



**Department
of Health**

Medicaid
Redesign Team

Medicaid Coverage of Doula Services: Pilot Design

September 2018

New York State's Medicaid Doula Pilot

- On April 23rd, the State announced a comprehensive initiative to target maternal mortality and reduce racial disparities in health outcomes. This initiative includes a Medicaid pilot program to cover doulas.
- Since then, New York (NY) Medicaid has gathered information about coverage of doula services from:
 - Doula programs operating in New York; and
 - Other States that cover doula services (Oregon & Minnesota).

Purpose of Today's Discussion

- The purpose of today's discussion is to present the pilot design.
- Pilot design elements include:
 - Geographic areas
 - Eligibility
 - Scope of services
 - Certification
 - Reimbursement
 - Evaluation
 - Outreach and Awareness

Doula Pilot Areas

- Decision point: What is the setting for the Doula Pilot?
- Decision: Geographic-based
 - Highest prevalence counties in New York State (Erie and Kings) based on:
 - High maternal and infant mortality rates
 - Significant # of Medicaid Births
 - Pilot will exclude the six zip codes already funded through NYCDOHMH's By My Side program (11207, 11208, 11212, 11216, 11221 and 11233).
- Rationale: Based on high maternal and infant mortality rates by county as per NYS' Bureau of Vital Statistics.

Maternal <https://www.health.ny.gov/statistics/chac/birth/b33.htm>

Infant <https://www.health.ny.gov/statistics/chac/birth/b27.htm>

Doula Services Eligibility

- Decision point: Who is eligible to receive doula services?
- Decision: Medicaid eligible pregnant women in fee-for-service or Medicaid Managed Care who reside in the selected zip codes (Erie and Kings) would be eligible to receive doula services.
- Rationale: To ensure availability of doula services for women who want them in the Doula pilot counties.

Scope of Services

- Decision Point: What services will be covered by the pilot?
- Decision:
 - Up to and including 3 prenatal visits
 - Support during labor and delivery
 - Up to and including 4 postpartum visits
- Rationale: Based on NYCDOHMH Healthy Start Brooklyn's By My Side Birth Support Program coverage for doulas and review of current literature

Certification

- Decision Point: What are the certification requirements for doulas to participate in the pilot?
- Recommendation: A doula must be certified by an organization that meets a set of core competencies
- Linguistically & culturally competent programs are important to ensure that doulas receive training and certification to identify with the women in the communities they serve.

Reimbursement

- Decision Point: How will doula services be reimbursed?
- Decision:
 - Establish a process to allow doulas to bill the Medicaid program directly through fee-for-service (FFS) or through the participating managed care plan.
- Rationale:
 - To incentivize doula participation in the program.
 - To ensure access to doula services.

Doula Fee Schedule (Fee-for-Service)

Service	Payment
Prenatal Care Visit	\$30
Labor and Delivery	\$300
Postpartum Visit	\$30

- The total for 7 visits plus labor and delivery is \$510
- Rationale:
 - The established fee schedule is aligned with the Medicaid fee schedule for professional fees (physicians, NPs, and midwives).
 - Fees are approximately 43% of NY OB/GYN professional fees and 50% of midwife fees.

Evaluation

- Decision Point: How will the Medicaid program determine the effectiveness of the pilot?
- Decision: Evaluate 2 years of doula services delivered in the pilot program. The New York State Department of Health will develop an evaluation tool to determine the impact of doulas on adherence to postpartum services, patient satisfaction of Medicaid enrollees, experience of doulas enrolled in the Medicaid program, and breastfeeding.
- Rationale: Evaluation is important to determine the effectiveness of the pilot and to inform any modifications to the program.

Outreach and Awareness

- Decision Point: How will the Medicaid program inform both members and providers of the new doula benefit in the selected geographic areas?
- Decision: Develop an education and awareness campaign in conjunction with key stakeholders such as:
 - Doulas
 - Health Plans
 - Health Care Providers
 - Consumers including Consumer Groups and Community Based Organizations