

Independent Health Doula Pilot Experience

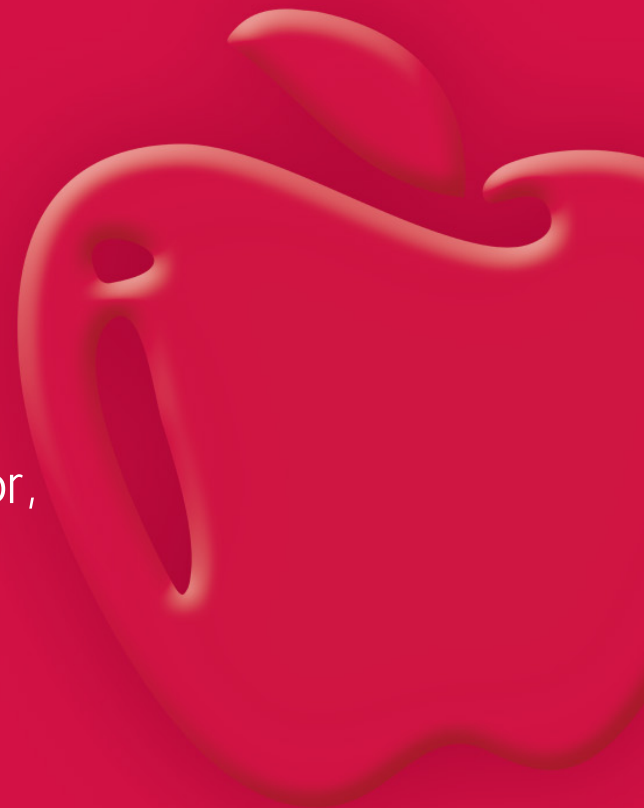
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Confidential



Doula Pilot Background and Plan Facts

Pilot Background

- Implemented Erie County, March 1, 2019
- Phased-in approach implemented Plans in Erie County only, first
- Pilot eligibility
 - Medicaid eligible pregnant women residing in applicable counties and zip codes
- **Services**
 - Up to and including 4 prenatal visits; support during labor and delivery, up to and including 4 postpartum visits
 - Doula services were only available to our Medicaid population.

General Plan facts

- Independent Health Medicaid Managed Care active in Erie County only
- Operating as a Managed Medicaid Plan since 1998, HARP added in 2016
- Plan enrollment, March 2019
 - MMC: 55,759
 - HARP: 2,412
- Current Plan enrollment, October 2023
 - MMC: 69,626
 - HARP: 2,862

Doula Pilot Contracting Requirements

- **To participate in the New York State (NYS) Medicaid doula pilot program, a doula was required to enroll as a NYS Medicaid provider and formally attest they had the below training during the pilot:**
 - At least 24 contact hours of education that includes any combination of childbirth education, birth doula training, antepartum doula training, and postpartum doula training.
 - Attendance at a minimum of one (1) breastfeeding class.
 - Attendance at a minimum of two (2) childbirth classes.
 - Attendance at a minimum of two (2) childbirths.
 - Submission of one (1) position paper/essay surrounding the role of doulas in the birthing process
 - Completion of cultural competency training.
 - Completion of a doula proficiency exam.
 - Completion of HIPAA / client confidentiality training.
- For enrollment forms and enrollment instructions during the pilot, the NYS Medicaid Provider Enrollment Website provided the below information to assist doulas:
<https://www.emedny.org/info/ProviderEnrollment/enrollguide.aspx>
- Once individual doula enrollment in NYS Medicaid was confirmed on the NYS Medicaid provider look up tool, Independent Health was then able to contract with individual doulas with our Provider Network's team. Enrollment is now closed for the pilot.
- The Provider Network's team would then send out Independent Health's Plan Ancillary Agreement with fee schedules for the services doulas were contracted to perform with the applicable rates and billing requirements set forth by DOH on [emedny.org](https://www.emedny.org).

Doula Pilot Plan Specifics

- **Independent Health Doula network**
 - 43 enrolled doulas within Erie County service area
 - Largest practice, Jericho Road
 - Top three utilized doulas
 - Raine Manuel-Jericho Rd practice
 - Suha Hamid- Jericho Rd. practice
 - Fardowsa Aden-Jericho Rd. practice
- **Member participation**
 - Approximately 300 unique women reported by doulas as actively seeking services

Plan-Doula Process to Report Utilization

- Independent Health developed a form for participating Doulas to submit upon member intent to seek and utilize Doula services
- Form information was used to track member utilization and report back to the Department of Health
- Form is also used to determine if a member would like a customer service agent to call them for any questions about their benefits for maternity care
- Provides phone number for doulas to contact the IH Provider Relations team if they have any contracting or billing questions

Independent Health Doula Utilization Form



Doula Maternity Member Questionnaire

PLEASE SUBMIT WITHIN 5 DAYS OF INITIAL VISIT (see below)

Doula Name:

Doula NPI #

Member Name:

Member ID #:

Member's Address:

Member's Phone Number(s):

Member's Due Date:

Is this the member's first pregnancy? Yes No

If no, how many times has the member been pregnant:

Name of the member's doctor (PCP):

Name of the member's doctor (OB/GYN):

What is the member's personal goals or advice they are seeking to learn during doula services?

Is there anything keeping the member from going to the doctor or getting maternity care?

Yes No If yes, please explain:

Does the member plan to breast feed? Yes No

If the member does not have a doctor, would they like help from Independent Health finding one?

Yes No

Would the member be interested in having an Independent Health Member Services Representative call to discuss any enrollment or benefit questions related to their plan?

Yes No

Plan Pilot Data and Outcomes: through 11/1/2023

- Submitted claims through 11/1/23 identified **73** hospital delivery claims (out of 300 Medicaid enrolled women reported as utilizers of doula services)
 - 2/73 deliveries confirmed at a birthing center rather than a hospital
 - Both of these births had doulas present at birth, were full term, vaginal deliveries where the members saw their doulas post-partum, but no post partum ob-gyn visits were identified
 - 26 members had EDCs within the last 90 days or in the near future so we might just not have delivery claims yet
 - 71 deliveries were cesarean/2 vaginal
- Identified one member who delivered a stillborn
 - Delivered at 38 weeks gestation via cesarean
 - Claim indicates pregnancy was high-risk
 - Cause of fetal death in medical record noted as placenta abruption
 - Member had 6 pre-natal doula visits and only 1 pre-natal visit with her OB-GYN
 - No identified post-natal claim for this member

Plan Pilot Data and Outcomes: through 11/1/2023

- Identified 5 pre-term deliveries
 - All 5 resulted in cesarean deliveries
 - 2 were flagged as low birth weight
 - 1 very low birth weight
 - Member engaged in only 2 pre-natal visits with ob-gyn and 1 pre-natal doula visit
 - Age 20 at time of delivery
 - Presented at Hospital with severe pre-eclampsia, poor fetal growth in the 3rd trimester at 28 weeks gestation
 - Member delivered second baby on 11/7/2023, full term. No doula utilization identified for this pregnancy.
 - Of these 5 members:
 - 2 members had 16-17 prenatal visits with their ob-gyn
 - 1 member had 0 ob-gyn prenatal visits and only 1 doula visit
 - Only 1 member had their doula present for delivery
 - 2 members had 3 or less pre-natal ob-gyn visits and less than 3 doula visits

Plan Pilot Data and Outcomes: through 11/1/2023

- 33 members engaged in lactation services pre and/or post-natal
- 29 members have no pre-natal claim(s) in our system
 - Only one of these members delivered pre-term at 32 weeks due to umbilical cord issues
 - Member was 39 years old at delivery and baby was not flagged as low birth weight
 - Found doula delivery claims for two of these members only
 - However, 15 of these members saw their Doula post-partum
- 33 members were reported to the Plan as enrolled with a Doula however no pre-natal doula claims were found
 - One of these members had a doula present at the delivery
 - 10 of these members did see a doula in their post-partum period

Pilot Challenges

Challenges

- Billing
 - We saw many cases where a practice billed for services under their practice rather than the unique doula. This makes it harder to attribute care to an individual doula.
 - Coding set is not unique to doulas or specific services performed.
 - Initiated formal billing for doulas was challenging
 - Understanding "timely filing"
 - How to file a claim on paper in general (new process for Doulas)
 - Home births can be challenging to identify through claims data so we could not often decipher which members without a birth center or IP hospital claim did have a healthy birth at home versus those who had early miscarriages without medical intervention VS. those where a claim wasn't submitted for some reason

Pilot Observations

Observations

- Based on the data analyzed, we did not see a reduction in cesarean deliveries
 - In-fact a majority of identified deliveries were performed as cesarean
- The number of women who saw a doula and had little to no pre-natal care with their ob-gyn remains alarming
 - It's important that the utilization of a Doula doesn't "take the place" of ob-gyn pre-natal care
 - Independent Health encourages Doulas to champion the utilization of prenatal and postpartum care with a qualified and licensed perinatal health provider
- Independent Health remains a committed and avid supporter of the Doula pilot

Thank you for your time today!

Independent Health remains
committed to the NYS
Medicaid Doula program

Questions and Comments?