



Department
of Health

Medicaid Doula Pilot Program

August 2023

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New York State Medicaid Doula Pilot

- On March 1, 2019, the New York State Department of Health (DOH) initiated the pilot in Erie County
- Sharing results from March 2019 through May 2023

Evaluation Plan

Evaluation Plan

- Quantitative – data which is counted, measured or expressed as a number
 - Breastfeeding information
 - Count of doula visits

- Qualitative – information which is subjective, using words
 - Satisfaction with doula and the pilot
 - Location of services
 - Information on support offered
 - Feedback on pilot from the doula's perspective (billing, time with participant, location, etc.)

Evaluation Plan- continued

- Participants
 - Quantitative evaluation
 - DOH, with contractor, sending paper surveys to participants at 12 weeks postpartum
 - Satisfaction and experience with the pilot collected via the survey
 - DOH will compute postpartum visit and breastfeeding rates
 - Qualitative evaluation
 - Focus groups
 - Surveys

Evaluation Plan- continued

- Doulas
 - Quantitative evaluation
 - Doula will receive a survey monkey link 4 months after enrolling with the pilot
 - Provider satisfaction and experience as Medicaid provider
 - Qualitative evaluation
 - Focus groups
 - Surveys

Progress to date

Counts of Doulas and Participant Episodes

	2019	2020	2021	2022	2023	Total
Episodes	172	309	220	213	88	1,002
Doulas	15	18	22	21	13	33

* Data through May 2023

Health Plan Engagement – Percent Annual Participant Coverage by Plan

Plan	2019	2020	2021	2022	2023	Overall
Excellus	0.6%	0.0%	0.0%	0.0%	0.0%	0.1%
Fidelis	14.3%	38.8%	44.1%	53.1%	71.6%	41.5%
HealthNow /Highmark	13.7%	7.1%	8.1%	0.0%	0.0%	6.4%
Independent Health	57.1%	32.0%	27.9%	18.3%	19.3%	31.5%
Molina	0.0%	8.4%	12.2%	23.9%	5.7%	10.8%
MVP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
United HealthCare	5.1%	4.5%	6.8%	5.2%	3.4%	5.2%
WellCare	2.3%	2.9%	Merged	with	Fidelis	1.3%
YourCare	5.1%	6.1%	Merged	with	Molina	2.8%
Fee for Service	1.7%	0.0%	0.9%	0.0%	0.0%	0.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survey Responses

	Participants	Doulas
Response Rate	11.3%	30.3%

Survey question	Percent
Do you think having a doula improved your childbirth experience? (somewhat/yes)	95%
Rating of doula (good/excellent)	93%
Did your doula help you to feel more comfortable during childbirth? (somewhat/yes)	95%

Outcomes – Postpartum Visit

Postpartum Visit Measurement Year	Statewide Percent	Overall Erie County Percent	Doula Pilot Participant Percent
2019	65.7	48.8	60.2
2020	63.2	50.3	68.0
2021	66.4	52.5	58.4

Outcomes – Breastfeeding

Survey Question	Count	Doula Pilot Participant Percent	2020 PRAMS Medicaid Percent
To date, did you ever breastfeed or pump breast milk to feed your baby, even for short period of time (% yes)?	71	88.7	87.2
What were you feeding your baby at 3 months old (% any breastmilk)?	37	83.8	68.7 (PRAMS, 8 wks)

Focus Groups

- Four Focus Groups were conducted in May/June 2023.
 - Two doula groups, one for doulas associated with Jericho Road and one for independent doulas
 - Two postpartum participant groups, one for participants associated with Jericho Road and one for participants not associated with Jericho Road
- Recommendations
 - Doulas and participants provided compelling personal experiences to support expanding the program's capacity to serve more clients.
 - This could involve increasing the number of doulas available or implementing strategies to reach a larger population of pregnant people who could benefit from doula services.

Next Steps

- Legislative Report
 - At the conclusion of the Pilot
 - Updated outcome information (postpartum visit and breastfeeding) and full survey results from both the Doula and Participant surveys