



# Doula Services Benefit

Department of Health Care Services

PowerPoint Slide Deck, January 10, 2023

PowerPoint Presentation and Q&A, January 26, 2023

# Doula Services Benefit

**Dana Durham**

Division Chief, Managed Care Quality & Monitoring Division

**Michel Huizar**

Branch Chief, Managed Care Quality & Monitoring Division

**Sa Nguyen**

HPS II, Managed Care Quality & Monitoring Division

# Agenda

1. Doula Services Benefit Background
2. MCP Engagement
3. Doula Services Process Flow Example
4. National Provider Identifier
5. MCP Enrollment
6. MCP Contracts
7. MCP Onboarding
8. Documentation
8. Pregnancy-Related Service Referrals
9. Billing, Claims, and Payment
10. Access Requirement
11. MCP Contacts
12. Q&A

# Doula Services Benefit Background

---

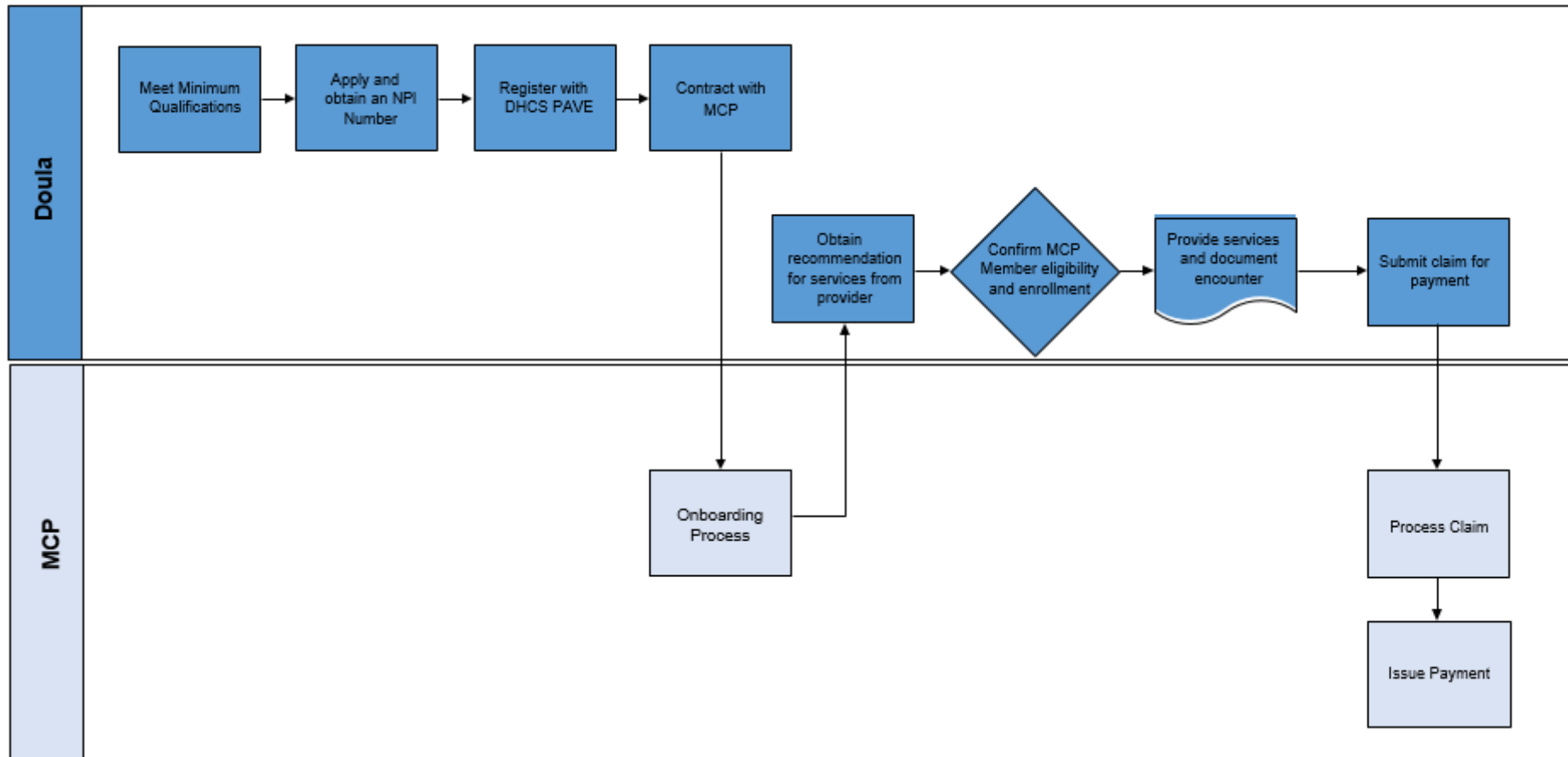
- » Effective January 1, 2023, MCPs are required to provide doula services for prenatal, perinatal and postpartum Members.
- » Doula services can be provided virtually or in-person with locations in any setting including, but not limited to, homes, office visits, hospitals, or alternative birth centers.

# MCP Engagement

---

- » MCP activities for engagement may include, but not limited to:
  - » Marketing campaigns to recruit individual doulas and doula groups.
  - » Partnering with existing doula programs within the county system.
  - » Reaching out to community based doula organizations or doula collectives.
  - » Surveying OB/GYN offices, mid-wife groups and/or birthing centers for doula service interests.

# Doula Services Process Flow Example



# National Provider Identifier

- » The National Provider Identifier (NPI) is a numeric identifier that is assigned to a health care provider by the Centers for Medicare & Medicaid Services (CMS).
- » 10-digit permanent number assigned to a provider and must be used on electronic claim transactions for health care billing and reimbursement.
- » Applying for an NPI is free, easy, and typically takes 20 to 30 minutes to complete. Organizations can apply online or by mail through the [CMS NPI Application/Update Form page](#).

# MCP Enrollment

- » Network Providers, including those who will operate as Providers of doula services, are required to enroll as Medi-Cal Providers, consistent with APL 22-013, or any superseding APL, if there is a state-level enrollment pathway for them to do so.
- » Doulas who wish to provide services to MCP members will need to meet minimum qualifications, obtain a National Provider Identifier (NPI) number, enroll via the DHCS Medi-Cal Provider Application, and Validation Enrollment (PAVE) processes, AND enter into contracts with MCPs.



# MCP Contracts

---

- » Doulas must enter into contracts with MCPs to receive reimbursement for services provided to MCP Members.
- » Doulas may need to contract with multiple MCPs depending on the geographic service area (county) the MCP Members are in.

# MCP Onboarding

- » MCPs must provide doulas with all necessary, initial and ongoing training and resources regarding relevant MCP services and processes, including any available services through the MCP for prenatal, perinatal, and postpartum Members. This training must be provided initially when doulas are enrolled with the MCPs, as well as on an ongoing basis.
- » MCPs are required to provide technical support in the administration of doula services, ensuring accountability for all service requirements contained in the Contract, and any associated guidance issued by the DHCS.

# Documentation

---

- » Doulas must document the dates, time, and duration of services provided to Members.
- » Documentation must also reflect information on the service provided and the length of time spent with the Member that day. For example, documentation might state, “Discussed childbirth education with the Member and discussed and developed a birth plan for one hour.”

# Pregnancy-Related Service Referrals

---

- » If a Member requests or requires pregnancy-related services that are available through Medi-Cal, then the doula should work with the Member's Primary Care Provider (if that information is available) or work with the MCP to refer the Member to a Network Provider who is able to render the service.

# Billing, Claims, and Payments

- » MCPs must reimburse doulas in accordance with their Network Provider contract.
- » MCPs are prohibited from establishing unreasonable or arbitrary barriers for accessing doula services.
- » Claims for doula services must be submitted with allowable current procedural terminology codes as outlined in the Medi-Cal Provider Manual, Doula Services.
- » Doulas cannot double bill, as applicable, for doula services that are duplicative to services that are reimbursed through other benefits.

# Access Requirements

---

- » To support an adequate doula Network, MCPs must make contracting available to both individual doulas and doula groups.
- » MCPs must work with their network hospitals/birthing centers to ensure there are no barriers to accessing doulas when accompanying Members for prenatal visits, labor and delivery support, and postpartum visits regardless of outcome (stillbirth, abortion, miscarriage, live birth).

# MCP Contacts

MCP	E-Mail	MCP	E-Mail
Aetna Better Health of California	aquilal@aetna.com	Health Net Community Solutions, Inc.	monina.r.alvarenga@healthnet.com
Alameda Alliance for Health	providerservices@alamedaalliance.org	Health Plan of San Joaquin	hbayerian@hpsj.com
Anthem Blue Cross Partnership Plan	xiomara.lopez@anthem.com	Health Plan of San Mateo	PSInquiries@hpsm.org
Blue Shield of CA Promise Health Plan	nicole.aevans@blueshieldca.com	Inland Empire Health Plan	doula@iehp.org
California Health and Wellness	wendy.ferguson@cahealthwellness.com	Kern Health Systems	brianna.gudmundson@khs-net.com
CalOptima	mwood@caloptima.org	KP Cal LLC (NorCal)	Heather.m.ward@kp.org
CalViva Health	monina.r.alvarenga@healthnet.com	KP Cal LLC (SoCal)	Melinda.A.Yanonis@kp.org
CenCal Health	cslaughter@cencalhealth.org	L.A. Care Health Plan	kromero@lacare.org
Central California Alliance for Health	jdybdahl@cchah-alliance.org	Molina Healthcare of California	katy.olmos-ly@molinahealthcare.com
Community Health Group Partnership Plan	amaty@chgsd.com	Partnership Health Plan of California	mkerlin@partnershiphp.org
Contra Costa Health Plan	fabiola.quintero@cchealth.org	San Francisco Health Plan	provider.relations@sfhp.org
Gold Coast Health Plan	providerrelations@goldchp.org	Santa Clara Family Health Plan	dhuynh@scfhp.com

# Q & A

The slide features a decorative graphic consisting of several overlapping, wavy horizontal bands in various shades of purple, ranging from a deep magenta to a light lavender. These bands create a sense of movement and depth across the middle of the page.