



Department  
of Health

# NYS Medicaid Doula Services Benefit

Office of Health Insurance Programs

Bureau of Maternal and Child Health Policy

To ask questions, use the information below:



# Today's Agenda

- Welcome and Introductions
- Medicaid Doula Services Goals
- Medicaid Investment
- Doula Engagement
- Doula Stakeholder Feedback to Date
- Doula Services Benefit
- NYS Implementation Steps & Timeline
- NYS Medicaid Facts
- Future Topics

# NYS Medicaid Doula Services Goals

- Medicaid doula services may contribute to NYS goals to:
  - Reduce maternal and infant mortality and morbidity
  - Improve the quality of care delivered to the maternal and child health population
  - Reduce racial disparities in maternal outcomes
- Provide statewide access to Medicaid doula services
- Support doula participation in Medicaid, including support for community doulas to become enrolled Medicaid providers

# Statewide Medicaid Coverage, Higher Reimbursement for Doulas

- Medicaid coverage for doula services will be expanded to all pregnant, birthing, and postpartum Medicaid-enrolled individuals through 12-months postpartum.
- A State Plan Amendment (SPA) will be submitted to add a doulas services benefit to NYS Medicaid.
- NYS Medicaid will reimburse at a rate of up to \$1500 (NYC) and up to \$1350 (rest of state) per pregnancy.
- The covered doulas services will include and expand upon services covered in the Medicaid Doulas Services Pilot in Erie County.

State Share Fiscal Year 2023-2024	State Share Fiscal Year 2024-2025
\$2.3 Million	\$8.5 Million
Total State + Federal Share 2023-2024	Total State + Federal Share 2024-2025
\$4.6 Million	\$17 Million

# Doula Engagement

The Medicaid Program will engage the doula stakeholder community for input and feedback on the doula services benefit design and implementation processes.

## 2023 Virtual Town Halls

5/30	1:00-2:00
6/20	2:00-3:00
7/17	11:00-12:00
8/11	10:00-11:00
9/22	10:00-11:00
10/16	3:00-4:00
12/1	9:30-10:30

## Contact Medicaid:

- Email: [doulapilot@health.ny.gov](mailto:doulapilot@health.ny.gov)
- Send email to be added to the distribution list

**Website:** [New York State Medicaid Doula Services Benefit \(ny.gov\)](https://www.ny.gov/new-york-state-medicaid-doula-services-benefit)

**Use of Surveys TBD:** May use to gather doula/stakeholder input

**Federal Public Notice for SPA:** Public comment opportunity

May 2023

# Feedback to Date

## **Doula Pilot Lessons Learned**

- Increased reimbursement rates, especially for downstate participation
- Support for doulas to enroll with Medicaid and contract Medicaid Managed Care Plans
- Flexibility for length and frequency of perinatal visits (doulas give more time than they are reimbursed for)
- High level of doula client and doula provider satisfaction among those participating in Erie county
- High level of interest for statewide Medicaid coverage expansion

## **Senate Budget Hearing – Special Session**

- Systemic racism exists towards Black doulas and Black birthing people
- Inadequate government policies to date to counter racism and support doula integration
- Common Recommendations:
  - Fair compensation for doula services
  - Reduce administrative barriers for doula participation in the healthcare system
  - Reduce barriers to consumer access to doulas
  - Allow for meaningful representation of doulas in clinical practice and policy development

May 2023

# Doula Services Benefit

## Eligible Population:

- NYS Medicaid-enrolled pregnant, birthing, and postpartum individuals.
- Effective March 1, 2023, NYS Medicaid Postpartum coverage was extended to 12 months after the end of the pregnancy regardless of how the pregnancy ends.
- If a NYS Medicaid member becomes pregnant again within the 12 months after the end of the pregnancy, their doula service eligibility for pregnancy- and postpartum-related services will start over.

# Doula Services Benefit

## Covered Services - Perinatal Visits

- Prenatal doula visits and postpartum doula visits
- Accompany client to timely postpartum visit with healthcare provider
- Exact number of visits to be covered is to be determined

## Covered Service - Labor and Delivery

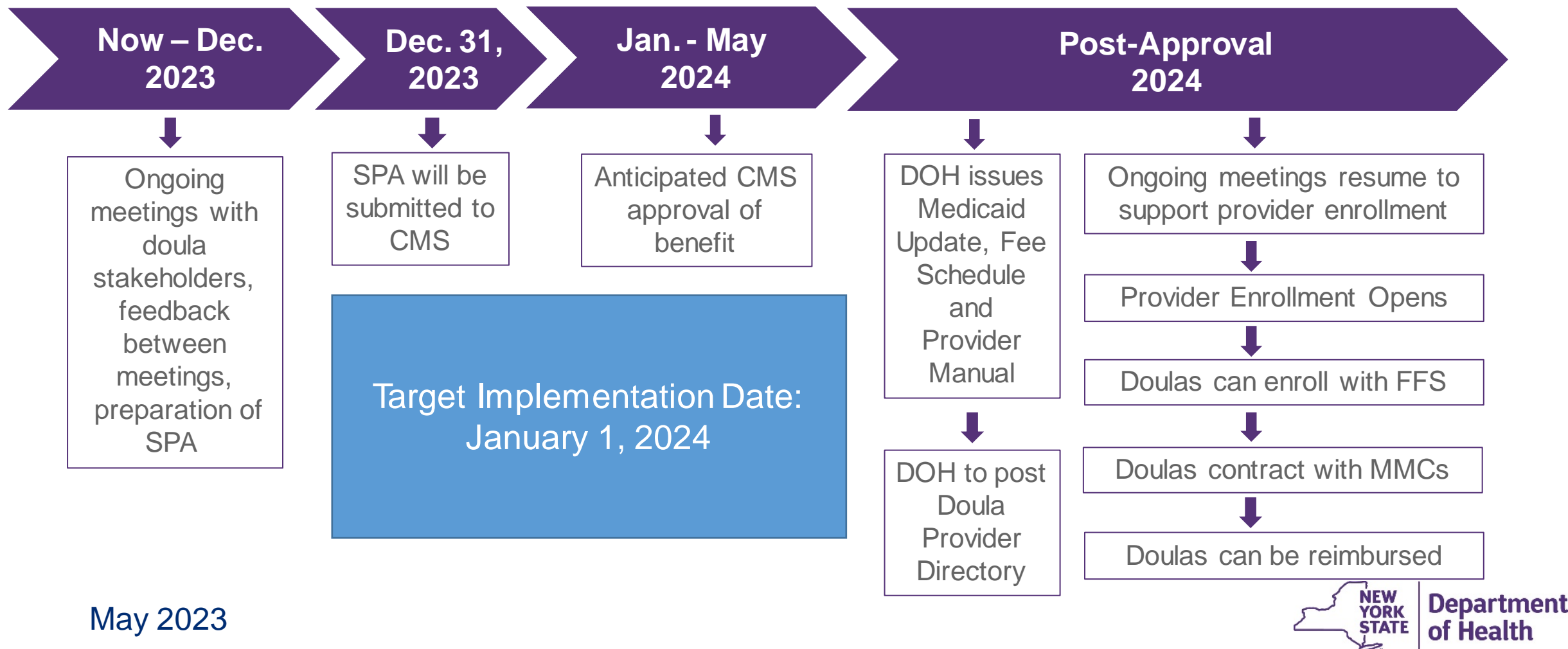
- One labor and delivery support visit (vaginal, vaginal birth after cesarean, cesarean birth, stillbirth all covered)
- Covered one-time per pregnancy at visit rate, regardless of duration
- No additional reimbursement for a birth with multiple gestations
- A licensed Medicaid-enrolled provider must be in attendance for doula to receive reimbursement



# Implementation Steps

- A State Plan Amendment (SPA) is required to add the service as a new, statewide Medicaid benefit. The SPA will be developed and submitted to the federal Centers for Medicare and Medicaid Services (CMS) for approval.
- State policy and guidance for doula providers and eligible doula services will be developed and issued via Medicaid Update articles and [eMedNY](#).
- Changes in the eMedNY system will need to be completed to support provider enrollment and billing/claiming.
- Ongoing communication with doulas and other stakeholders (such as maternity care providers and Medicaid Managed Care Plans) to support doula benefit development, enrollment and reimbursement.

# Timeline to Statewide Implementation



# NYS Medicaid Facts

- NYS Medicaid serves approximately 107,000 pregnant individuals per year.
- NYS Medicaid has two administrative forms of coverage: Fee for Service (FFS) or “straight Medicaid,” administered directly through the state Office of Health Insurance Programs, and Medicaid Managed Care (MMC), administered through the Managed Care Organizations (Health Plans).
- Medicaid members are enrolled in either FFS or a MMC plan, with the majority enrolled in a MMC plan. Approximately 10% of the NYS Medicaid-enrolled pregnant population is enrolled in FFS and 90% is enrolled in MMC.
- There are currently 14 different MMC plans in NYS that serve pregnant and postpartum populations.
- Individual MMC plan presence varies regionally.

# Future Topics

- Defining the Doula Provider
- Defining Doula Services
- Identifying Reimbursable Services
- Visit Structure and Reimbursement Rates for Each Visit
- Training/Work Experience Requirements
- Enrollment and Renewal Requirements
- Billing Guidance
- Telehealth Policy
- Doula Support to Enroll and Bill

# End Presentation

May 2023