



**Department
of Health**

NYS Medicaid Doula Services Benefit Town Hall May 14, 2024

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

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.

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

10:05-11:15: Medicaid Updates

- Medicaid Update Article Publication
- Changes to Medicaid Doula Provider Manual and Provider Recommendation
- Standing Recommendation
- Enrollment
 - Enrollment Support Feedback
- Medicaid Managed Care Plan Point of Contact List

11:15-11:55am: Discussion

11:55-12:00: Closing

Medicaid Update Article

- The Doula Services Benefit Medicaid Update Article is published:
 - https://www.health.ny.gov/health_care/medicaid/program/update/2024/no03_2024-03.htm#doula

Enacted Budget: Standing Recommendation

- The Budget authorizes the Commissioner of Health to issue a statewide standing recommendation/order for doula services.
- The standing recommendation/order will cover all Medicaid Members.
- Once in place, Medicaid Members will not need an individual recommendation/order from a healthcare provider and doulas will not need to keep a copy of the recommendation/order.
- The standing recommendation/order would need to be reissued with each successive Commissioner of Health.
- The Commissioner of Health has not yet issued the standing recommendation/order.
- **Until the standing recommendation/order has been published, NYS Medicaid Members must obtain a written recommendation from a licensed provider for doula services and doulas must keep a copy of that recommendation in their records.**

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Update: Recommendation for Doula Services

- This recommendation must be dated prior to the initiation of doula services.
- Doulas must maintain a copy of the recommendation for each Medicaid member in their records.
- This recommendation can be completed using the [form](#) provided by the NYSDOH. It is not necessary to use the NYSDOH form if the NYS licensed practitioner's written recommendation for doula services includes the following:
 - Medicaid Member's first and last name;
 - Medicaid Member's date of birth;
 - Licensed practitioner's first and last name;
 - Licensed practitioner's license number;
 - Date of recommendation; and
 - Licensed practitioner's signature.
- **Registered Nurses have been added to the list of providers who can provide a recommendation for doula services.**

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NYS Medicaid Doula Services Recommendation Form

If you are a Medicaid Member...



Doulas provide physical, emotional, educational, and non-medical support for pregnant and postpartum persons before, during, and after childbirth or end of pregnancy. You are eligible for doula services through NYS Medicaid during pregnancy and up to 12 months after pregnancy, regardless of the outcome.

You must obtain a recommendation **prior to the initiation of doula services** for the services to be covered by Medicaid. This recommendation must be from a licensed practitioner*, for example, your primary care provider, OBGYN, midwife, or nurse. You can ask for a recommendation even if you do not know who your doula will be yet.



If you are a doula enrolled in NYS Medicaid...

The doula must obtain a written record of the licensed practitioner's recommendation for the Medicaid Member **prior to the initiation of doula services** for the services to be reimbursed by Medicaid. The doula must maintain this recommendation in their documentation records for the Medicaid Member in compliance with HIPAA standards.



If you are a licensed practitioner...*

This recommendation acknowledges that the Medicaid member would benefit from doula support for the duration of the pregnancy and up until 12 months postpartum. A recommendation is not the same as a prescription or referral. You may provide a recommendation without identifying the doula who will serve the member.

This form can be used and is one example of a recommendation for doula services. Alternate documentation can be used as long as all of the information below is included to document a licensed practitioner's recommendation. This documentation must be kept by the Medicaid-enrolled doula services provider.

Licensed Practitioner's Recommendation for Doula Services	
Medicaid Member's First and Last Name:	Medicaid Member's DOB (MM/DD/YYYY):
Licensed Practitioner's First and Last Name:	Licensed Practitioner's License Number:
Licensed Practitioner's Signature:	Date of Signature (MM/DD/YYYY):

*Doula services are a preventative health service and must be recommended by a physician or other licensed practitioner of the healing arts acting within their scope of practice under State law to be eligible for Medicaid reimbursement. The licensed practitioner may include a physician, nurse practitioner, registered nurse, licensed midwife, psychologist, licensed clinical social worker, licensed marriage family therapist, licensed mental health counselor or psychiatrist.



Follow-Up Questions

Can licensed providers who are enrolled as Medicaid providers also enroll in Medicaid as doula providers?

- Yes, an update to the Provider Manual was made to clarify licensed providers can also enroll as doulas.
- “A doula is a public health worker who does not need to be otherwise recognized as a licensed or certified Medicaid provider type that provides direct support, education, and advocacy to the pregnant, postpartum and post-pregnant populations.”

How are Medicaid members being made aware of Medicaid coverage for doula services?

- Ahead of the October 1st carve-in to Managed Care, Medicaid Managed Care members will receive written notification of coverage for doula services
- A member-facing flyer will be shared on the Department of Health’s public webpage and can be distributed
- Medicaid Doula directory is available on the public webpage
- Announcements will be posted on social media (Facebook and Instagram)
- Medicaid office has completed interviews with media outlets

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Enrollment Updates

As of 3/1/2024, doulas can enroll to become NYS Medicaid Doula Services Providers.

Applications received on or prior to 5/1/2024, in most cases, will have an effective enrollment date of 3/1/2024.

	Pilot (On or before 2/29/2024)	Statewide Benefit Start - to Date (3/1/2024 - 5/14/2024)
Enrolled Doulas	57*	66*
Received Applications (excluding returned applications)	-	27
Approved Applications	-	12

**Includes 13 doulas enrolled through the Pilot who have not completed the required directory form and will be removed from enrollment if response is not received by 5/31/2024*

Provider Enrollment and Billing Support

Session	Date	Time	Information
Enrollment Informational Sessions*	Friday, May 31, 2024	10:00am-12:00pm	Medicaid team will walk through enrollment process
	Monday, June 24, 2024	1:00pm-3:00pm	Live Q&A
Enrollment Support 1:1 Sessions*	Ongoing	By appointment – click on the registration link to view available times:	<p>Applicants must sign up for a time slot using the Calendly link</p> <p>Each session is 30 minutes</p> <p>Applicants cannot submit documents via mail or email to review</p> <p>Applicants can schedule additional sessions</p>
Billing Informational Sessions*	Wednesday, June 5, 2024	10:30am-12:00pm	Part 1: Intro to Billing for Doulas <ul style="list-style-type: none"> • Provider Manual • Fee Schedule • Billing Codes • Eligibility • Claim Submission Intro • Timely Billing
	Monday, June 17, 2024	1:30pm-3:00pm	Part 2: ePACES and Submitting a Claim for Doulas <ul style="list-style-type: none"> • Step-by-step guidance for submitting a claim

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Register for sessions here:

https://www.health.ny.gov/health_care/medicaid/program/doula/index.htm

*Attendance at all support sessions is voluntary.

Enrollment Support

- **Enrollment Support Provided by NYS Medicaid as of 5/14/2024:**
 - 201 total attendees at six different Enrollment Informational Sessions
 - 37 total attendees at 1:1 Enrollment Sessions
- **Will be Available Online:** Recorded 2-hour enrollment informational session
 - To be posted in near future to Doula Services website
- **Future Enrollment Support:**
 - 5-15 minute videos on each topic
- **Feedback Ask: Have you attended an Enrollment Informational Session or a 1:1 Enrollment Support Session?**
 - If you have attended, what was helpful?
 - What could be improved?
 - What are barriers to attending that NYS can address?

Preparing for NYS Medicaid Enrollment and Billing

Review Doula Enrollment Instructions

- https://www.emedny.org/info/ProviderEnrollment/ProviderMaintForms/Doula_Enrollment_Instructions.pdf

Review All Doula Services Provider Enrollment Information on eMedNY

- <https://www.emedny.org/info/ProviderEnrollment/doula/>

Ensure Applicant Meets Training Pathway or Work Experience Pathway Requirements

- https://health.ny.gov/health_care/medicaid/program/doula/docs/visualize_enrollment_pathways.pdf

Attend Provider Enrollment Sessions

- https://health.ny.gov/health_care/medicaid/program/doula/

Schedule a 1:1 Enrollment Session with the NYS Medicaid Team

- https://calendly.com/ohip_doula/doula

Review General Enrollment and General Billing Guidance on eMedny.org

- Videos and additional training are available under “Provider Outreach and Training” tab
- www.emedny.org

Subscribe to Medicaid Updates:

- All formal announcements, effective dates, and updates to the NYS Medicaid doula services benefit will be published via Medicaid Updates.

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Medicaid Managed Care Carve-Out Information

- Doula services will be carved out of the Medicaid Managed Care (MMC) plan benefit packages between March 1, 2024 and September 30, 2024.
- **All Medicaid Members who are enrolled in FFS or MMC plans are eligible for Medicaid coverage of doula services during and after the MMC carve out.**
- Doulas must first enroll in Medicaid as FFS providers before they can contract with MMC Plans
 - To enroll with FFS: <https://www.emedny.org/info/ProviderEnrollment/doula/>
- Each MMC Plan will have their own contracting process for doulas.
- More guidance about the Carve-Out can be found in the Provider Manual:
 - https://www.emedny.org/ProviderManuals/Doula/PDFS/Doula_Policy_Guidelines.pdf
- **The Medicaid Office has compiled a list of points of contact at each MMC plan for doulas. This list is available on the Doula Services website:**
 - https://www.health.ny.gov/health_care/medicaid/program/doula/index.htm

MMC Contracting, IPA, Service Bureau Information

- Division of Health Plan Contracting and Oversight Website: Information about Managed Care Plan Contracting and Independent Practice Associations:
 - https://www.health.ny.gov/health_care/managed_care/hmoipa/guidelines.htm
- Independent Practice Association Formation Requirements:
 - https://www.health.ny.gov/health_care/managed_care/hmoipa/ipa_formation_requirements.htm
- Service Bureau: An entity which submits claims, and/or verifies patient eligibility for providers enrolled in the Medicaid Program.
 - <https://regs.health.ny.gov/volume-c-title-18/774682889/section-5049-service-bureaus-billing-services-and-electronic-media>

Upcoming 2024 Town Hall Dates

Remaining 2024 Town Hall Meeting Dates	
June 11	<ul style="list-style-type: none">• Town Halls are scheduled for the second Tuesday of every month from 10am-12pm.• Town Hall engagements may be reduced based on need for discussion.• Additional meetings to support provider enrollment and billing will continue to be added.
July 9	
August 13	
September 10	
October 8	
November 12	
December 10	

Next Meeting

Date & Time: Tuesday, June 11, 2024 from 10am-12pm

Registration Link:

<https://meetny.webex.com/weblink/register/r929c7719c8992d4d265e16139ccd81b3>

To be added to the listserv: 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.

For more information on the Doula Services benefit, visit https://health.ny.gov/health_care/medicaid/program/doula/

To enroll as a NYS Medicaid Doula Services Provider, visit <https://www.emedny.org/info/ProviderEnrollment/doula/>

Thank you for participating.

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End Presentation

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