

# Doula Certification, Providers, and Services

February 20, 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.

# 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

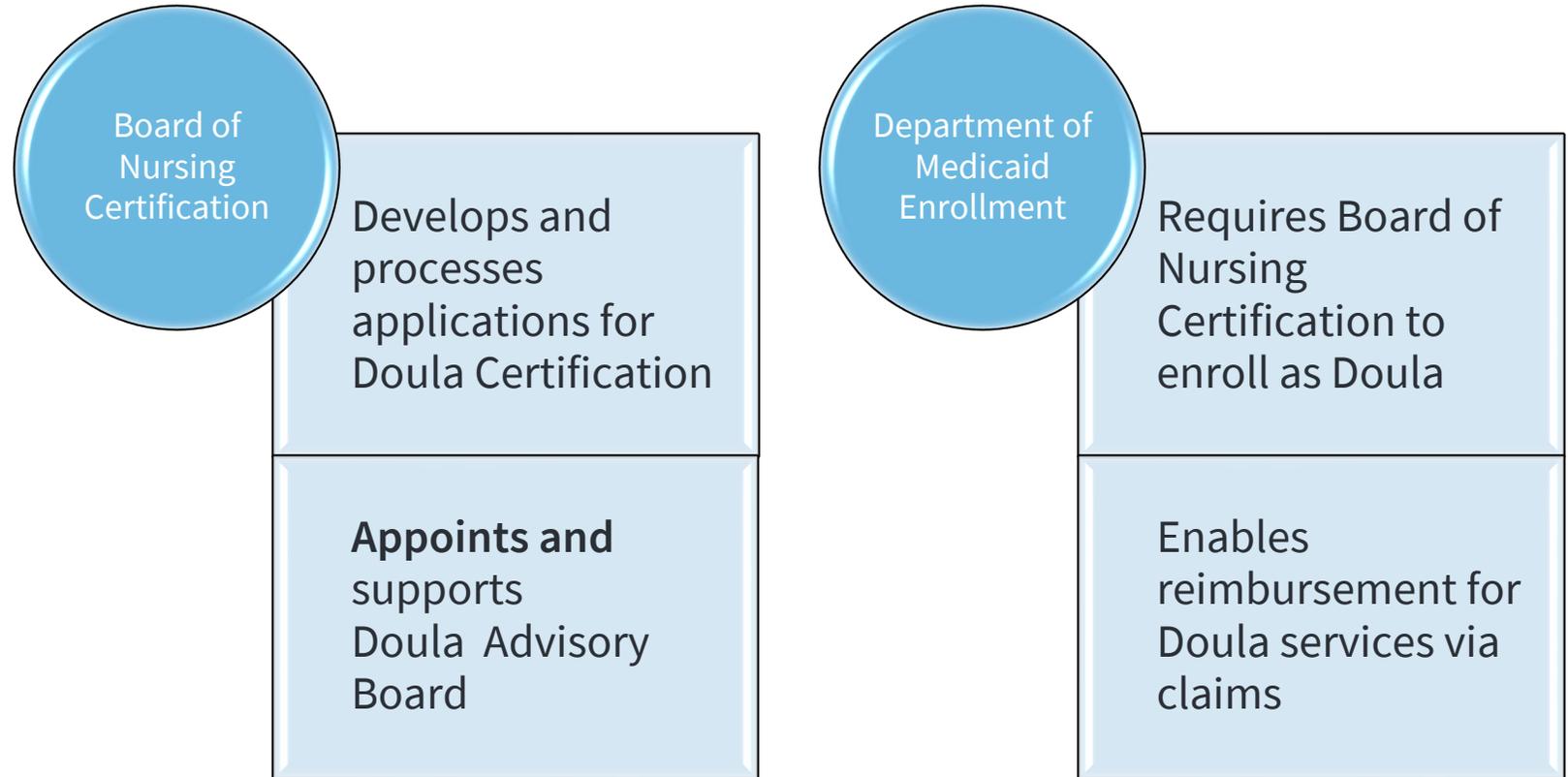
# What Doula Services are

- Doulas **advocate** and 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



# Board of Nursing and Department of Medicaid

How certification and enrollment  
fit together



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



**Board of  
Nursing**

## **Board of Nursing update on Doula Advisory Board and draft Administrative Rules as of February 20, 2024.**

# **DOULA PROVIDER ENROLLMENT**

## DOULA ENROLLMENT UPDATE

- Targeting Medicaid systems go-live by end of 2024, after which doulas may enroll with Ohio Medicaid to become a Medicaid provider
- Doula providers enroll through Medicaid's Provider Network Management (PNM) module system
- New Doula Provider Type (PT) 09 has been created
- Providers can apply to enroll with the Medicaid Managed Care Organizations (MCOs)
- Guidance and training information will be provided as we move closer to implementation

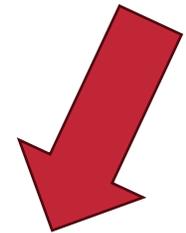
# DOULA ENROLLMENT UPDATE

- A doula may enroll as an independent doula (PT 09)
- Or be affiliated with:
  - A professional medical group (PT 21)
  - A rural health clinic (RHC) (PT 05)
  - A federally qualified health center (FQHC) (PT 12)
  - An ambulatory health care clinic (PT 50)

# DOULA ENROLLMENT UPDATE

- New webpage coming!
  - Will be linked off our MISP webpage
    - Look for a new tile down at the bottom, under the Resources section

<https://medicaid.ohio.gov/families-and-individuals/citizen-programs-and-initiatives/maternal-and-infant-support>



## Resources

<b>Comprehensive Maternal Care</b> Comprehensive Maternal Care (CMC) is a community-based, statewide program aimed	<b>Maternal and Infant Support Program Introduction</b> MISP is Ohio Medicaid's priority work to improve infant and maternal outcomes, with a	<b>Frequently Asked Questions</b> Frequently Asked Questions	<b>Infant Mortality Reduction Grants to OEI Communities</b> A state's infant mortality rate is widely considered to be its most important marker of
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# DOULA SURVEY RESULTS

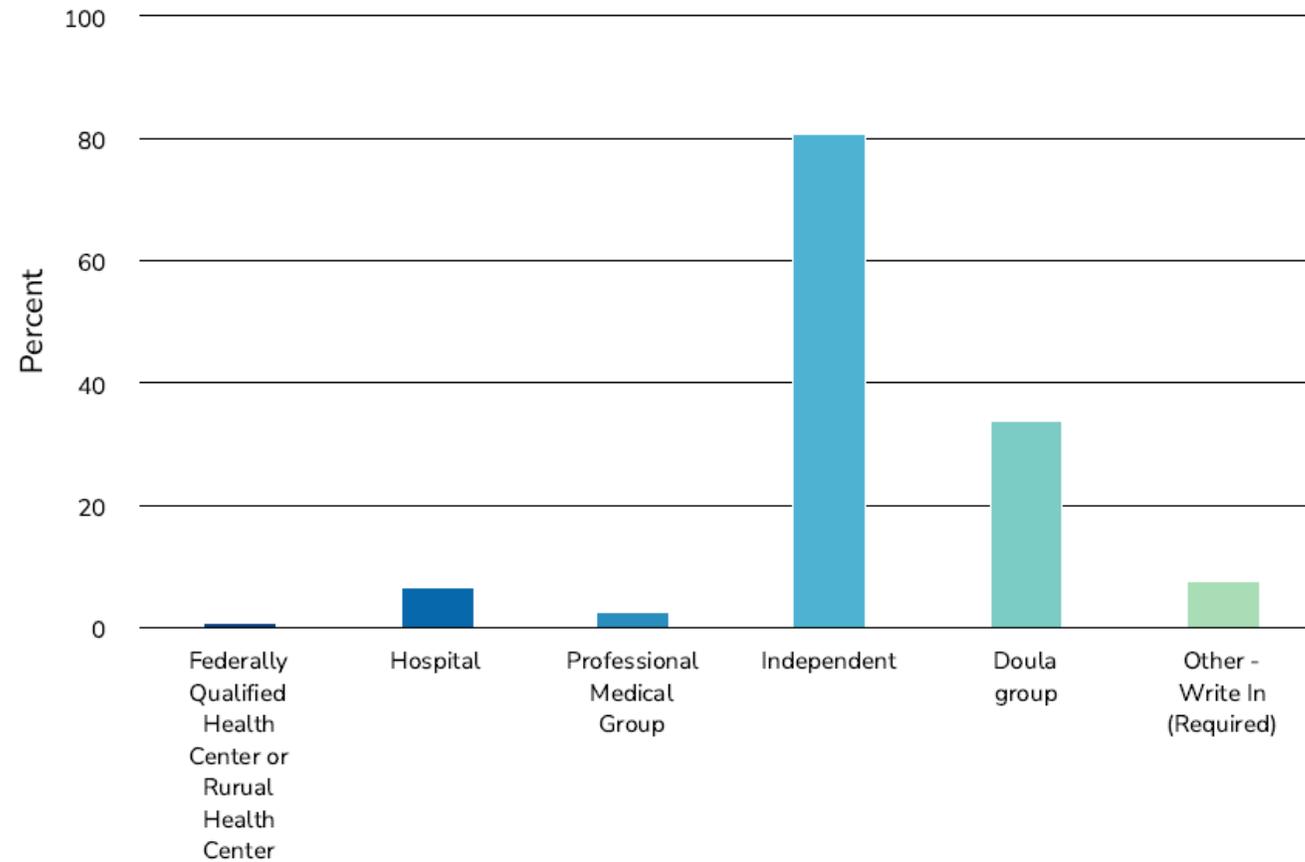


- ODM sent out a survey to stakeholders to assist in reimbursement structures regarding:

- ✓ Where doulas meet with clients;
- ✓ Approximately how many prenatal and postpartum visits occur per client;
- ✓ Duration of services during the birthing process;
- ✓ Affiliations with medical groups and provider organizations; and
- ✓ Telehealth utilization for service provision.

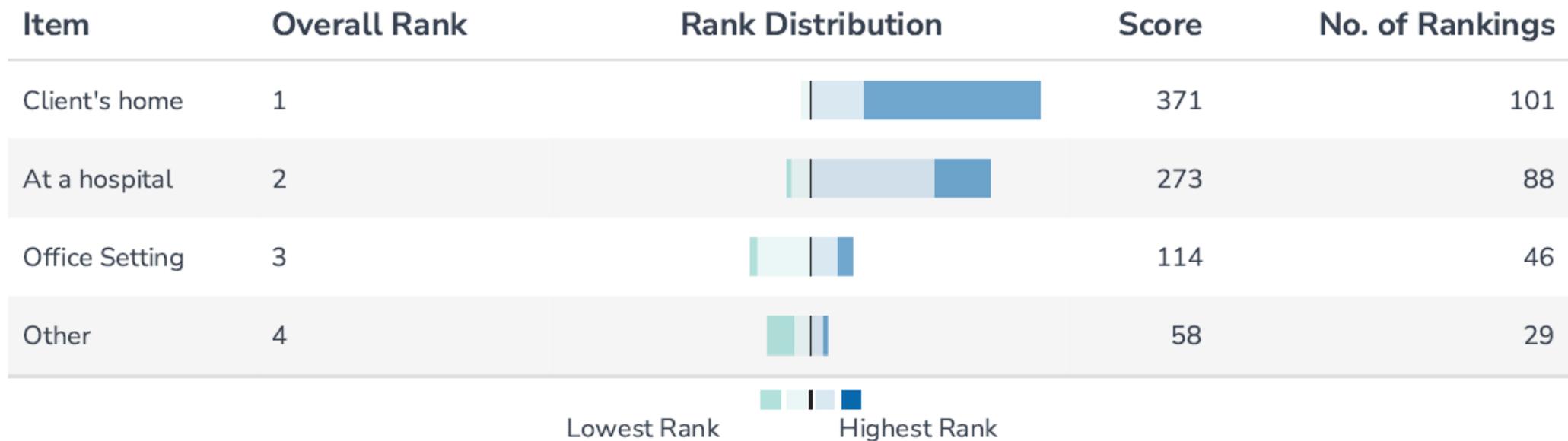
# DOULA AFFILIATIONS

3. What is your affiliation? (select all that apply)



# DOULA SERVICE LOCATIONS

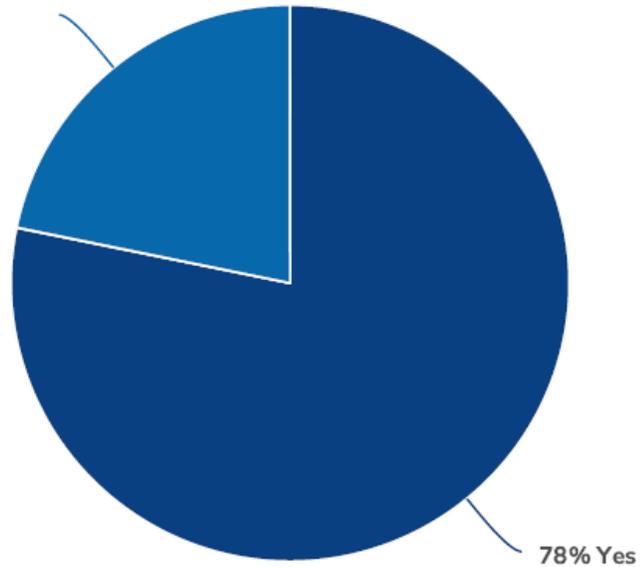
6. Where do you practice as a doula now? Please rank your applicable answers by most common to least common.



# DOULA CERTIFICATIONS

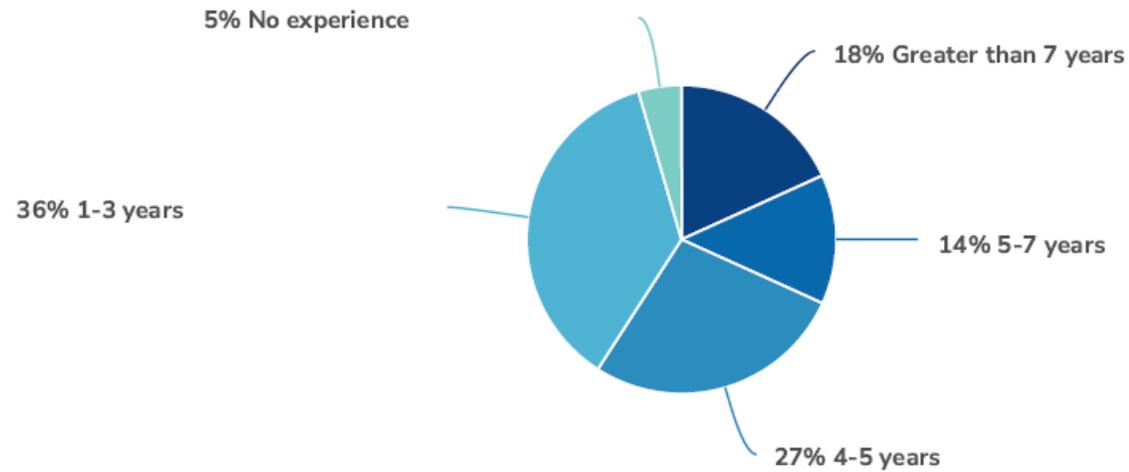
14. Do you currently hold doula certification that is recognized on an international, national, state, or local level, for practicing as a doula?

22% No



# DOULA PRACTICE EXPERIENCE

15. If you do not hold a doula certification, how many years have you practiced as a doula?



# OVERVIEW OF MEDICAID MANAGED CARE

## MEDICAID MANAGED CARE

- Ohio Medicaid delivers health care coverage to more than 3 million Ohio residents
- More than 90% receive coverage through one of the seven managed care organizations:
  - ✓ Improving wellness and health outcomes
  - ✓ Emphasizing a personalized care experience
  - ✓ Improving care for children and adults with complex needs

# MEDICAID MANAGED CARE (MMC) HEALTH PLANS



# MEDICAID MANAGED CARE

- Medicaid Managed Care Contact Information

**AmeriHealth Caritas Ohio, Inc**

833-764-7700

**Anthem Blue Cross and Blue Shield**

844-912-0938

**Buckeye Health Plan**

866-246-4358

**CareSource**

800-488-0134

**Humana Healthy Horizons of Ohio**

877-856-5702

**Molina HealthCare of Ohio**

800-642-4168

**United Healthcare Community Plan**

800-895-2017

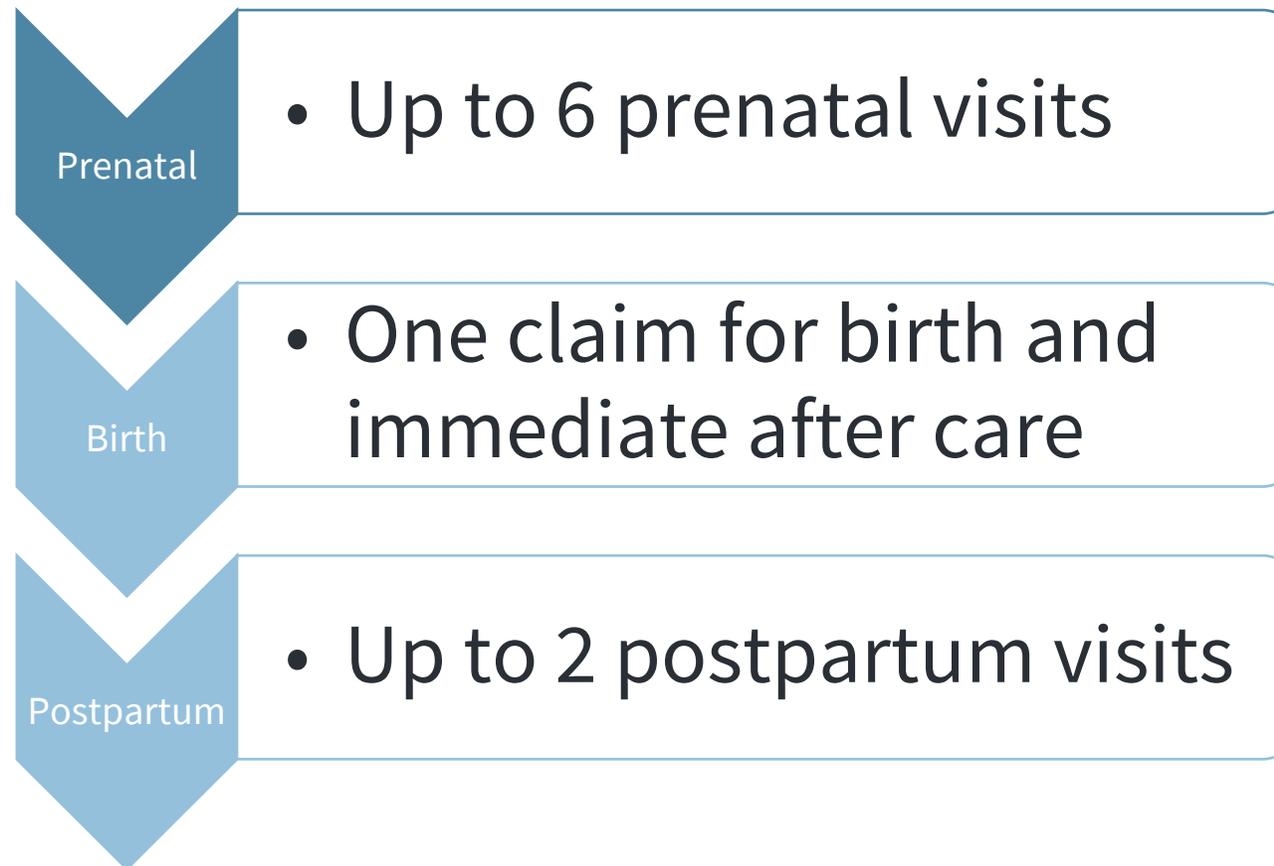
## MEDICAID MANAGED CARE AND OHIO MEDICAID

- Managed Care Provider Agreements are contracts between procured managed care plans and ODM
- Provider Agreements are updated semiannually
  - Draft language has been added to the Provider Agreement for coverage and payment of doula services.
  - ODM will start engaging with the MCOs regarding doula services

# **COVERAGE AND PAYMENT OF DOULA SERVICES**

# PROPOSED SERVICE BREAKOUT

- \$1000-\$1200 total compensation package
- Considering telehealth options for prenatal and postpartum visits



# 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

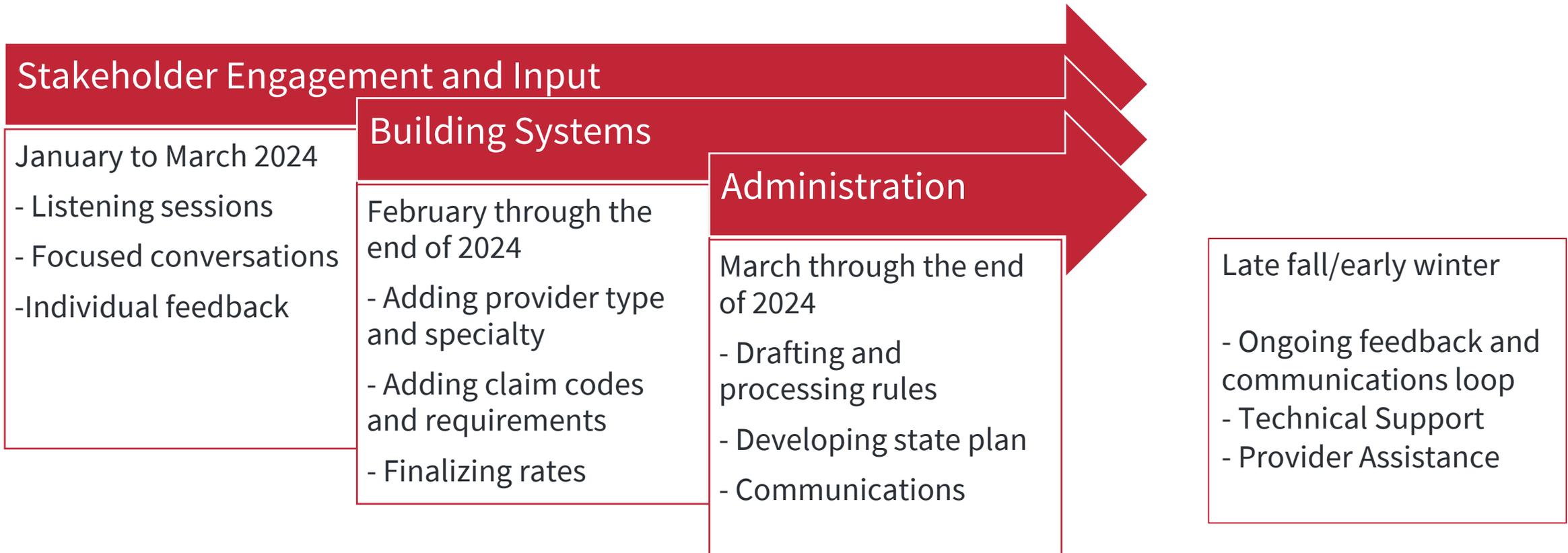


Provide prompt and personalized assistance

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



# 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

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