

# Doula Certification, Providers, and Services

Board of Nursing

Ohio Department of Medicaid

January 08, 2024



**Board of  
Nursing**



**Department of  
Medicaid**

# Access, inclusion, and reasonable accommodation

“The State of Ohio is committed to providing access, inclusion, and reasonable accommodation in its services, activities, programs, and employment opportunities in accordance with the Americans with Disabilities Act (ADA), Title VI of the Civil Rights Act, and other applicable laws. To request an interpreter, written information in a language other than English or in other formats (large print, audio, accessible electronic formats, other formats), or a reasonable accommodation due to a disability, please contact ODM’s Civil Rights/ADA Coordinator at 614-995-9981/TTY 711, fax 1-614-644-1434, or [ODM\\_EEO\\_EmployeeRelations@medicaid.ohio.gov](mailto:ODM_EEO_EmployeeRelations@medicaid.ohio.gov). Requests should be made at least three business days prior to the scheduled event.

If you believe ODM has failed to provide these services or discriminated in another way, you can file a grievance with ODM’s civil rights coordinator and/or file a civil rights complaint with the U.S. Department of Health and Human Services (HHS) Office for Civil Rights. Further information on these processes and ODM’s compliance with civil rights and other applicable laws can be found in their Notice of Nondiscrimination.”

# Housekeeping



All participants will be muted.



Today's presentation is attached, you can download it from the Handouts section. It will be posted to our website soon.



Submit your questions and comments via the Questions box. Responses will be provided verbally and/or as a direct response to you.

Make sure to also check the chat box for messages that may be sent to all attendees.

# What Doula Services are

- Doulas provide physical, educational, and emotional support during pregnancy and childbirth
- Doulas are not medical professionals – do not deliver babies or provide medical care
- Doulas complete a training program and pass an exam
  - Antepartum doula services
  - Labor doula services
  - Postpartum doula services
- Doula services provided by community-based doulas have been shown to be effective interventions in reducing health equity gaps and improving birth outcomes



# Why Ohio is Supporting Doulas and Doula Services



- ✓ Doula services have been shown to improve birth outcomes, maternal experiences, and reduce racial disparities in maternal and infant outcomes
- ✓ Doula services are associated with improved birth outcomes
  - ✓ Fewer low birth weight babies
  - ✓ Fewer birth complications
  - ✓ Higher breastfeeding initiation rates
- ✓ Doula services result in improved maternal experiences
  - ✓ Higher maternal engagement in care
  - ✓ Higher maternal satisfaction scores
  - ✓ Improved health equity through provision of culturally contextual and competent care
  - ✓ Medicaid focus groups involving Black women indicated a need and desire for doula service coverage
- ✓ Doula services are shown to be cost effective for Medicaid
  - ✓ Lower pre-term birth rates
  - ✓ Lower Cesarean section rates

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# **DOULA CERTIFICATION PROCESS OHIO BOARD OF NURSING**

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**Board of  
Nursing**

**A governmental regulatory body of 13 members; meet six times each year to conduct official business.**

**Implements, administers and enforces the law contained in Chapter 4723. Ohio Revised Code (Ohio Nurse Practice Act).**

**Issue Licenses to:**

**Registered Nurses, Advanced Practice Registered Nurses and Licensed Practical Nurses**

**Issue Certificates to:**

**Dialysis Technicians, Community Health Workers, and Medication Aides.**

**Doulas are coming soon!!**



**Board of  
Nursing**

## **Regulation of Doulas in Ohio**

**New law effective October 2023 and must be implemented in October 2024.**

**Authorizes Board of Nursing to regulate Doulas and to develop state regulations with input from the newly created Doula Advisory Board (appointed November 2023).**

**Doula Advisory Board Meetings for 2024 are scheduled beginning January 9, 2024.**

**Priority will be to develop the state regulations specific to Doulas.**





**Board of  
Nursing**

## **Regulation of Doulas in Ohio**

### **Regulations to be developed and adopted by the Ohio Board of Nursing**

- ❖ **Minimum requirements for the issuance and renewal of a Doula Certificate**
  - **Includes criteria for Board recognition of existing Doula Certifying Organizations**
  - **Also, requirements for determining other minimum Doula education and work experience that may be used in lieu of being certified by a Doula Certifying Organization**
  - **Standards of Doula practice**
  - **Continuing Education Requirements**
  - **Grounds for Disciplinary Action**
  - **Certification Fees and Fines**

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**DOULA PROVIDER ENROLLMENT AND SERVICE  
REIMBURSEMENT  
OHIO DEPARTMENT OF MEDICAID**

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# Doula Medicaid Coverage

Learnings from colleagues in other states and previous stakeholder meetings in Ohio



- ★ States actively providing coverage
- ★ States in process of implementation
- ★ States with related or adjacent action

Since November 2022, Michigan and California have begun actively providing coverage

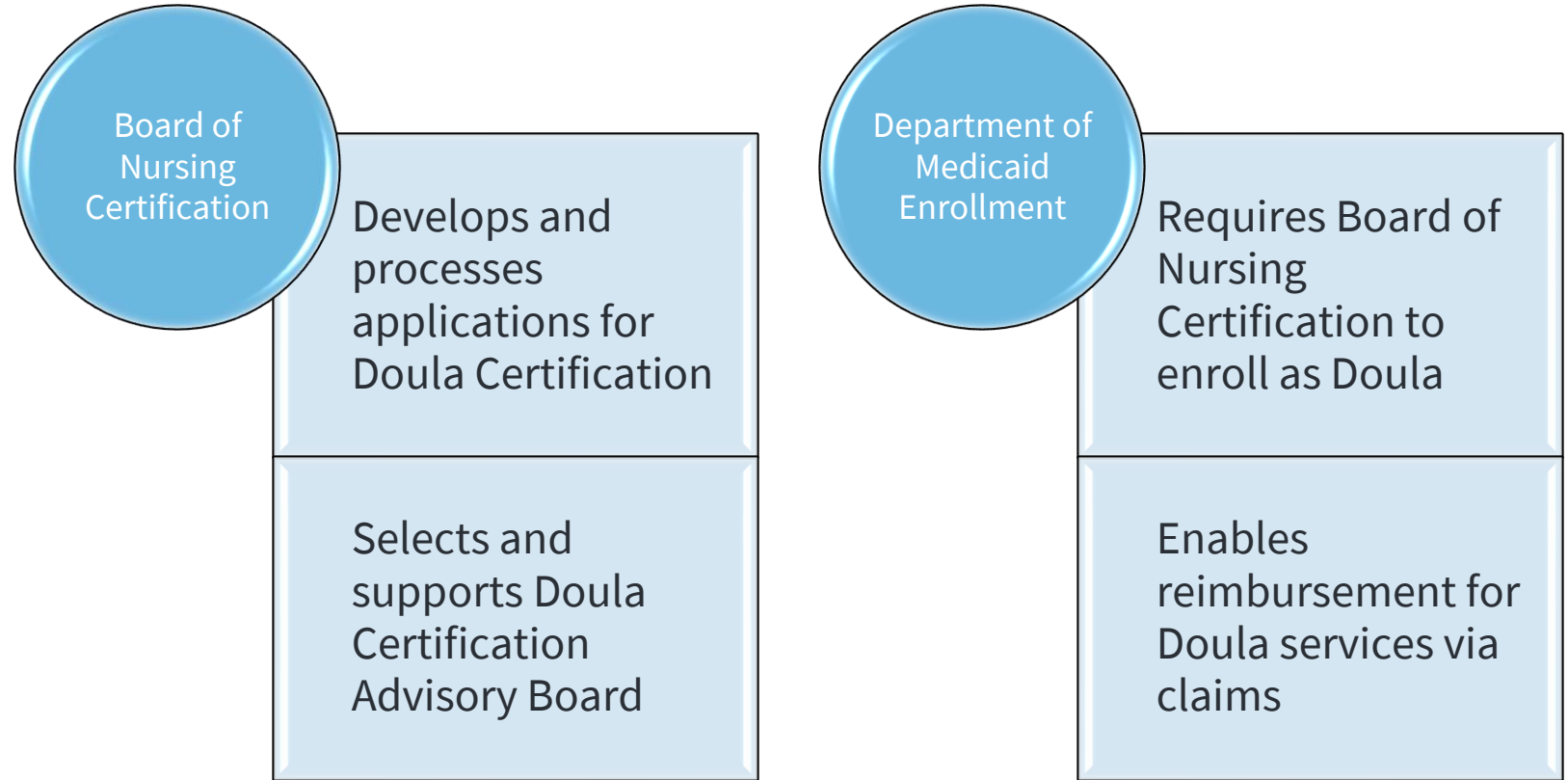
## Key Takeaways

- Supervision by an OB/GYN does not work well for doulas and patients
- Doulas need support to enroll and bill as Medicaid providers
- Reimbursement rates for services must support doulas and patients

<https://healthlaw.org/current-state-of-doula-medicaid-implementation-efforts-in-november-2022/>

# Board of Nursing and Department of Medicaid

How certification and enrollment  
fit together



# Doula Medicaid Provider Enrollment

Steps to ensure successful enrollment with Medicaid

Obtain a State of Ohio Identification number (OH|ID)

Obtain a National Provider Identification number (NPI)

Sign up for ODM's Maternal and Infant Support (MISP) listserv

Obtain Board of Nursing Certification (when available)

Review ODM's website for provider enrollment training and user guides

Submit an application to ODM to enroll as a provider

Watch for correspondence from ODM and respond promptly

You can do these now!

Watch your email for when you can do these!

# Provider Enrollment References

OH|ID with State of Ohio

The screenshot shows a web browser window with the URL [medicaid.ohio.gov/resources-for-providers/enrollment-and-support/enrollment-and-support](https://medicaid.ohio.gov/resources-for-providers/enrollment-and-support/enrollment-and-support). The browser's address bar includes navigation icons and a search bar. Below the address bar, there are several bookmarked sites: MCD, Suggested Sites, Innerweb, Medicaid Central, Imported From IE (1), and OneDrive. The website header features the Ohio Department of Medicaid logo and navigation links for Families & Individuals, Resources for Providers, Stakeholders & Partners, and Our Structure About Us. A search bar and a help icon are also present in the header. The main content area displays a grid of reference cards:

- OH|ID needed for PNM access as of October 1,**  
Effective October 1, 2022, all provider enrollment applications
- Integrated Helpdesk**  
Have questions or need assistance? Call the Integrated
- Provider Enrollment and Maintenance Blackout**  
Important changes that may impact you as an Ohio Medicaid,
- Provider Enrollment**  
Resources for enrolling as an Ohio Medicaid provider.
- Long Term Care**  
Resources for Long Term Care providers.
- Provider Types**  
Supplementary Information by Provider Service Type.
- Provider Network Management (PNM) &**  
Provider Network Management is a new modular component of
- Federal Requirement for Revalidation Re-**  
Describes the requirement for all providers to revalidate or renew
- Provider Exclusion & Suspension List**  
A list of providers who were excluded or that are currently
- Credentialing Guide and Requirements**  
Every provider is required to undergo the enrollment process,

A blue circular help icon with a white question mark and the word "HELP" is located in the bottom right corner of the page.

# Provider Enrollment References

## NPI with Center for Medicare and Medicaid Services

The screenshot shows a web browser displaying the CMS.gov website. The address bar shows the URL: [cms.gov/medicare/regulations-guidance/administrative-simplification/how-apply](https://cms.gov/medicare/regulations-guidance/administrative-simplification/how-apply). The page header includes the CMS.gov logo and navigation links for Medicare, Medicaid/CHIP, Marketplace & Private Insurance, Priorities, and Training & Education. A search icon is also present. The breadcrumb trail indicates the current location: Home > Medicare > Regulations & guidance > National Provider Identifier Standard (NPI) > How to Apply. The main content area features a heading 'How to Apply' and a sub-heading 'Announcing the Revised CMS-10114 National Provider Identifier (NPI) Application/Update Form'. The text below explains that the NPI Application/Update Form (CMS-10114) has been revised and is available for download from the CMS Forms website at [/Medicare/CMS-Forms/CMS-Forms/downloads/CMS10114.pdf \(PDF\)](#). A 'Feedback' button is visible on the right side of the page.

**National Provider Identifier Standard (NPI)**

- How to Apply
- Educational Resources
- Enumeration Reports
- Medicare NPI Implementation

## How to Apply

### Announcing the Revised CMS-10114 National Provider Identifier (NPI) Application/Update Form

The National Provider Identifier (NPI) Application/Update Form (CMS-10114) has been revised to provide additional guidance on how to accurately complete the form. The revised form was recently approved by the Office of Management and Budget (OMB). The revised version of the form is currently available to view and download from the CMS Forms website at [/Medicare/CMS-Forms/CMS-Forms/downloads/CMS10114.pdf \(PDF\)](#). A link to the downloadable form can also be found below under 'Downloads'.

# Provider Enrollment References

Sign up for ODM's MISP listserv

The screenshot shows a web browser window with the URL `medicaid.ohio.gov/home/govdelivery-subscribe`. The browser's address bar and tabs are visible. The page header includes the Ohio Department of Medicaid logo and navigation links: "FAMILIES & INDIVIDUALS", "RESOURCES FOR PROVIDERS", "STAKEHOLDERS & PARTNERS", and "OUR STRUCTURE ABOUT US". Below the header, a message states: "You may change your subscription preferences at any time using the links provided in each mailing." A form field labeled "Email \*" contains the text "name@example.com".

**Hover over the list below to learn about each topic. Select the topics you are interested in receiving messages from:**

- Care Coordination News
- Comprehensive Maternal Care (CMC)
- Comprehensive Primary Care (CPC)
- COVID-19 public health emergency updates
- Episodes of Care
- EVV stakeholders
- EVV alt vendors
- EVV agency providers
- EVV non-agency providers
- Home- and Community-Based Waiver Programs
- Hospital Handbook Transmittal Letters
- Maternal Infant Support Program (MISP)
- Medicaid Advisory Letters (MAL)

Sign up for MISP emails



# Doula Medicaid Technical Assistance Plan

Key learning: Doulas need support to enroll and bill as Medicaid providers



Listen to Doulas to determine needs

- Stakeholder meetings
- Email feedback
- Community input



Build and share technical assistance toolkit

- Leverage existing resources
- Tailor user guides and learning modules for doulas



Provide prompt and personalized assistance

- Provider assistance hotlines and email
- One on one assistance with troubleshooting



# Doula Services

Payment of services is documented through submission of a claim

## Codes



- Prenatal
- Labor and Delivery
- Postpartum

## Units



- Number and place of services
- Unit of measure (e.g., 15 minutes, one hour, daily)

## Rates



- Payment per code per unit
- Includes who is billing for and providing service

# Doula Services

Doula input for ODM

Where do doulas provide services?

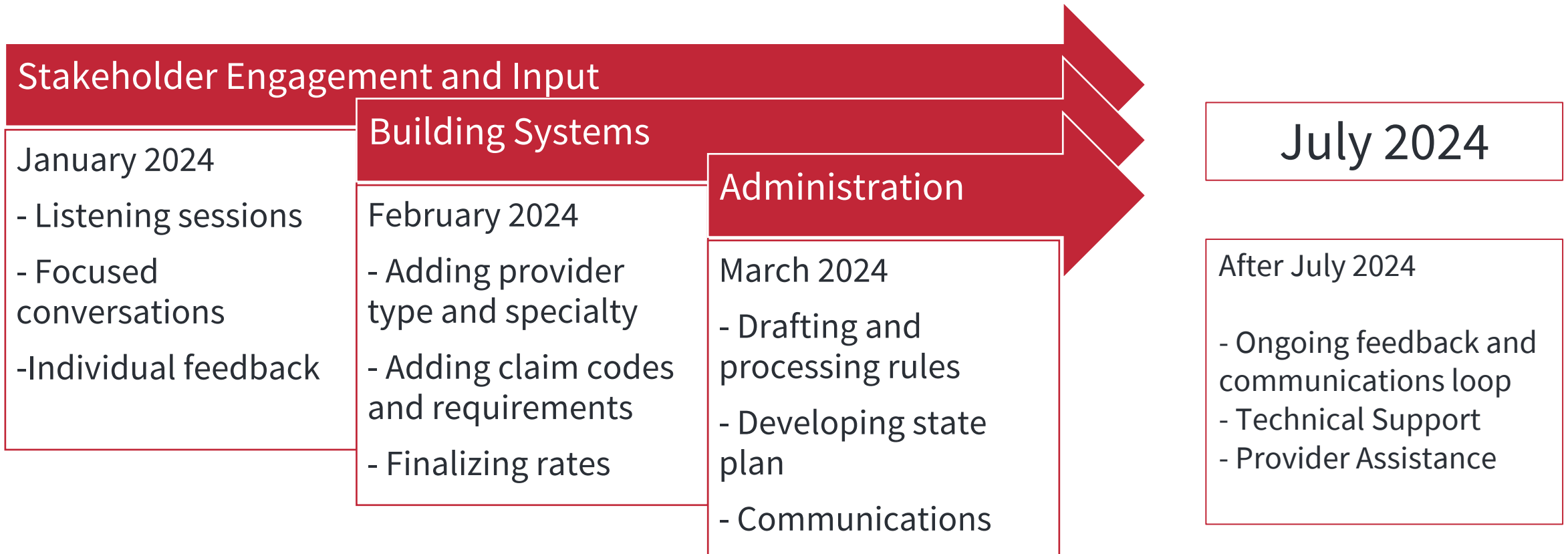
How many services do doulas provide?

How are telephone/video visits provided?

What kinds of organizations employ doulas?

How can ODM set doulas up for success?

# ODM Doula Timeline



# Stay in Touch with ODM

Sign-up to receive all news, updates, and information for all your interested topics!

<https://medicaid.ohio.gov/home/govdelivery-subscribe>



## Subscribe to the **ODM Press**

A newsletter designed to help Ohio Medicaid's provider community with changes to Ohio's Medicaid program



## Subscribe to the **MISP listserv**

Insights into the latest initiatives, policies, and programs specific to the wellbeing of mothers and children

# Ways to Engage with ODM



Email us

MISP@medicaid.ohio.gov

<https://medicaid.ohio.gov/home/govdelivery-subscribe>

Sign up for emails



Attend Stakeholder Sessions

Look for email notifications for upcoming meetings in late winter/early spring

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**THANK YOU!**  
**WE LOOK FORWARD TO HEARING FROM YOU SOON**

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