

Ohio Department of Medicaid

Doula Training Webinar Series

September 10, 2024

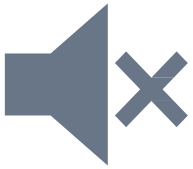
Ohio Department of Medicaid

Access, Inclusion, and Reasonable Accommodation

“Ohio Department of Medicaid 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. 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



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

Today's Agenda

Doula Training Session One

- Doula background overview
- Medicaid 101
- Steps to becoming a doula in Ohio
- How to obtain an NPI
- Ohio Board of Nursing:
  - Doula certification process
- Medicaid provider enrollment process
- What comes next?
- Questions & answers session



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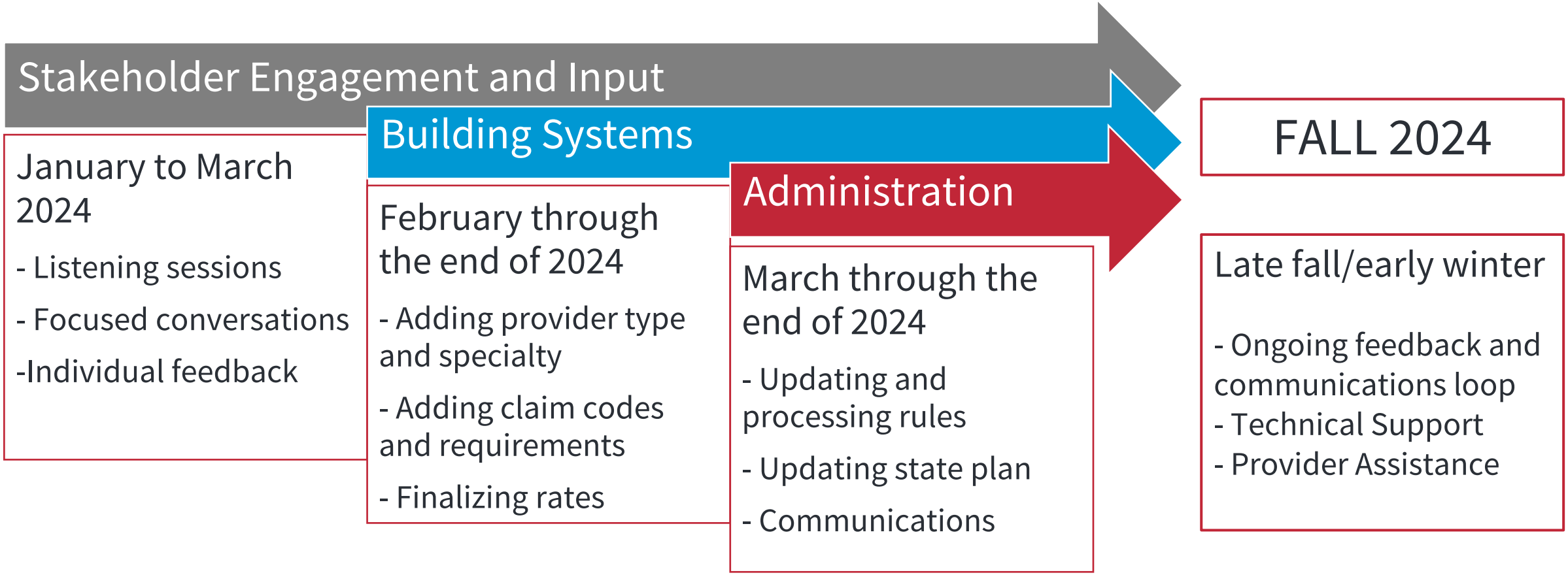
Doula Background Overview

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

ODM Doula Timeline



Doula Survey Results

ODM surveyed stakeholders earlier this year 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
- Telehealth utilization for service provision



Service Breakout Breakdown

Visits

- Up to 48 fifteen-minute units at any time from first prenatal visit to 12 months postpartum
- Allow more flexibility in visit length and timing
- Units can be delivered via telehealth
- Reimbursement set to $12.50 per unit, managed care cannot pay less than FFS rate for two years

Birth

- Separate reimbursement for birth of $600 regardless of length of service time
- Reimburses for any place of service
- Managed care cannot pay less than FFS rate for two years

Ohio Medicaid 101

Ohio Medicaid Basics

Medicaid is a state and federally funded health care program that provides health insurance for adults and children with limited income and resources

- Those in need of Medicaid, apply through their local county Job & Family Services office(s) and/ or online via the Ohio Benefits Self Service Portal
- Once individuals are enrolled in Medicaid, they are either enrolled into managed care or they will be on traditional Medicaid (also called fee-for-service (FFS) Medicaid)
  - Ohio Medicaid has expanded coverage for pregnant women, for up to 12 months postpartum
  - Individuals must be enrolled in full Medicaid for doula services to be reimbursable
- Individuals on Medicaid must agree to the Ohio Administrative Code (OAC) rules found in 5160:1 (https://codes.ohio.gov/ohio-administrative-code/5160:1)

Ohio Medicaid Basics, cont.

In order for a provider to be reimbursed for services given to an individual on Medicaid, the provider must be an active Ohio Medicaid provider

- Providers, including doulas, must apply to have an active Medicaid agreement with ODM
- Doulas are also required, per ORC, to be doula certified by the BON to be eligible to become a Medicaid provider
- Enrollment applications are submitted through the Provider Network Management (PNM) module

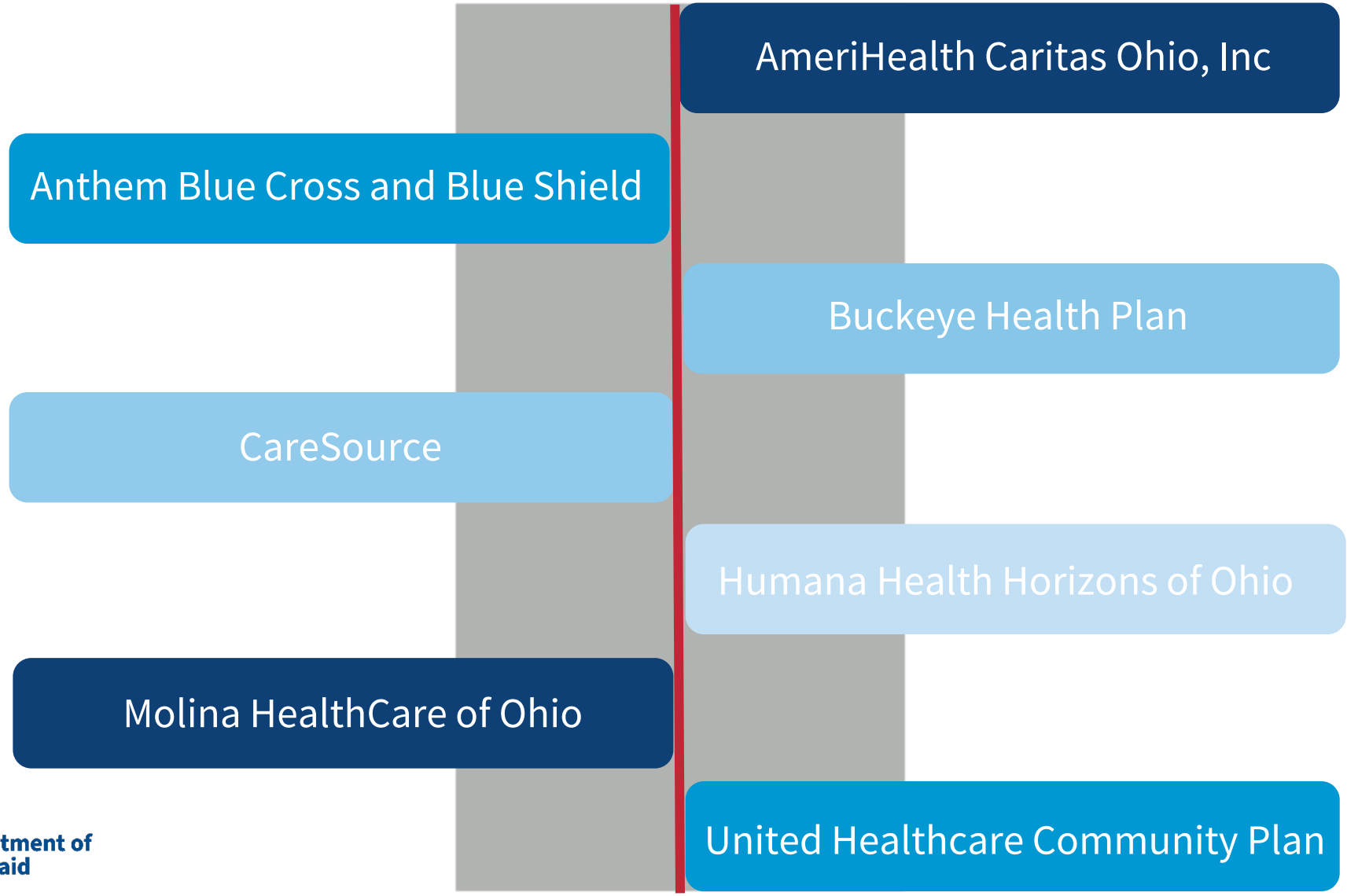


Ohio Medicaid Managed Care

Over 90% of those on Ohio Medicaid are enrolled in an MCO

- MCOs are health insurance companies contracted in Ohio, to pay for Medicaid services provided to Ohio Medicaid members
  - Medicaid providers bill the managed care organizations and the MCO pays the providers
  - ODM pays the MCOs a set monthly rate per member for all services provided
- A managed care benefit package includes preventive care, hospital, emergency, prescription and may cover additional benefits such as vision, dental, and transportation
- There are many benefits to managed care, such as but not limited to:
  - One point accountability for members
  - Access to care and providers
  - 24-hour nurse line
  - Care management
  - Health and wellness programs

Ohio Medicaid Managed Care, cont.



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Ohio Medicaid Managed Care, cont.

Managed Care Member ID card example



Steps to Becoming a Doula in Ohio

Board of Nursing (BON) and Department of Medicaid (ODM)

How certification and enrollment fit together

Board of Nursing Certification

- Develops and processes applications for Doula Certification
- Appoints and supports Doula Advisory Group

Department of Medicaid Enrollment

- Requires Board of Nursing Certification to enroll as Doula
- Enables reimbursement for Doula services via claims

Steps to Becoming an Ohio Medicaid Doula

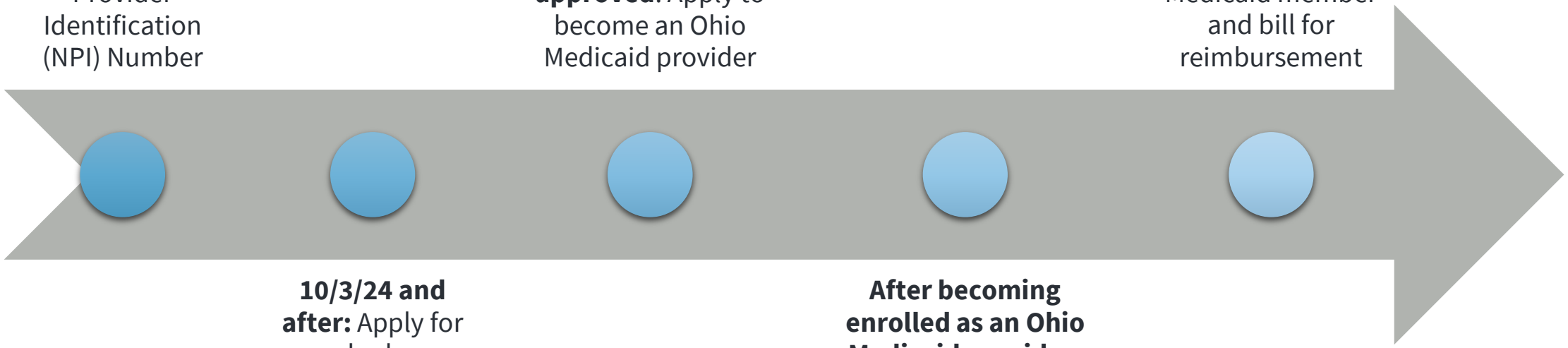
Anytime: Obtain a National Provider Identification (NPI) Number

10/3/24 and after: Apply for doula certification with Ohio Board of Nursing (BON)

After doula certification is approved: Apply to become an Ohio Medicaid provider

After becoming enrolled as an Ohio Medicaid provider: Contract with any Managed Care Organizations (MCOs)

After contracting with any MCOs: Provide doula services to a Medicaid member and bill for reimbursement



How to Obtain a National Provider Identifier

National Provider Identifier

NPI

Ohio Administrative Code (OAC) rule 5160-1-17 requires all providers to obtain a NPI number

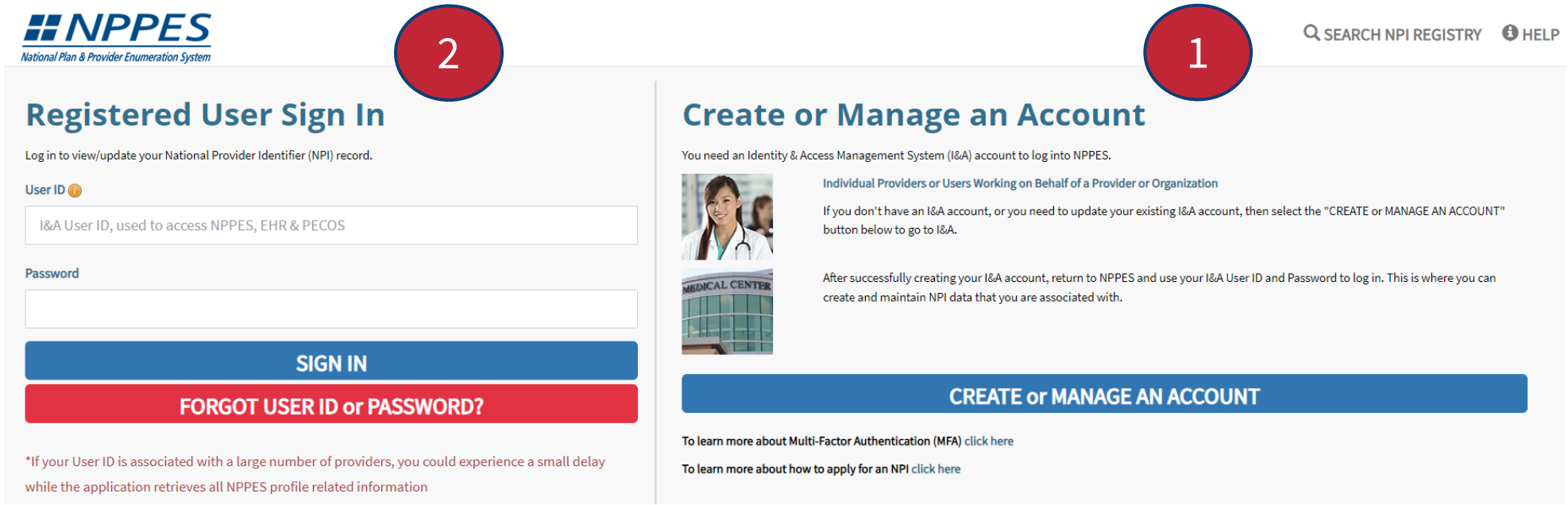
- Any provider identified by the National Uniform Claim Committee (NUCC) with a provider taxonomy number must obtain a NPI and report it to ODM upon enrollment
- What is NPI:
  - A unique identification number for covered health care providers
  - A Health Insurance Portability and Accountability Act (HIPAA) Administrative Simplification Standard
  - For more information, visit the Centers for Medicare and Medicaid Services (CMS) website: https://www.cms.gov/regulations-and-guidance/administrative-simplification/nationalprovidentstand
- An online guide showing step-by-step how to apply to for an NPI: https://nppes.cms.hhs.gov/assets/How_to_apply_for_an_NPI_online.pdf

How to Obtain Your NPI

Apply online at the National Plan and Provider Enumeration System (NPPES) website:

https://nppes.cms.hhs.gov/#/

- The application process should take less than 5 minutes to complete and submit
  1) Create an account in the “Identity Access Management System” (I&A)
  2) Once your username & passwords are created, return to NPPES and log in to complete your application



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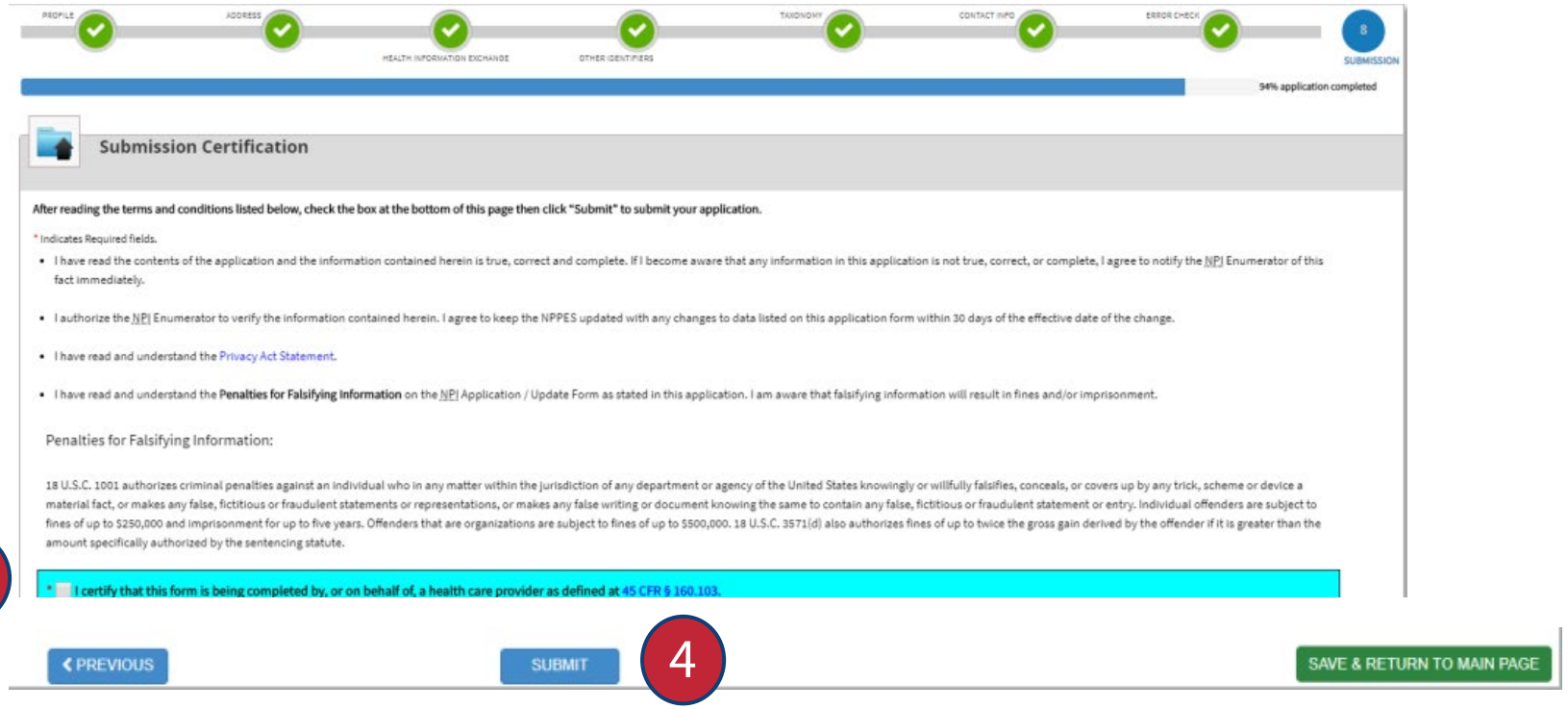
How to Obtain Your NPI, cont.

3) Once you have filled out the application, review and verify before clicking “I Certify”, then click “Submit”

4) After your application has been submitted, we suggest you log your tracking number for future reference

5) It can take up to a couple week to receive your assigned NPI number



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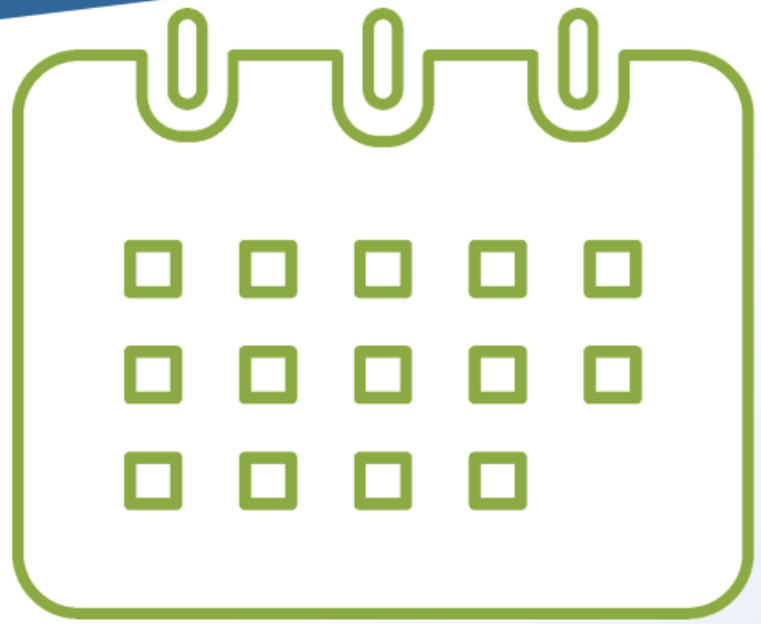
Ohio™

Board of Nursing



Doula Certification Process: eLicense, Applications, and Background Checks with the OBN

Get Ready



1

Setup an account in eLicense at eLicense.ohio.gov

- Use your legal name. We suggest using what is on your Driver's License. Make sure to use capitalization
- Use a personal email address and not a work, business, or school email address that may change

eLicense Instructions

eLicense Ohio
Professional Licensure

eLicense.ohio.gov

1. Click LOGIN/CREATE YOUR ACCOUNT
2. Enter your first, last, optional middle name, Social Security Number, Date of Birth, Email and Password
3. Complete the reCAPTCHA box
4. Click Submit
5. After submitting your registration, you'll be redirected to the eLicense Dashboard

eLicense Instructions

eLicense Ohio Professional Licensure

eLicense.ohio.gov

- Please note that if you have questions about your submitted registration or logging in, OBN Customer Service will not be able to help. You must call the **eLicense Ohio** help desk at **(855) 405-5514**. The help desk is open weekdays from 8 AM to 5 PM
- Google Chrome or Mozilla Firefox are recommended. eLicense sessions end after 30 minutes of inactivity

eLicense Instructions

- Fees will be waived if applicants have a family income not exceeding 300% of the federal poverty line as shown. If you meet the criteria, you must select that option on the application:

Persons in Family/Household	2024 Poverty Guideline x300%
1	$45,180
2	$61,320
3	$77,460
4	$93,600
5	$109,740
6	$125,880
7	$142,020
8	$158,160

- After October 3, 2024, you will be able to pay your registration fee ($35). We accept Mastercard, Visa, Discover, Debit Cards and Pre-Paid Bank Cards. Find out more at **Nursing.Ohio.gov/doula**

Submit Your Background Check



2

- Begin your criminal background check processing
- Both STATE and FEDERAL checks are required
- Request OBN as the **direct copy receiver**
- Use code **ORC 4723.091** as the reason for fingerprinting

Important Reminders

- Schedule an appointment and verify requirements:
  - A valid, government-issued photo ID
  - Reason for fingerprinting use code: ORC 4723.091
  - A form of payment
- Have the Webcheck facility select "direct copy" from the dropdown box for Ohio Board of Nursing
- **Tip-** Have the operator turn the screen around so you can verify that all the information is correct



PLEASE ADVISE THE WEBCHECK FACILITY TO NOT USE THE BOARD'S MAILING ADDRESS WHEN SELECTING THE OHIO BOARD OF NURSING THE *DIRECT COPY RECEIVER*. **USING THE BOARD'S MAILING ADDRESS MAY CAUSE DELAYS IN PROCESSING THE RESULTS.**



Patience!

- Once we receive all necessary information, we usually process certifications in 1-2 days. Please keep in mind that it can take longer depending on your background check

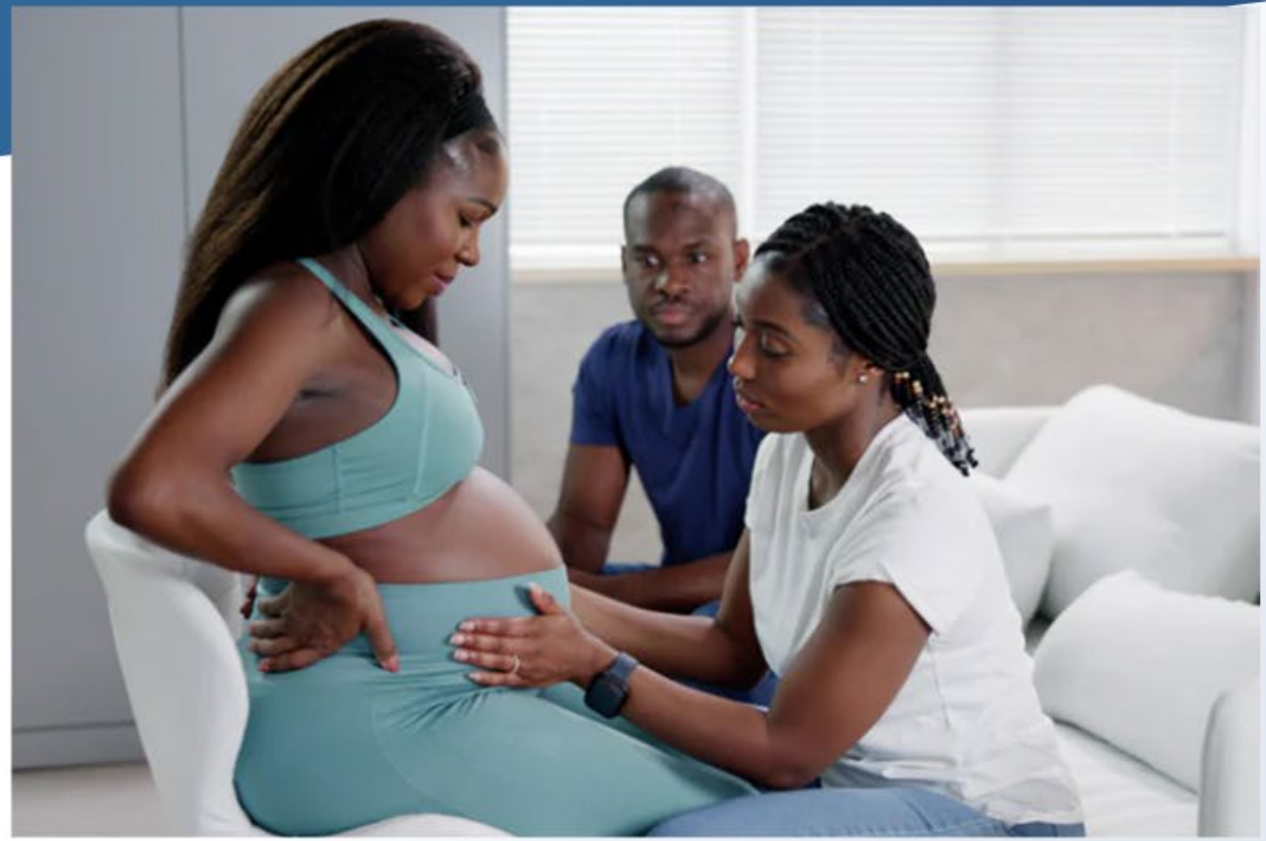
In Conclusion

Don’t Forget – Photo Op



- Use legal name & personal email. It is suggested to use the address on your bank account to avoid any issues with paying fees
- Your BCI/FBI information is good for one year. After one year you will need to resubmit
- Request OBN as the Direct Copy Receiver and use code **ORC 4723.091** as the reason for fingerprints

Need Help?



- Your application?
  - Check your Ohio eLicense account
- The application process?
  - Visit www.Nursing.Ohio.gov
- Additional Questions?
  - Customer Service – 614.466.3947
  - Dean.Heid@Nursing.Ohio.gov

Ohio Medicaid Provider Enrollment

Provider Enrollment Application Steps



Steps to completing a doula enrollment application:

1) Access to PNM requires an OH|ID account
2) Once you an OH|ID username and password, you may log into PNM
3) In PNM, click the “New Provider?” button and start the enrollment application
   - You will need to choose your application type – pick a “Standard” application
   - You will need to your category – “Individual” or “Group”
   - You will need to choose your provider type (see next slide) and for specialty selection you’ll pick 090
   - You will need to report the NPI that have previously received
   - You will need to upload a copy of your BON doula certification
4) Make sure to submit your application within 10 days of starting it to prevent having to start over
5) Make Our enrollment department will request additional information if necessary or you will receive notification of your application being processed
   - Once your enrollment application is approved, you will be issued a 7-digit Medicaid ID number, you will need to keep this number for your records

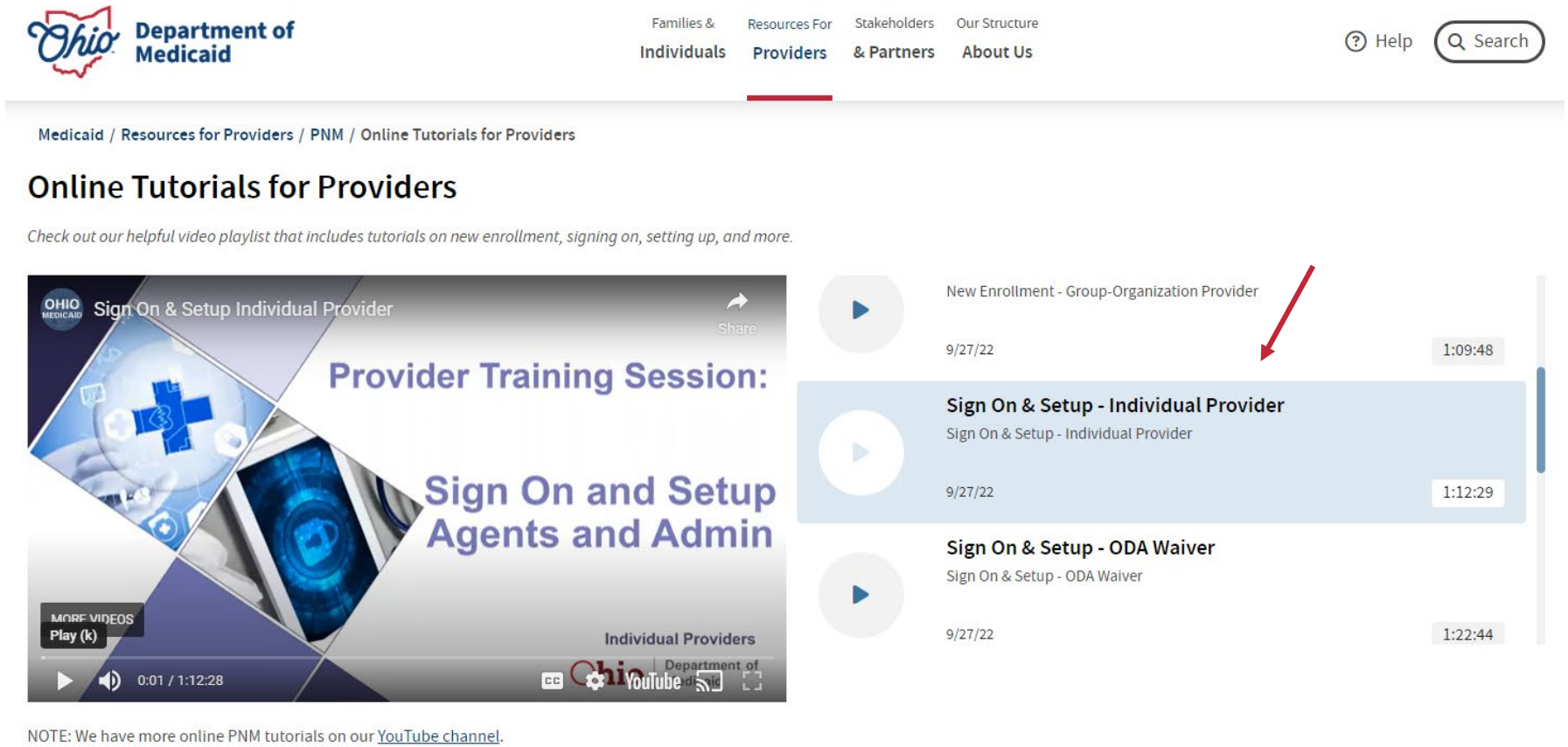
Doula Provider Types

- 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)
  - A hospital (PT 02)
  - A free-standing birth center (PT 11)



Accessing PNM Training Video

PNM URL: https://ohpnm.omes.maximus.com/OH_PNM_PROD/Account/Login.aspx

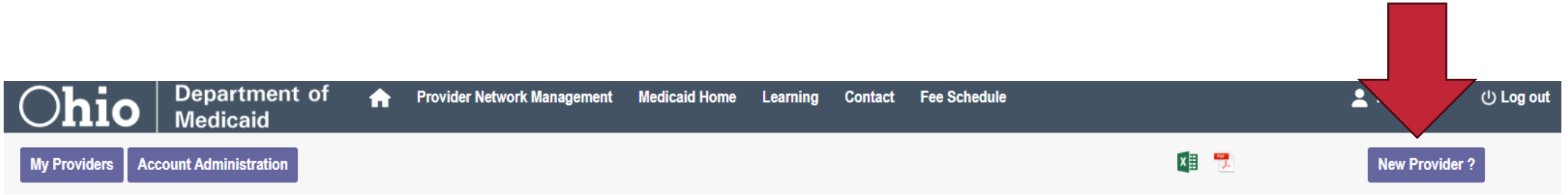


Online tutorial for signing in and setting up access to PNM:

- Steps to creating an OH|ID
- Steps for initially logging into PNM
  - Individual Provider
  - Group-Organizational Provider

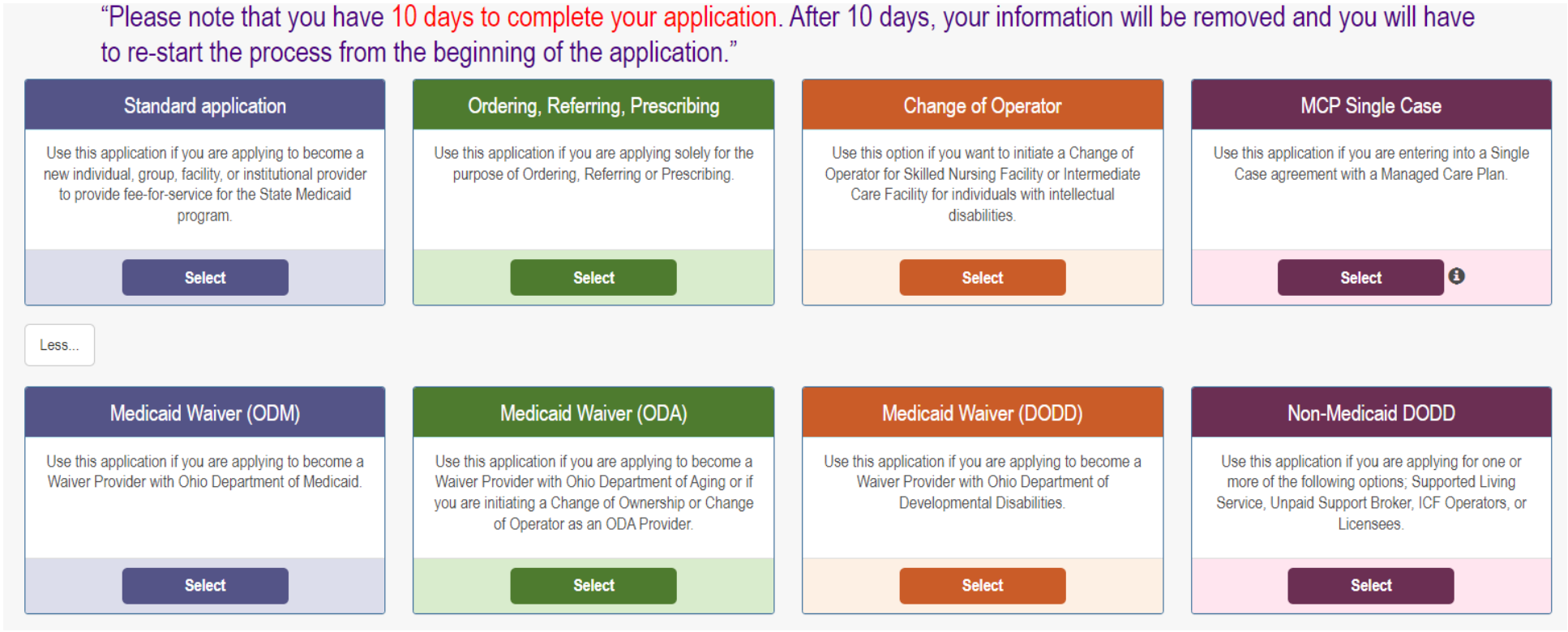
https://medicaid.ohio.gov/resources-for-providers/nextgeneration-pnm/online-tutorials-for-providers

Provider Enrollment Application



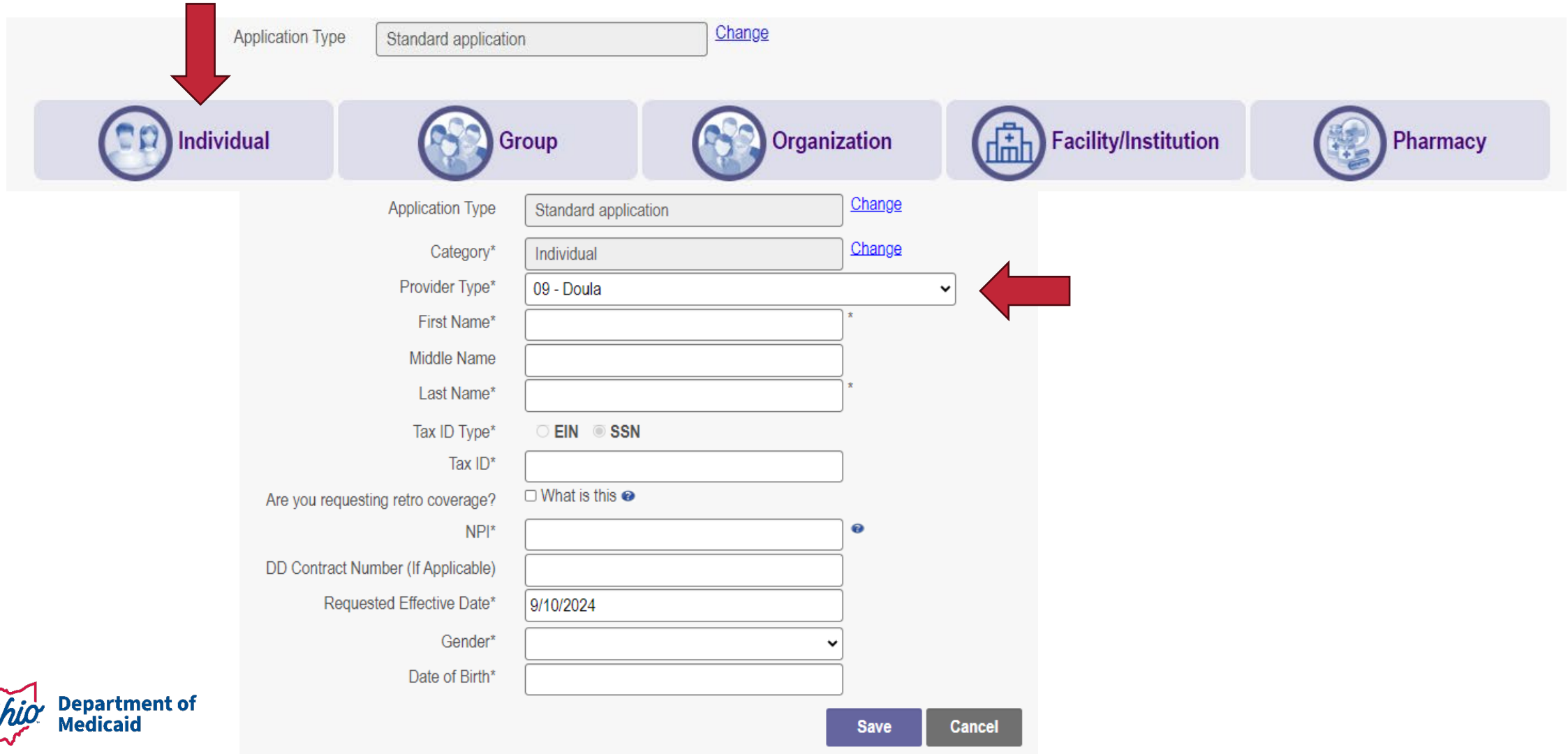
Click ‘New Provider?’

Click ‘Standard application’



Provider Enrollment Application, cont.

Path for a doula to complete an independent provider application



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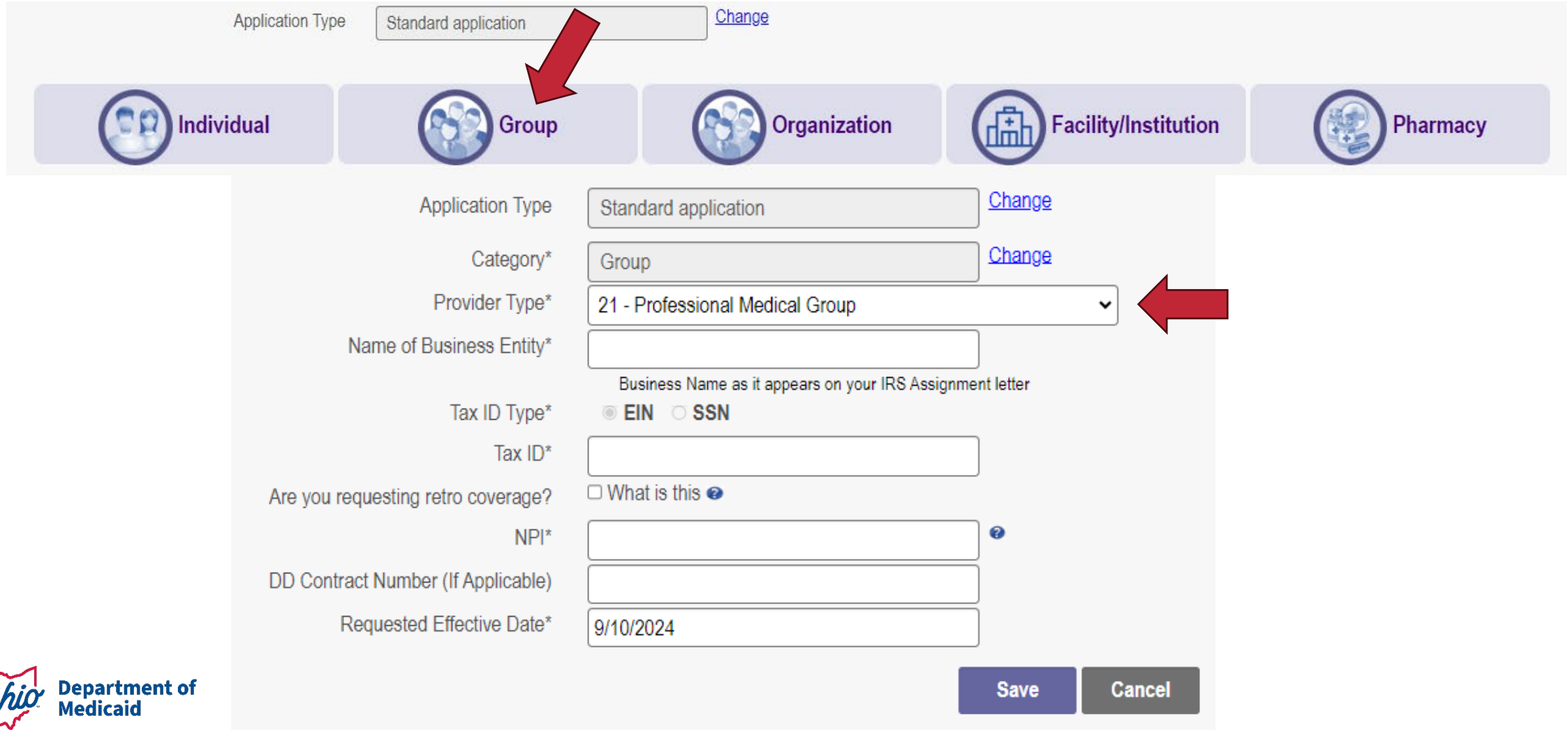
Provider Enrollment Application, cont.

Path for a new doula group and/or new medical group with an affiliated doula



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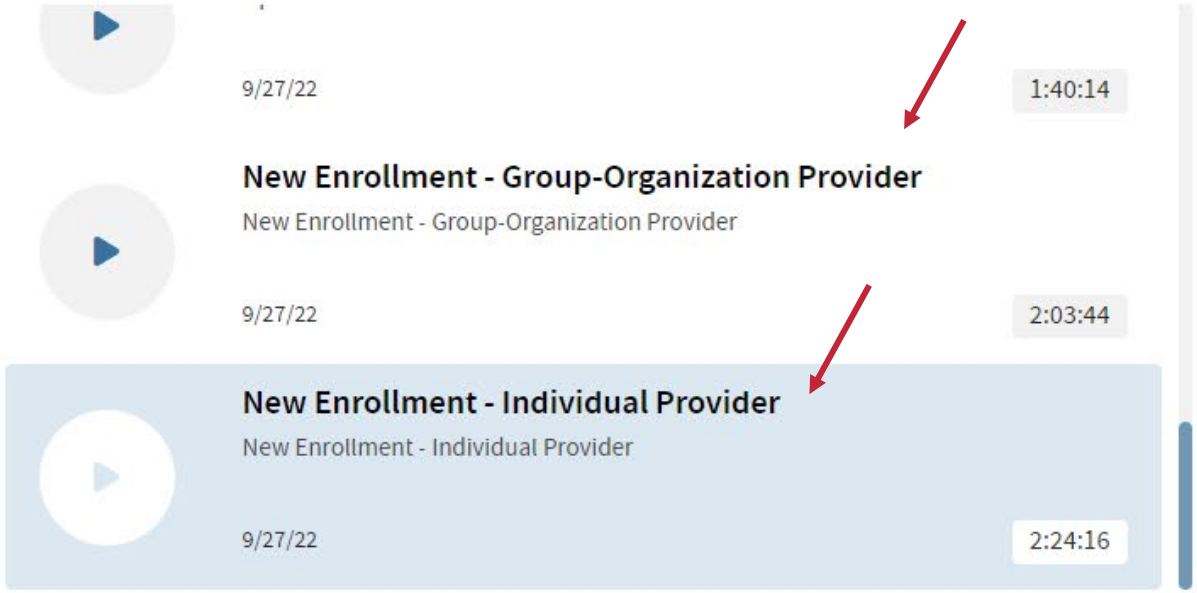
New Enrollment Application Training Video

https://medicaid.ohio.gov/resources-for-providers/nextgeneration-pnm/nextgeneration-pnm

Online tutorials, provider journey, FAQs and more can be found on the ODM PNM webpage

- Recorded training sessions are available for new individual and group provider applications





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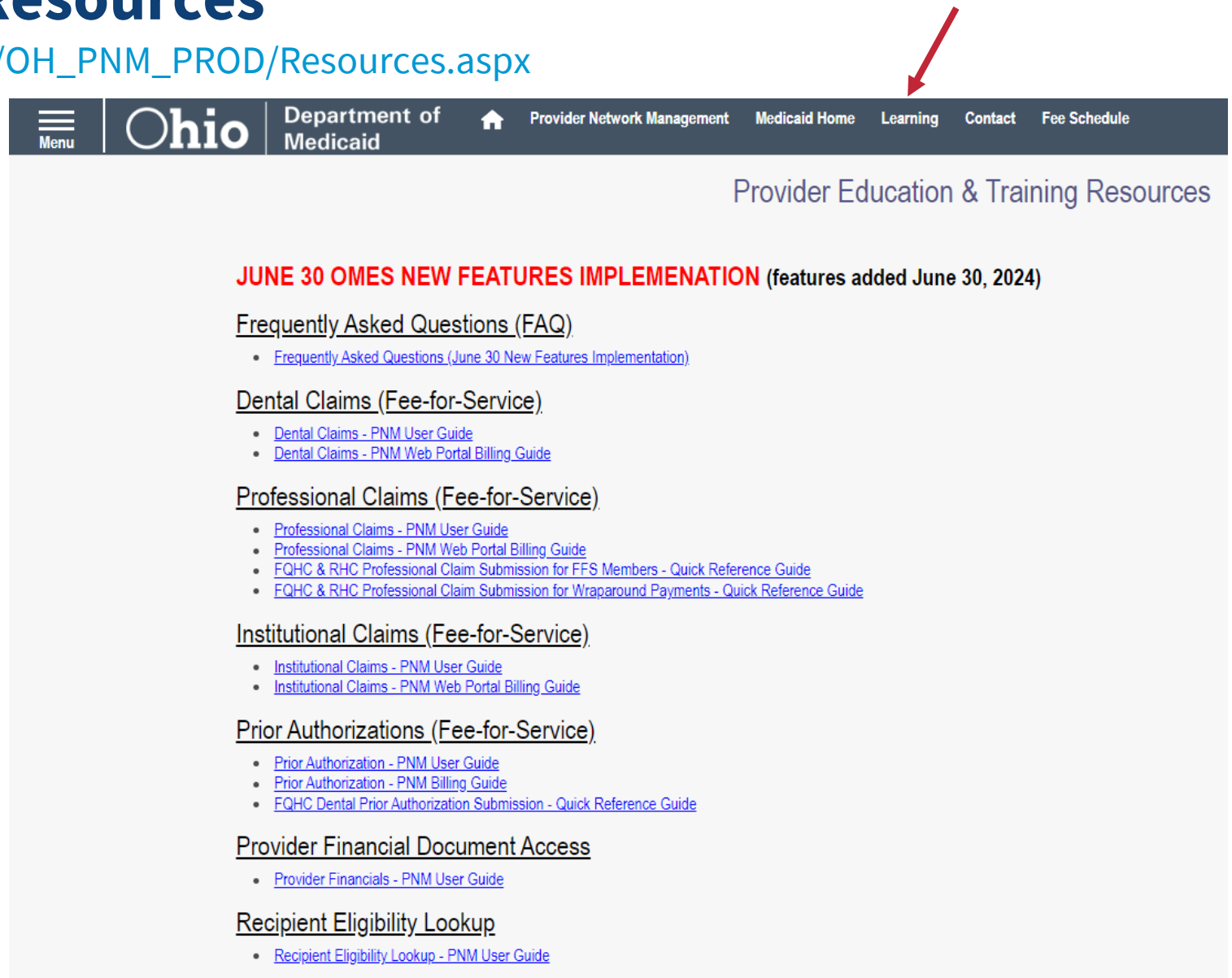
More PNM Training Resources

https://ohpnm.omes.maximus.com/OH_PNM_PROD/Resources.aspx

Anyone is able to access the *Learning* tab in PNM, no log-in is necessary

- There you can find helpful resources for utilizing the PNM

- Quick reference user guides for enrollment functions



More PNM Training Resources, cont.

https://ohpnm.omes.maximus.com/OH_PNM_PROD/Resources.aspx

Quick Reference Guides

Logging into PNM and Enrolling with ODM, ODA, or DODD

- Creating OH ID for IOP PNM Login
- General Application
- PNM Login/Access
- Identifying Your Role Within PNM

New Users *(never been a provider with ODM, ODA, or DODD)*

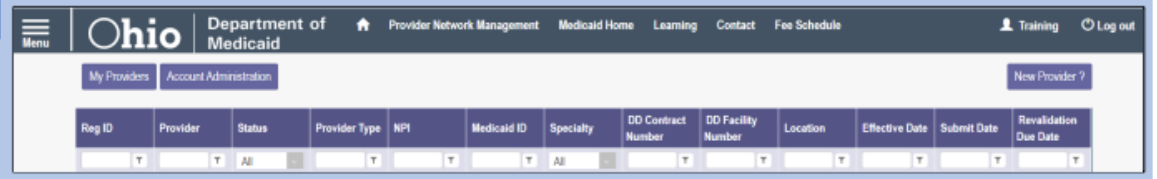
- DODD New Provider Application
- ODA New Provider Application
- New Provider Application
- New Provider Application Type 19

NOTE: Doulas will want to complete a standard application

Quick Reference Guide: New Provider Application

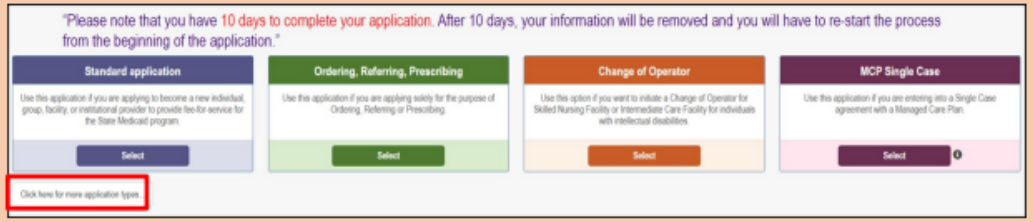
Steps: This guide lists the steps for enrolling as an Ohio Medicaid provider through PNM.
This is for providers who have NEVER been a provider with ODM, ODA, or DODD.

1



Once the dashboard is accessed, the input of Provider information can be initiated by clicking the **New Provider?** button.

2



Click **Select** for the proper application type, based on the descriptions listed on the page.

Note: 10 days are allotted to complete the application. After 10 days, information will be removed.

Additional and Continuing PNM Training Videos

https://managedcare.medicaid.ohio.gov/providers/provider-webinars-training



Additional and Continuing PNM Training Videos, cont.

Abosrb, LMS: https://ohiopnm.myabsorb.com/#/login

1. Register for Provider Network Management module new features training!
2. Next Generation February 1, 2023 Launch Provider Webinar
3. Single Pharmacy Benefit Manager Portal Training
4. Ohio Medicaid Single Pharmacy Benefit Manager Webinar Recordings
5. Pharmacists: Provider Manual

The Ohio Department of Medicaid (ODM), in partnership with Maximus, the Provider Network Management (PNM) module vendor, is excited to share that we are continuing our provider awareness and training efforts. **Training is scheduled for August 7 - 21**. Below, you will find instructions on how to register and a list of topics covered in each session.

Registration steps for enrolling through the learning management system

Access the Absorb learning management system to register for the training. If you do not have an Absorb account, you must create one to access all training sessions, answer forms, and view various PNM module resources. For help, please see our job aid and follow the steps to create your account and/or register for training.

Ohio Medicaid Enterprise System Electronic Data Interchange FAQ

Next Generation Managed Care Plans Provider FAQ

Centralized Credentialing FAQ

Ohio Medicaid Enterprise System transactions overview

SPBM Portal Training Registration Instructions – Pharmacists and Pharmacy Support Staff

Mailboxes

ODM Integrated Helpdesk

Gainwell

SPBM

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Provider Responsibilities

Ohio Administrative Code 5160-1-17.2 and 5160-1-17.3

The provider agreement is a legal contract between the state and the provider

- The provider is agreeing to accept the allowable reimbursements as payment-in-full and will not seek reimbursement for the service from the individual no member or any family member
  - Your Medicaid payment is considered payment-in-full
- The provider agrees to maintain their records for 6 years
- The provider agrees to inform ODM of any changes to their provider files within 30 days of the change
- Providers must revalidate every 5 years, per federal guidelines
  - Notification letters are sent out when it is time for you to revalidate
- Providers who enroll with Ohio Medicaid agree to the rules found in chapter 5160 of the OAC https://codes.ohio.gov/ohio-administrative-code/5160
- Providers are responsible for staying up-to-date on all OAC policies and abide by them
  - Policy notifications go out for all providers through policy transmittal letters – subscribe via the ODM subscribe form

What Comes Next?

Doula Training Webinar Series Schedule

9/10/24

Training Session One

- Ohio Medicaid 101
- NPI
- Ohio Board of Nursing (BON) certification process
- Provider enrollment

9/26/24

Training Session Two

- MCO Basics
- MCO contracting

10/29/24

Training Session Three

- Managed Care Organization (MCO) billing process
- MCO prior authorization process

11/7/24

Training Session Four

- Fee-for-service (FFS)billing process
- Fee-for-service prior authorization process

11/21/24

Training Session Five

- Other maternal health related topics



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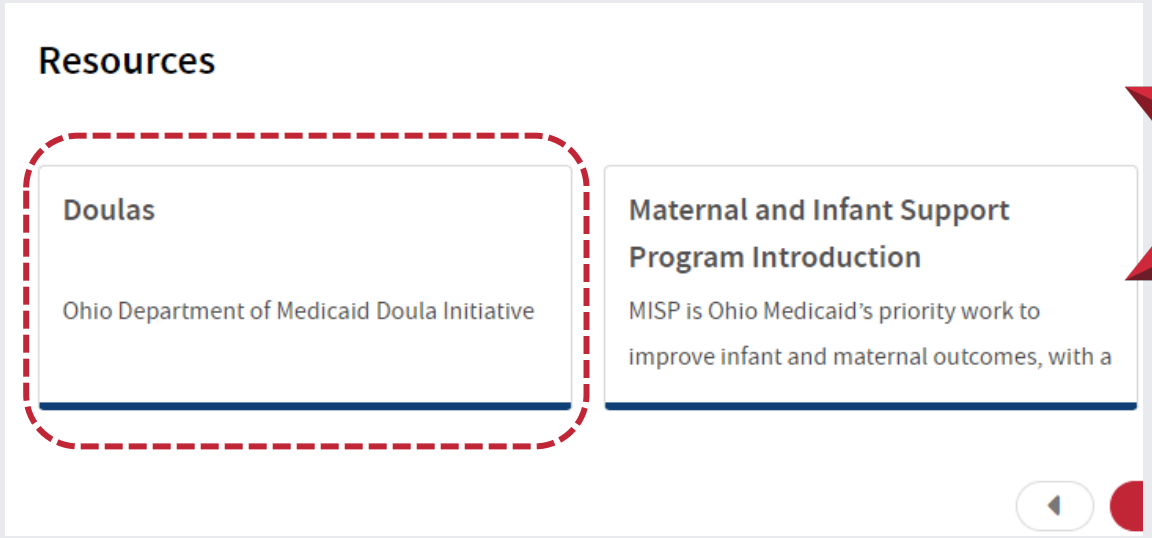
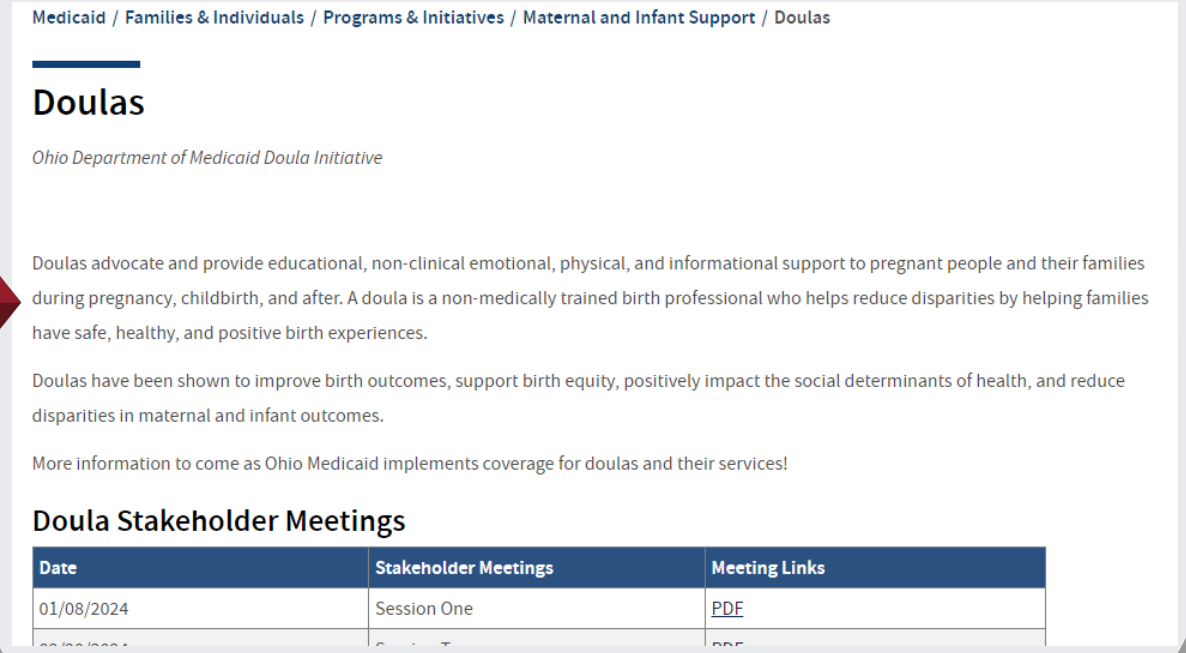
Bookmark Our Doula Webpage

Click the Doula resource tile at the bottom of the Maternal and Infant Support Program (MISP) webpage to access our doula webpage

https://medicaid.ohio.gov/families-and-individuals/citizen-programs-and-initiatives/maternal-



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



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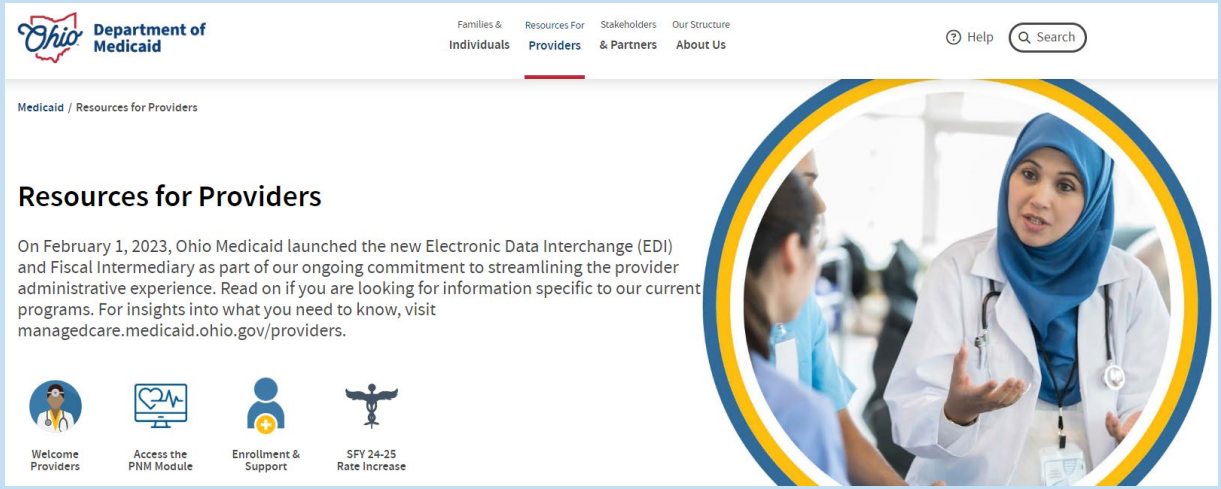
Bookmark the Provider Resource Webpages

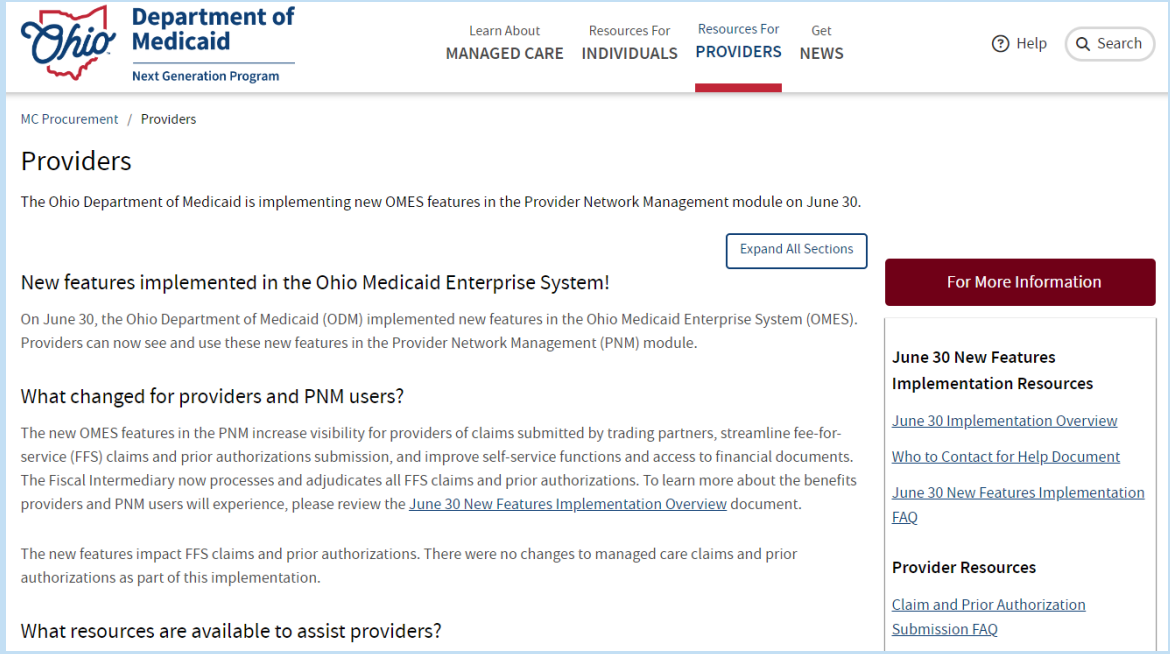
ODM provider webpage

https://medicaid.ohio.gov/resources-for-providers



ODM Next Generation Program provider webpage

https://managedcare.medicaid.ohio.gov/providers



Stay in Touch with ODM

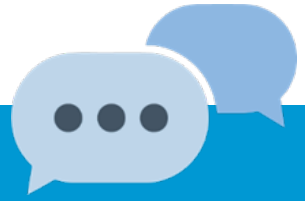
Sign-up to receive all news, updates, and information for important topics!

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



Email us

MISP@medicaid.ohio.gov

Integrated Help Desk (IHD) 1-800-686-1516

Call us



Learning

Absorb Learning Management System https://ohiopnm.myabsorb.com/#/login

Medicaid Consumer Hotline 1-800-324-8680

Call us



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Questions & Answers Session



Questions?