



**Department  
of Health**

# **NYS Medicaid Doula Services Benefit Town Hall February 13, 2024**

**Office of Health Insurance Programs (NYS Medicaid)  
Bureau of Maternal and Child Health Policy**

February 2024

# Town Hall

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.

The feedback in the context of this meeting will not be considered formal public comment on the proposed State Plan Amendment.

# Guidelines for Sharing

- 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

# Goals and Roadmap for Today

**10:00-10:05:** Opening

**10:05-10:35:** Medicaid Updates

- Stakeholder Feedback: Provider Enrollment
- Pilot Transition
- Doula Directory
- Enrollment Updates

**10:35-11:50am:** Discussion

**11:50-12:00:** Closing

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# Stakeholder Feedback: Provider Enrollment

- NYS Medicaid hosted two one-hour, virtual sessions in January 2024
- 22 stakeholders attended
- Stakeholders provided:
  - Feedback to improve the doula services enrollment process, and
  - Perspectives about strengths, weaknesses, and suggestions of materials
- Items reviewed included:
  - Erie County Doula Pilot enrollment materials,
  - Pilot enrollment supports, and
  - Drafted statewide provider enrollment materials.
- NYS Medicaid thanks all participants for their time and has incorporated feedback into the drafted documents.
- Medicaid Provider enrollment documents are in the process of being finalized and will be published when provider enrollment opens.

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# Stakeholder Feedback Sessions

- Slide Deck:  
[https://www.health.ny.gov/health\\_care/medicaid/program/doula/stakeholder\\_meetings/2024/docs/january.pdf](https://www.health.ny.gov/health_care/medicaid/program/doula/stakeholder_meetings/2024/docs/january.pdf)
- Summary:  
[https://www.health.ny.gov/health\\_care/medicaid/program/doula/docs/prov\\_enroll\\_fdbk.pdf](https://www.health.ny.gov/health_care/medicaid/program/doula/docs/prov_enroll_fdbk.pdf)

# Doula Directory

- Signed legislation to establish NYS Medicaid doula directory
- Legislation link:  
<https://www.nysenate.gov/legislation/bills/2023/A5435/amendment/A>
- Current pilot directory link:  
[https://www.health.ny.gov/health\\_care/medicaid/redesign/doulapilot/index.htm](https://www.health.ny.gov/health_care/medicaid/redesign/doulapilot/index.htm)
- Doula directory will align with legislative requirements.
- Drafted electronic form and directory are being shared in this meeting for feedback.
- Directory will need to be built and maintained within the limitations and requirements of the DOH public website.

A. 5435--A

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1 § 2594-a. Definitions. 1. For the purposes of this title, "doula"  
 2 means a trained person who provides continuous physical, emotional, and  
 3 informational support to a pregnant person and the family of such preg-  
 4 nant person before, during or a reasonable time after childbirth.  
 5 2. A doula may provide services in hospitals, birthing centers, at  
 6 home deliveries and other community settings.  
 7 § 2594-b. New York state community doula directory. 1. The department  
 8 shall establish and maintain a community doula directory for doulas on  
 9 the department's internet website for the purposes of Medicaid  
 10 reimbursement and promoting doula services to Medicaid recipients.  
 11 2. The directory shall include the following information concerning  
 12 doulas such as:  
 13 (a) the name of the doula who provides doula services;  
 14 (b) the address and location of where the doula provides doula  
 15 services;  
 16 (c) the name of each Medicaid provider that employs or contracts with  
 17 a doula to provide doula services to eligible Medicaid recipients;  
 18 (d) the doula's national provider identification number, if applica-  
 19 ble; and  
 20 (e) all documentation of criteria pursuant to section twenty-five  
 21 hundred ninety-four-c of this title.  
 22 3. The department shall determine the method of registration and the  
 23 documentation required to verify such criteria has been met.  
 24 4. Each doula shall be responsible for completing the requirements  
 25 pursuant to section twenty-five hundred ninety-four-c of this title.  
 26 5. The department shall not impose any fee on any doula to register  
 27 for admittance into the New York state community doula directory.  
 28 6. The community doula directory shall be publicly accessible at no  
 29 cost to the doula or birthing person looking to hire a doula in their  
 30 community.  
 31 § 2594-c. Criteria for admittance into the New York state community  
 32 doula directory. 1. Each doula seeking Medicaid reimbursement shall  
 33 apply to be registered in the New York state community doula directory.  
 34 2. A doula shall submit to the department a certified copy of such  
 35 doula's certification from a doula educational organization or by demon-  
 36 stration of satisfactory proficiency pursuant to this section, and his,  
 37 her, or their full name, address, phone number, email address, and if  
 38 applicable, their national provider identification number.  
 39 § 3. This act shall take effect nine months after it shall have become  
 40 a law.



## **Review: Pilot Information: Medicaid Doula Enrollment Extension and Revalidation**

- All doulas who are currently enrolled as New York State Medicaid providers via the Doula Services Pilot will remain enrolled through 2/28/2025.
- To revalidate on or before 2/28/2025, doulas who are currently enrolled in New York State Medicaid via the Doula Services Pilot will need to follow updated revalidation requirements according to statewide guidelines.
- Updated revalidation requirements will be published upon implementation of statewide Medicaid coverage of doula services.
- Proposed revalidation guidance can be viewed here:  
[https://www.health.ny.gov/health\\_care/medicaid/program/doula/docs/2023-10-16\\_town\\_hall.pdf](https://www.health.ny.gov/health_care/medicaid/program/doula/docs/2023-10-16_town_hall.pdf) and [https://www.youtube.com/watch?v=tU5pQqRX\\_1c](https://www.youtube.com/watch?v=tU5pQqRX_1c).

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# Review: Pilot Information: Medicaid Doula Pilot Transition to Statewide Medicaid Coverage of Doula Services

- The piloted coverage of doula services in Erie County will end on 2/29/2024.
- As of 3/1/2024, all Medicaid doula services provided by Medicaid-enrolled doulas in Erie County will be reimbursed under the statewide benefit and updated billing codes and reimbursement rates will apply. **Claims for services provided on and after 3/1/24 may be submitted after statewide coverage has been announced (this will occur after the SPA has been approved and updated guidance has been published).**
- Upon federal approval and statewide implementation, an updated provider manual and billing guidance will be published, to include new billing codes and rates.
- All Medicaid-enrolled doulas are to follow updated guidelines, including those doulas who participated in the doula services pilot.

# Proposed Provider Enrollment Support

## Past

January 2024 Stakeholder Sessions

Stakeholders provided input regarding support wants and suggested formats

## Upcoming (Dates and Times TBD)

Virtual Enrollment Informational Sessions

Virtual Billing Informational Sessions

Virtual Enrollment Support 1:1 Sessions

## Types of Support

### Written

Detailed written enrollment guidance and instructions

### Virtual & Live

Enrollment Informational Sessions\*

Billing Informational Sessions\*

1:1 Enrollment Support\*

\*Participation will be voluntary

### Recorded

1-2 recorded Virtual & Live Enrollment and Billing Education Sessions

Recorded Enrollment and Billing Support Videos

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# Proposed Provider Enrollment Support

## Virtual & Live Support

<b>Enrollment &amp; Billing Informational Sessions*</b>	<p>Sessions will be 2 hours in length with 45-60 minutes for questions</p> <p>Session size may be limited to ensure all questions can be answered</p> <p>1-2 sessions will be recorded and posted</p>	<p>Registration links will be posted to website and shared via listserv</p> <p>Sessions will be offered Monday-Friday during business hours</p> <p>Time of day/day of week will be rotated</p> <p>Frequency of sessions will be adjusted based on demand</p> <p>Sessions will be offered for first 6-12 months of benefit rollout</p>
<b>1:1 Enrollment Support*</b>	<p>Interested participants will be asked to indicate what they want help with ahead of time</p> <p>Sessions will be with NYS Medicaid Doula Services team</p> <p>Sessions will be 30-45 minutes in length</p> <p>Applicants can have more than one session to address outstanding questions</p> <p>FYI - Applicants <u>cannot</u> submit documents via email or mail for review ahead of formal submission but can screen share in sessions and ask specific application questions</p>	
<p>* Participation will be voluntary</p>		

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# What Can Doulas Do Now?

## Apply for a National Provider Identifier (NPI):

- All NYS Medicaid-enrolled providers are required to have an NPI.
- Doulas that do not yet have a NPI are encouraged to apply for one now.
- Link to apply: <https://nppes.cms.hhs.gov/#/>
- NPI application instructions: [https://nppes.cms.hhs.gov/assets/How\\_to\\_apply\\_for\\_an\\_NPI\\_online.pdf](https://nppes.cms.hhs.gov/assets/How_to_apply_for_an_NPI_online.pdf)

## Review NYS Medicaid Doula Services Website, including past Town Hall slide decks and recordings:

[http://devweb.health.ny.gov/health\\_care/medicaid/program/doula/index.htm](http://devweb.health.ny.gov/health_care/medicaid/program/doula/index.htm).

## Subscribe to Medicaid Updates:

- All formal announcements, effective dates, and updates to the NYS Medicaid doula services will be published via Medicaid Updates.
- All NYS Medicaid doula services providers will be expected to follow updated guidance.
- To subscribe, email: [medicaidupdate@health.ny.gov](mailto:medicaidupdate@health.ny.gov).

## Review eMedNY:

- Review guidance on the doula pilot to get familiar with eMedNY and process for NYS Medicaid provider enrollment.
- Note: *This guidance will be updated for the statewide benefit and is to be reviewed as a reference only. Enrollment for the statewide benefit is being finalized and updated enrollment documents will be published.*
- Link: <https://www.emedny.org/info/ProviderEnrollment/doula/index.aspx>

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# MMC Contracting Information

## Division of Health Plan Contracting and Oversight Website:

- Includes information about Managed Care Plan Contracting and Independent Practice Associations
- [https://www.health.ny.gov/health\\_care/managed\\_care/hmoipa/guidelines.htm](https://www.health.ny.gov/health_care/managed_care/hmoipa/guidelines.htm)

# Public Engagement Schedule

2024 Meeting Dates – <u>Tentative</u>	
January 9	<p>Second Tuesday of Every Month from 10am-12pm</p> <p>Additional Meetings to Support Provider Enrollment may be added and Town Hall engagements may be reduced based on need for discussion</p>
February 13	
March 12	
April 9	
May 14	
June 11	
July 9	
August 10	
October 8	
November 12	
December 10	

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# Next Meeting

**Date & Time:** Tuesday, March 12, 2024 from 10am-12pm

**Registration Link:**

<https://meetny.webex.com/weblink/register/r870a3eccf6a101154e0d91826d45316e>

**To be added to the listserv:** [doulapilot@health.ny.gov](mailto:doulapilot@health.ny.gov)



# Closing Remarks and Next Steps

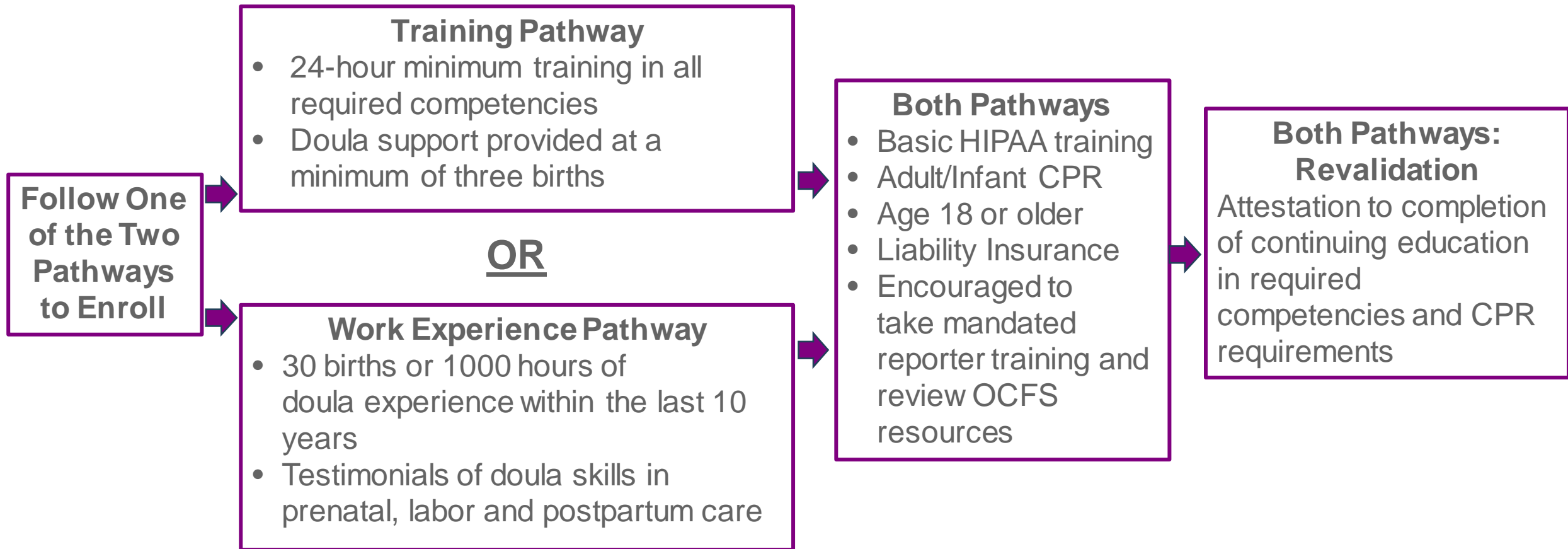
- You may continue to share input after today's event via email to [doulapilot@health.ny.gov](mailto:doulapilot@health.ny.gov).
- For more information, visit [New York State Medicaid Doula Services Benefit \(ny.gov\)](https://www.ny.gov/new-york-state-medicaid-doula-services-benefit).

**Thank you for your feedback.**

# End Presentation

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# Proposed Training and Work Experience Pathways



# **Proposed NYS Medicaid Doula Competencies for Training Pathway to Meeting Criteria for Enrollment**

## **Core Competencies (20 Hours of Training):**

- Foundations on anatomy of pregnancy and childbirth
- Labor support techniques and nonmedical comfort measures
- Common medical interventions: risks, benefits, and decision-making
- Prenatal and postpartum education and support
- Lactation support, education and infant feeding
- Scope of practice

## **Broader Competencies (Four Hours of Training):**

- Cultural awareness/humility and cross-cultural communication
- Health equity in medical field, especially reproductive health
- Person-centered and trauma-informed care
- Community-based knowledge and facilitating connection to resources

## Proposed Fee for Service Reimbursement Structure

Service	Visit Allowance	Per Visit Reimbursement	Percent of Total Reimbursement	Amount of Total Reimbursement
<b>Perinatal Service:</b> Prenatal or postpartum doula support	8 visits	NYC: \$93.75 ROS: \$84.37	50%	NYC: Up to \$750 ROS: Up to \$675
<b>Labor and Delivery:</b> In-person doula support during labor and birth	1 encounter	NYC: \$750 ROS: \$675	50%	NYC: \$750 ROS: \$675

MMC Plans are encouraged to match or exceed the FFS rate

# Communication with MMC Plans

NYS Medicaid's Role	Doula Stakeholders Engagement Opportunities
<p><b>Completed:</b> Publication of Press Release Announcing Doula Benefit: <a href="#">New York State Prioritizes Maternal Health with Expansion of Medicaid Prenatal and Postnatal Benefits (ny.gov)</a></p>	<p>Speak directly with MMCs for information such as points of contact for contracting and reimbursement, criteria to contract and reimbursement rates</p>
<p><b>Completed:</b> Initial presentation to the MMC Health Plan Medicaid Directors' Meeting</p>	
<p><b>Completed:</b> Initial presentation to the Monthly Managed Care Policy and Planning Meeting</p>	
<p><b>Ongoing:</b> Meetings with Division of Health Plan Contracting and Oversight to plan for statewide implementation</p>	
<p><b>Ongoing:</b> Dialogue and sharing of information with public stakeholders</p>	
<p><b>Future:</b> Finalized benefit presentations to the MMC Health Plan Medicaid Directors' Meeting and Monthly Managed Care Policy and Planning Meeting</p>	
<p><b>Future:</b> Publication of Medicaid Update (formal communication to MMC providers and plans)</p>	

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