



**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:

Join at
slido.com
#NYSMedicaidDoulaServices

A square QR code with a white border, located on the right side of the blue box. It is intended to be scanned to access the Slido session.

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
- 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

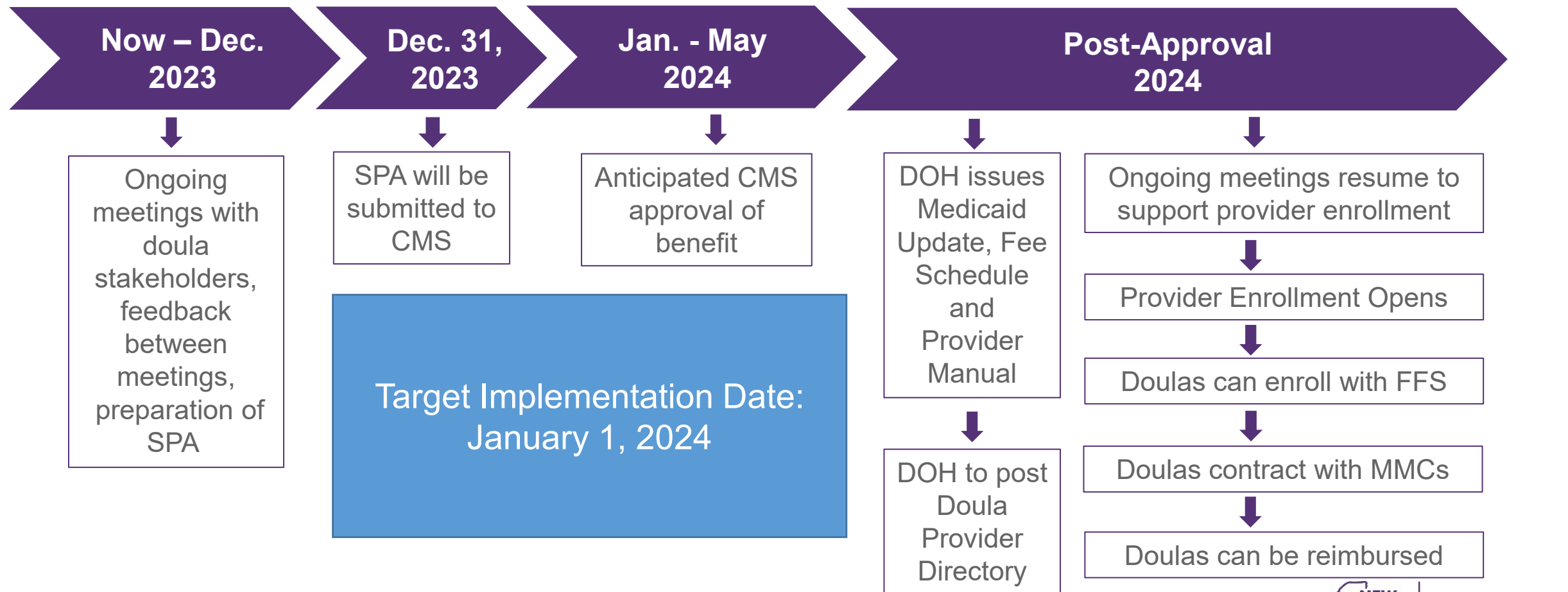
Covered Service - Labor and Delivery

- 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



May 2023

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