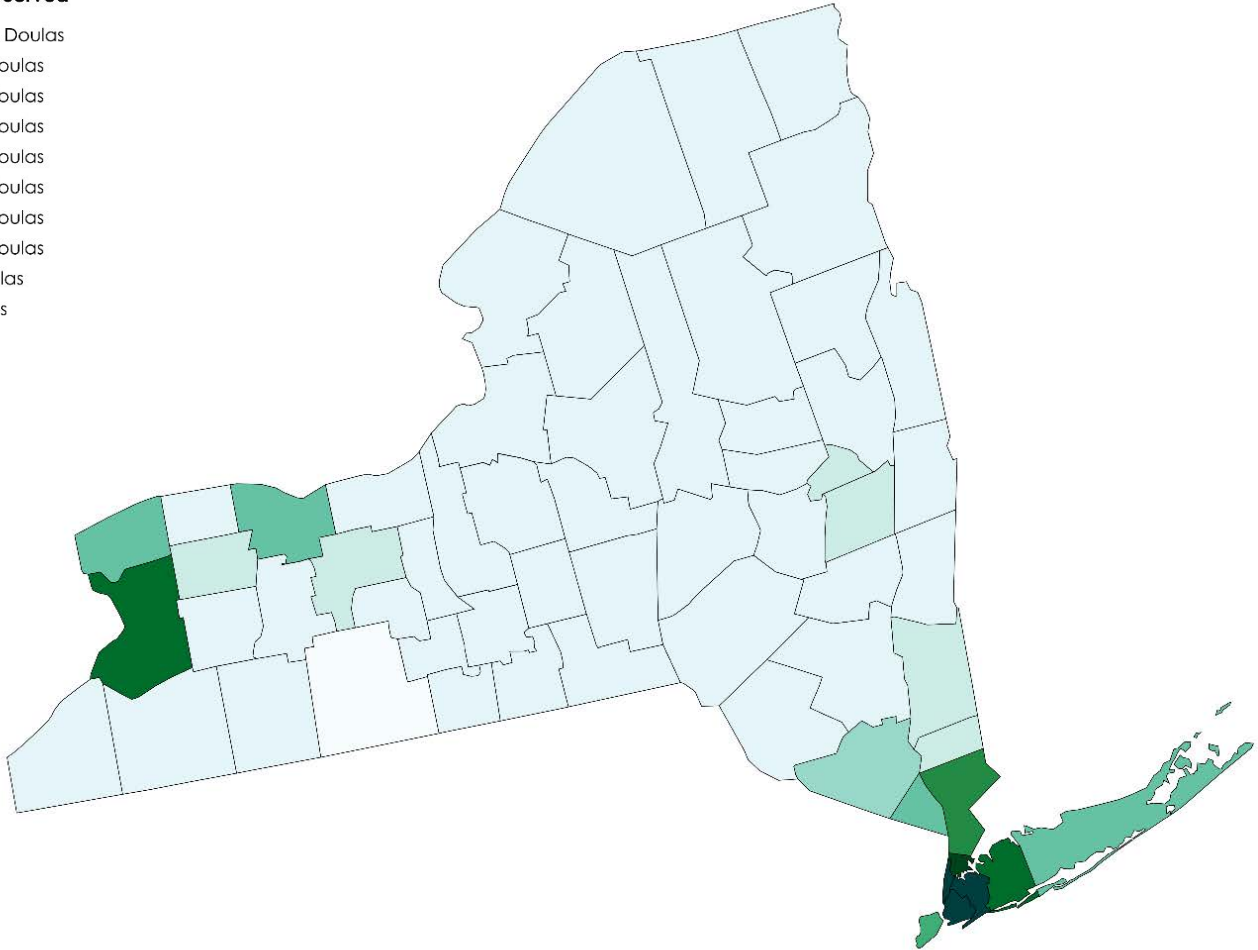


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As of 7/31/2025

DOULAS ENROLLED BY COUNTY

NYS Medicaid Doulas
by County Served



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DOULAS ENROLLED BY RACE & ETHNICITY

Race	Number of Doulas
American Indian or Alaskan Native	4
Asian	11
Black or African American	138
Native Hawaiian or Other Pacific Islander	1
White	96
Two or More Races	27

Ethnicity	Number of Doulas
Hispanic or Latino	50
Not Hispanic or Latino	227



DOULAS ENROLLED BY LANGUAGE

Language	Number of Doulas
English	271
Spanish	39
Yiddish	13
Haitian Creole	10
French	10
American Sign Language, Bengali	5
Hebrew	4
Arabic, Burmese, Russian, Urdu	3
Chin, Chinese, Some Spanish	2
a little Hindi, a little Spanish, Afrikaans, Cantonese, Dari, Diakhanke (African Indigenous language), Fulani, German, Hindi, Karen, Korean, Malay, Maninke , Nigerian language (Some Ibo), Pashto, Rohingya, Somali, Sossou, Ukrainian	1



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As of 7/31/2025

ENROLLMENT SUPPORT

Recorded Enrollment Resources:

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

Tailored Doula Enrollment Sessions:

- The New York State 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 schedule a meeting, reach out to MaternalAndChild.HealthPolicy@health.ny.gov.

Enrollment Support Provided by New York State Medicaid:

- Past Attendance:
 - 236 total attendees at 13 Enrollment Informational sessions
 - 266 total attendees at 12 tailored informational sessions
- 185 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	123
Total Number of Medicaid Members with Paid Claims	1308
• Total Rest of State Medicaid Members	780
• Total NYC Medicaid Members	528
Total Paid Claims	6590
• Total Rest of State Paid Claims	3769
• Total NYC Paid Claims	2821
Total Number of Denied Claims	823



BILLING UPDATES

Top 5 Reasons for Denied Claims with Edit Codes:

1. DUPLICATE CLAIM IN HISTORY (00705)
2. PREPAID CAPITATION RECIPIENT – SERVICE COVERED WITHIN PLAN (DENY) (01172)
3. CLAIM SUBMISSION DATE NOT WITHIN REQUIRED TIME LIMITS (00068)
4. RECIPIENT INELIGIBLE ON SERVICE DATE (00162)
5. PROCEDURE EXCEEDS SERVICE LIMITS (00712)

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:

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/

- Aug 13, 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
- Both recorded sessions are available under Provider Training Videos: 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
- 112 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

UPCOMING TOWN HALL DATES

Town Hall Meeting Dates	
Dec 9, 2025	Town Halls are scheduled quarterly on the second Tuesday of every third month from 10am-11am.

REGISTER FOR SESSIONS:
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/

More Information on Doula Services Benefit:

- health.ny.gov/DoulaProviders
- health.ny.gov/DoulaEnrollment

Schedule a 1:1 Enrollment Session with the New York State Medicaid Team:

- By appointment: 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

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



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