



**Department
of Health**

NYS Medicaid Doula Services Benefit Town Hall January 9, 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 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

10:35-11:50am: Discussion

11:50-12:00: Closing

January 2024

What Happened in 2023?

- In May 2023, Medicaid coverage for doula services was included in the enacted state budget.
- NYS Medicaid hosted nine Doula Service Town Hall Meetings from May through December to receive public input on statewide benefit design and implementation, and to educate stakeholders on the State Plan Amendment process.
- Town Halls included stakeholder dialogue and presentations by two Medicaid Managed Care health plans, Erie County pilot doulas, and the NYS DOH Office of Quality and Patient Safety.

2023, Continued

Using stakeholder input and feedback for the proposed State Plan Amendment, NYS Medicaid:

- Defined two distinct pathways (training and work experience) to qualify for enrollment as a NYS Medicaid doula services provider;
- Defined competencies and minimum qualifications for both NYS Medicaid enrollment pathways;
- Defined revalidation requirements for all Medicaid doula providers;
- Determined doula services visit coverage, per visit reimbursement rate, and percent of reimbursement per visit type

Additional Progress

Federal Public Notice (FPN):

- The FPN, which is part of the State Plan Amendment (SPA) process and allows for public feedback on the proposed SPA, was published on 12/13/2023.
- Formal public comment can be submitted between 12/13/2023 and federal approval.
- The FPN can be viewed at: https://dos.ny.gov/system/files/documents/2023/12/121323_0.pdf

State Plan Amendment (SPA):

- The proposed SPA received Department of Budget/Chamber approval on 12/28/2023.
- The proposed SPA was advanced for federal approval to the Centers for Medicare and Medicaid Services (CMS) on 12/28/2023.
- The State Plan Amendment (SPA) can be viewed here: https://www.health.ny.gov/regulations/state_plans/status/non-inst/original/docs/os_2023-12-28_spa_24-03.pdf
- Statewide Medicaid coverage of doula services is pending CMS approval of the SPA.

January 2024

What Happens Now?

- Statewide Medicaid coverage of doula services is pending CMS approval of the submitted SPA.
- NYS Medicaid is preparing for doula provider enrollment and publication of the Medicaid Doula Services Provider Manual.
- NYS Medicaid will continue to host Town Halls to update on the statewide implementation process and seek input where possible.
- Once NYS Medicaid receives federal approval, a Medicaid Update article will be released to announce benefit details.

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

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

https://www.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.

Review Doula Pilot Guidance:

- 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.*
- Link: <https://www.emedny.org/info/ProviderEnrollment/doula/index.aspx>

January 2024

Enrollment Preparation: Stakeholder Engagement

- Doula stakeholders are invited to provide input and feedback regarding Medicaid doula provider enrollment.
- Two virtual, one-hour meetings will be offered, and stakeholders are invited to attend one of these meetings.
- Each meeting will be limited to 15-20 participants.
- Meetings are on Friday, January 12 from 1-2pm and Wednesday, January 17 from 12-1pm.
- Email doulapilot@health.ny.gov to request to attend and indicate meeting preference.

Pilot Information: Medicaid Doula Enrollment Extension and Revalidation

- All doulas who are currently enrolled in New York State Medicaid 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: [PowerPoint Presentation \(ny.gov\)](#) and [NYS Medicaid Doula Services Town Hall 10-16-23 - YouTube](#).

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 using new billing codes at the updated reimbursement rates.
- 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.

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
- Doula directory will align with legislative requirements.

A. 5435--A

2

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.

January 2024

Communication with MMC Plans

NYS Medicaid's Role	Doula Stakeholders Engagement Opportunities
<p>Completed: Publication of Press Release Announcing Doula Benefit: New York State Prioritizes Maternal Health with Expansion of Medicaid Prenatal and Postnatal Benefits (ny.gov)</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>Completed: Initial presentation to the MMC Health Plan Medicaid Directors' Meeting</p>	
<p>Completed: Initial presentation to the Monthly Managed Care Policy and Planning Meeting</p>	
<p>Ongoing: Meetings with Division of Health Plan Contracting and Oversight to plan for statewide implementation</p>	
<p>Ongoing: Dialogue and sharing of information with public stakeholders</p>	
<p>Future: Finalized benefit presentations to the MMC Health Plan Medicaid Directors' Meeting and Monthly Managed Care Policy and Planning Meeting</p>	
<p>Future: Publication of Medicaid Update (formal communication to MMC providers and plans)</p>	

January 2024

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	

January 2024

Next Meeting

Date & Time: Tuesday, February 13, 2024 from 10am-12pm

Registration Link:

<https://meetny.webex.com/weblink/register/r68a05455d242dabf784eed870c416df0>

To be added to the listserv: doulapilot@health.ny.gov

Closing Remarks and Next Steps

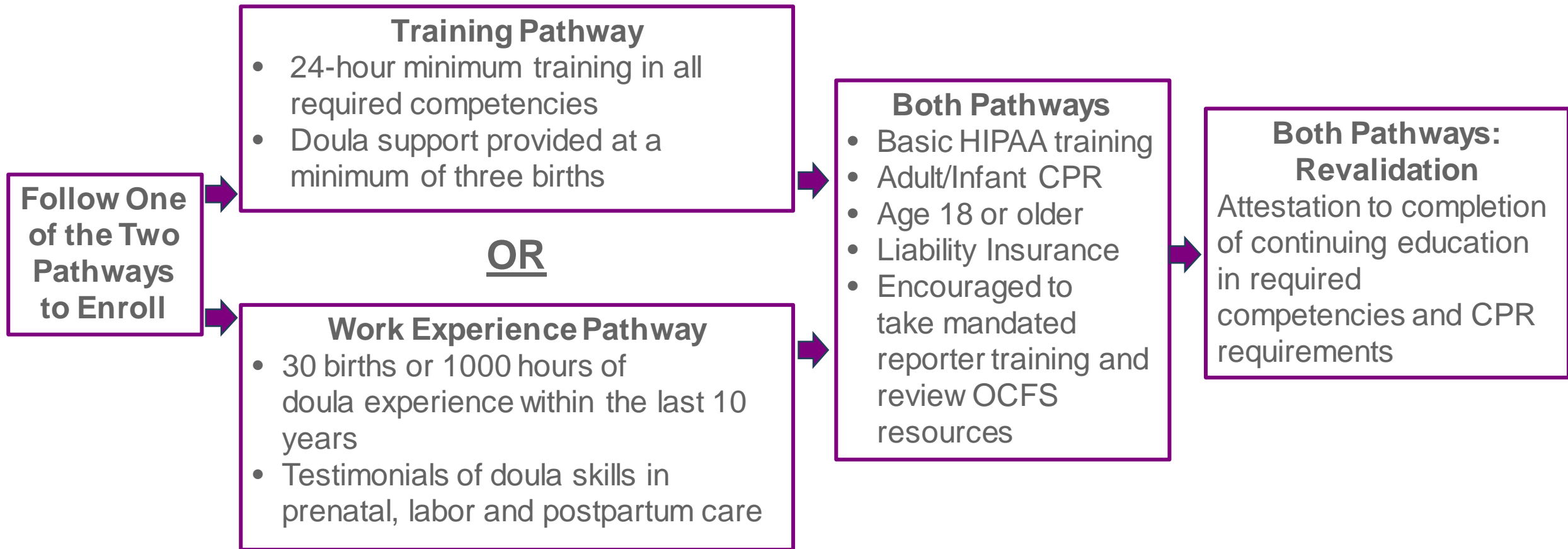
- You may continue to share input after today's event via email to doulapilot@health.ny.gov.
- For more information, visit [New York State Medicaid Doula Services Benefit \(ny.gov\)](https://www.ny.gov/new-york-state-medicaid-doula-services-benefit).

Thank you for your feedback.

End Presentation

January 2024

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
Perinatal Service: Prenatal or postpartum doula support	8 visits	NYC: \$93.75 ROS: \$84.37	50%	NYC: Up to \$750 ROS: Up to \$675
Labor and Delivery: 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