



**Department  
of Health**

# **NYS Medicaid Doula Services Benefit Provider Enrollment Session**

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

March 2024

# Provider Enrollment Sessions

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.

No individual applications will be reviewed during this session and applications should **NOT** be emailed to the state.

# 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

**12:00-12:05pm:** Opening

**12:05-1:05pm:**

- SPA Update
- Enrollment Information & eMedNY
- Application Timeline
- Resources
- Pilot Transition
- Revalidation

**1:05-1:55pm:** Questions

**1:55-2:00pm:** Closing

March 2024

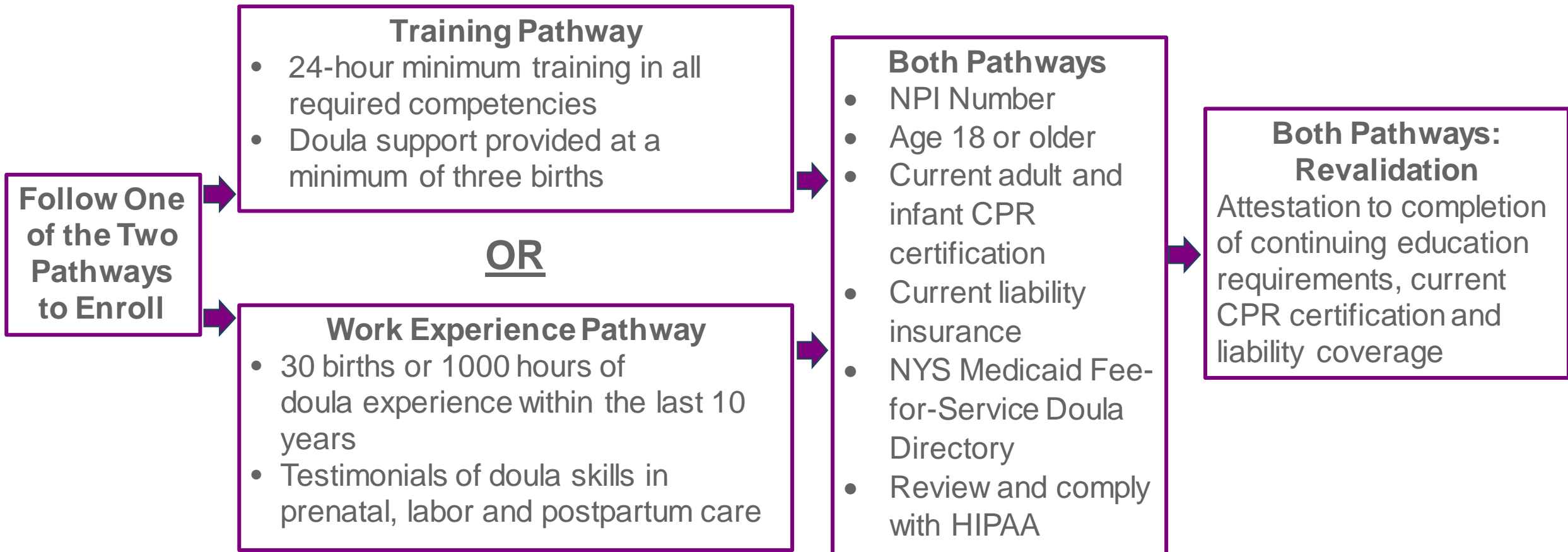
# SPA Approval

NYS received federal approval for the State Plan Amendment (SPA) for doula services on March 25, 2024.

- [https://www.health.ny.gov/regulations/state\\_plans/status/non-inst/index\\_2024.htm](https://www.health.ny.gov/regulations/state_plans/status/non-inst/index_2024.htm)

The Doula Services Benefit Policy Manual is forthcoming. Medicaid-enrolled doulas are responsible for following all guidance in the manual.

# Proposed Training and Work Experience Pathways



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# **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

# How to Enroll

## Visit eMedNY Website:

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

- Enrollment in Medicaid for doula services opened on March 1, 2024.
  - Doulas can enroll as individual providers.
  - Doulas will not require supervision.
  - Doulas will bill directly for doula services rendered.

## Information on eMedNY:

- All enrollment forms
- Guidance documents for how to complete enrollment
- eMedNY contact information
- Provider Training Videos: <https://www.emedny.org/training/videos.aspx>
  - Electronic Fund Transfer video



Provider Index > Doula (Perinatal) > Billing Medicaid

## Provider Enrollment & Maintenance

**DOULA (PERINATAL)**

BILLING MEDICAID

**ENROLLMENT FORM**  
[Doula Enrollment Instructions](#)  
 To update information for the NYS Medicaid Fee-for-Service Doula Directory, [click here](#).  
**Category(s) of Service: 0464**  
**Application Fee is NOT Required.**

- The Department of Health announces the Medicaid expansion of doula services statewide for all Medicaid fee-for-service and Medicaid Managed Care enrollees.
- NYS Medicaid Members will be eligible for doula services up to 12 months after the end of pregnancy, regardless of pregnancy outcome.
- Interested doula's can apply for enrollment with NYS Medicaid either through the Work Experience Pathway or Training Pathway. Pathway requirements can be reviewed [here](#) or in the Doula Services Provider Manual (once published).
- All doula's who were enrolled as NYS Medicaid doula services providers in the doula pilot as of 2/28/2023 will have their enrollment extended through 3/26/2025, at which time they will have to revalidate according to updated revalidation requirements.
- Once enrolled as a NYS Medicaid doula services provider, doula's will be able to bill Medicaid for up to eight perinatal visits before and after pregnancy and one encounter during labor and delivery.
- As of 3/1/2024, all Medicaid Members will be eligible for doula services under the statewide doula services benefit regardless of the doula services they may have received with the pilot.
- To become a doula services provider for NYS Medicaid Managed Care members, a doula must first enroll as a billing provider with the NYS Medicaid Fee-for-Service Program.
- Once enrolled as a NYS Medicaid Fee-for-Service billing doula services provider, a doula can then reach out to the Managed Care Organizations (MCOs) to apply to join the MCO's doula provider network.
- For more information about the statewide doula services benefit, please visit: [https://www.health.ny.gov/health\\_care/medicaid/program/doula/index.htm](https://www.health.ny.gov/health_care/medicaid/program/doula/index.htm).

Complete this Enrollment Form if you are:

1. Applying for initial ENROLLMENT or ALREADY ENROLLED and enrolling another NPI.
2. Responding to a letter instructing you to REVALIDATE your enrollment, or
3. Seeking REINSTATEMENT or REACTIVATION of your previous enrollment.

**PRACTITIONER Enrollment Form**

If you have any questions or need assistance with your application, please contact the eMedNY Call Center at 1-800-343-9000 or [click here](#) to send us an email. Please note, the [Medicaid Pending Provider Listing](#) lists all applications that are in process, and the [Medicaid Enrolled Provider Listing](#) lists all enrollments that have been approved.

**? General Instructions for the Enrollment Form**

- Complete **ALL** items on the form unless otherwise instructed below. Failure to complete all required fields will result in your enrollment form being returned to you which may have an impact on the enrollment effective date.
- Required documents must be valid on the application date and continuously valid through the current date.
- An original signature is required. Initials or rubber-stamped signatures will not be accepted.
- Type or legibly print in black or blue ink. Do not use red ink, nor white-out. All attachments will be assessed so they must be legible and on standard 8.5 x 11 paper in good condition.
- Keep a copy of all documents submitted, as requests for copies cannot be honored.
- Valid telephone numbers are required for each service address.
- Do **not** submit documentation containing recipient information with your application (e.g., paper claims forms, recipient insurance verification documents, etc.).

**Additional Instructions for the Enrollment Form**

**Requirements & Additional Forms**

**Maintenance Forms**

**Mailing Instructions**

# Navigating eMedNY

## Requirements & Additional Forms


### Instructional Forms

- [Doula Enrollment Instructions](#)
- [Doula Sample Practitioner Enrollment Form](#)
- [Visualization of Enrollment Pathways](#)

### Required Forms

- [Doula Client and Professional Recommendation Forms - form #433403](#) for Work Experience Pathway only.
- [Doula Attestation Form - form #433402](#) Required for all Doula applicants: Work Experience Pathway **and** Training Pathway applicants
- [Electronic Funds Transfer \(EFT\) Authorization - form #701101](#) NOT REQUIRED IF:
  - submitting a revalidation, reinstatement/reactivation (i.e., if EFT is already in place and no changes are requested).
  - you answered "No" to the question, "If affiliated with a Group, do you have a Private Practice as well?" on page 2 of the Enrollment Form.
- [ETIN Certification Statement for New Enrollments - form #490602](#) (Not required for revalidation, reinstatement, or reactivation). If you already have an existing ETIN that you wish to affiliate with, submit the Certification Statement for Existing ETINs (EMEDNY 490601) **after you receive your Provider ID**. This form is available [here](#).
- [Prior Conduct Questionnaire - form #431001](#) If you answer "Yes" to questions 1-4 in section 6 of the enrollment application, you must complete this form. Note: If upon Department review of your application an exclusion is found, you will be required to complete this form.
- Training Pathway Only**
  - A Copy of the Doula Training Certificate or if the doula training organization that provided doula training **does not** provide a certificate of completion, a signed and dated letter on the doula training organization's letterhead stating the doula has completed a doula training course can be substituted for a certificate.
  - Additional copies of doula training to meet core and broader competencies, as applicable.
- Work Experience Pathway Only**
  - A total of three completed [Client and/or Professional Recommendation Forms - form #433403](#)

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## Instructional Forms

- Read these forms thoroughly
- Doula Enrollment Instructions has a checklist of forms to print and mail
- Doula Sample Practitioner Enrollment Form contains details for how to complete the Enrollment Form
- Visualization of Enrollment Pathways shows all requirements and competencies for both pathways

## Prior Conduct Questionnaire

Only fill this out if you answered 'Yes' to questions 1-4 in section 6 of the enrollment form

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- Valid telephone numbers are required for each service address.
- Do not submit documentation containing recipient information with your application (e.g., paper claims forms, recipient insurance verification documents, etc.).

#### Additional Instructions for the Enrollment Form

#### Requirements & Additional Forms

#### Maintenance Forms

#### Mailing Instructions

# Navigating eMedNY

## Mailing Instructions

- Keep a copy of all documents submitted, as requests for copies will not be honored.
- Send the completed enrollment form, required documents and additional forms to:

STANDARD MAILING

EXPEDITED / PRIORITY MAILING

**Check eMedNY for updated address\***

# How to Avoid Common Mistakes

- Take your time and be thorough.
- Before submitting your application,
  - Get all your questions answered,
  - Consider scheduling at least one 1:1 session, and
  - Consider scheduling an additional 1:1 session to screen share your completed documents.

# How to Avoid Common Mistakes, Continued

- Use the Sample Practitioner Enrollment Form as a guide to complete the Practitioner Enrollment Form.
- Complete and submit all required forms (listed on page 2 of the Doula Enrollment Instructions).
- Submit **all** necessary pages of each required form (For the Doula Attestation Form: read pathway instructions to determine which parts of the form to complete).
- Wait to sign and date the ETIN form until witnessed by a notary.
- Training Pathway:
  - All applicants: Submit a copy of doula training certificate or letter from doula organization
  - If you need to fill out Part B Addendum to meet required competencies: Submit a copy of additional training certificate(s) or letter(s) from doula organization(s)
- Mail all application forms in the same envelope (including EFT form for new applicants).
- Mail to address listed on eMedNY (standard and expedited options).

# Common Application Mistakes, Continued

## DO NOT:

- Mail application documents separately
- Mail application to addresses **not** listed on provider enrollment website
- Submit copy of CPR certification
- Submit copy of liability coverage
- Training Pathway:
  - Fill out Part B Addendum unless needed
  - Submit copy of certificates that do not fulfill training requirements
  - Submit original certificate(s) or letter(s)
- Complete the Prior Conduct Questionnaire form unless needed

## IF APPLICATION IS REJECTED,

- Please reach out to [doulapilot@health.ny.gov](mailto:doulapilot@health.ny.gov) for support and next steps.

# Enrollment Application Timeline

1. The doula applicant must ensure all required application materials are printed, completed with wet signatures, and mailed to the address on eMedNY under Mailing Instructions.
2. If required information or documentation is found to be missing during the pre-screening process, eMedNY will return the doula's application along with a checklist indicating what is missing.
3. When pre-screening is complete, the application is assigned an Enrollment Tracking Number (ETN), which is referenced in all communication related to the application.
4. During the review process, staff from the Bureau of Provider Enrollment will reach out to the applicant if information appears incorrect or requires clarification.
5. If the applicant fails to provide the requested information within 90 days, the application will automatically withdraw.
6. Once an enrollment determination has been made, the doula will receive a welcome letter via USPS mail that also includes important information for new Medicaid providers.
7. The New York State Medicaid Fee-For-Service Doula Directory will be updated regularly to include newly enrolled doulas.

**While we strive to process applications in less than 90 days, it may take up to 120 days.**

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# NYS Medicaid Doula Services Website

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

## What Information Can I Find Here?

- Virtual Town Hall schedule
- Registration link for upcoming meetings
- Past slide decks and recordings
- Statewide Implementation Updates
- Statewide Enrollment Information
  - Enrollment Informational Session schedule
  - Virtual 1:1 Provider Enrollment Sessions sign-ups
  - Link to eMedNY where all enrollment materials will be posted

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# Pilot Information: Enrollment Extension and Transition to Statewide Coverage

- The piloted coverage of doula services in Erie County ended 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 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.
  - All Medicaid-enrolled doulas are to follow updated guidelines, including those doulas who participated in the doula services pilot.

# Revalidation: All Medicaid-Enrolled Doulas

- Timelines for Revalidation:
  - New statewide providers: every 5 years after initial enrollment
  - Pilot-enrolled doulas: on or before 2/28/25 and every 5 years thereafter
- Doulas will be notified by USPS mail when they are required to revalidate and will have 90 days to submit an application or be terminated from the program.
- From time-to-time, enrollment requirements may change.
- It is important to read all instructions and requirements when revalidating.
- Revalidation guidance will be forthcoming.
- Please do **not** submit revalidation applications until guidance has been published.

# Town Hall & 1:1 Support

## Next Town Hall Meeting

**Date & Time:** Tuesday, April 9, 2024, from 10am-12pm

**Registration Link:**

<https://meetny.webex.com/weblink/register/r2dd0af14060bd35d4ed6ef5bcbc3c445>

## To Sign-Up For 1:1 Enrollment Support:

[https://calendly.com/ohip\\_doula/doula](https://calendly.com/ohip_doula/doula)

# 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 on the doula services benefit, visit [https://www.health.ny.gov/health\\_care/medicaid/program/doula/index.htm](https://www.health.ny.gov/health_care/medicaid/program/doula/index.htm)
- For doula services provider enrollment, visit <https://www.emedny.org/info/ProviderEnrollment/doula/>

## Thank you for your feedback.

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# End Presentation

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## 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