MARYLAND DEPARTMENT OF HEALTH

Larry Hogan, Governor · Boyd K. Rutherford, Lt. Governor · Dennis R. Schrader, Secretary

MARYLAND MEDICAL ASSISTANCE PROGRAM
Doulas Transmittal No. 1
Managed Care Organizations Transmittal No. 154
Hospitals Transmittal No. 289
March 11, 2022

To: Managed Care Organizations
Doula Technical Assistance Advisory Group
Maryland Hospital Association
Local Health Departments

From: Tricia Roddy, Deputy Medicaid Director
Maryland Medicaid

Subject: Coverage of Doula Services for HealthChoice and Medicaid Fee-For-Service
Enrollees Effective February 21, 2022.

Note: Please ensure that appropriate staff members in your organization are informed of
the contents of this transmittal.

Effective February 21, 2022, Maryland Medicaid will provide coverage for doula/birth worker services to Medicaid beneficiaries. A doula, or birth worker, is a trained professional who provides continuous physical, emotional, and informational support to birthing parents before, during, and after birth. Certified doulas serving Maryland Medicaid members will provide person-centered, culturally-competent care that supports the racial, ethnic, and cultural diversity of members while adhering to evidence-based best practices.

Doulas provide three kinds of services: prenatal visits, attendance at labor and delivery, and postpartum visits.

The Department encourages Maryland based hospitals to review their labor and delivery admitting policies in recognition of this new provider type after the effective date to ensure doulas may provide services within their scope of practice during the delivery.

Participant Eligibility Criteria

To be eligible to receive doula services, a participant shall:

- Receive services through a HealthChoice Managed Care Organization (MCO) or be enrolled in Fee-For-Service Medicaid; and
- Be pregnant, or have delivered a child within the last 180 days

Referral Requirements

A health care professional or an MCO may refer HealthChoice enrollees to the program. Prior authorization is not required for doula services.

Doula Conditions for Participation and Certification

Only a doula who meets Maryland Medicaid's certification and participation requirements may enroll with Medicaid to administer doula services. Approved doulas will meet the following requirements:

- Be at least 18 years of age
- Obtain and maintain liability insurance
- Attest to being trained and certified by an MDH approved organization [see below]
- If enrolling as a group practice type, obtain a Type 2/organizational NPI. If enrolling as an individual provider, obtain a Type 1/individual NPI.
- Enroll in ePREP as a fee-for-service Medicaid provider
- Must pass a background check

The following organizations are approved by MDH. For each organization, **ALL** of the listed trainings are required:

Organization	Certification Requirement(s)
Doula Trainings International	- Birth Doula Certification **AND** - Postpartum Doula Certification **OR** - Full Spectrum Doula Certification
The Childbirth and Postpartum Professional Association (CAPPA)	- Certified Labor Doula Certification **AND** - Certified Postpartum Doula Certification **AND** - Certified Community Lactation Educator Certification
Black Doula Training (BDT), formerly The International Black Doula Institute	- Pregnancy & Childbirth Doula Certification **AND**

	- Postpartum & Newborn Certification **AND** - Lactation/Breastfeeding Certificate of Completion
Ancient Song Doula Services	- Full Spectrum Labor & Postpartum Certification
Mamatoto Village	- Full Spectrum Labor & Postpartum Certification
Doulas of North America (DONA)	- Birth Doula Certification **AND** - Postpartum Doula Certification
International Childbirth Education Association (ICEA)	- Birth Doula Certifications **AND** - Postpartum Doula Certification
Childbirth International (CBI)	- Birth Doula Certification **AND** - Postpartum Doula Certification
MaternityWise	- Labor Doula Certification **AND** - Postpartum Doula Certification

MCO Referrals and Reimbursement to Medicaid-enrolled Doulas

MCOs must allow their network providers to refer eligible individuals directly to in-network doulas. MCOs must contract with doulas approved by Maryland Medicaid. MCOs should track members who enroll with a contracted doula to ensure they have adequate capacity to service the eligible population. MCOs may require contracted doulas to provide notification back to the MCO when a member has enrolled in their program.

Reimbursement Methodology

Medicaid will provide coverage for up to eight (8) perinatal visits, as well as attendance at labor and delivery, known as the 8:1 model. The 8:1 model allows for any combination of prenatal and postpartum visits that equals 8 or fewer visits per birthing parent. Each perinatal visit is broken up into 15-minute units and can last up to an hour (4 units total). Medicaid will reimburse a flat fee for attendance at delivery. The fee schedule is as follows:

Description	Service Code	Per unit rate	Max Units per service
Prenatal service visits (15 min/unit)	W3701	$16.62	4

Attendance at delivery (flat rate)	W3700	$350	1
Postpartum service visit (15 min/unit)	W3702	$19.62	4

MCOs must reimburse contracted doulas at a rate no lower than the fee-for-service rates for a doula visit and the attendance at delivery service.

HealthChoice and Fee-For-Service Reimbursement Methodology for In-Person and Virtually Provided Doula Services

Participating doulas must use the appropriate CPT code and modifiers when submitting claims for reimbursement. The reimbursement period is based on the participant's eligibility for doula services.

A participant is eligible from the date of enrollment with an approved doula until they have reached 180 days postpartum, or they have exhausted the max allotment of services, whichever comes first.

Providers may bill for services after each service is rendered using one of the codes specified below.

Table 1. *Medicaid Doula Services Reimbursement Methodology for Minimum Payment for Doula Visits Rendered In-person or Via Telehealth*

CPT Code and Description	Payment (per unit rate)	Place of Service Description	Place of Service code to use	Modifier to use	Limitations
W3701-Prenatal doula visit	$16.62	Doula visit in home	04/12	none	4 15-minute units per service; 8 total units of W3701 maximum
W3701-Prenatal doula visit	$16.62	Doula visit at doctor's office w/client	11/50/22	none	4 15-minute units per service; 8 total units of W3701 maximum
W3701-Prenatal doula visit	$16.62	Doula visit in community	11/99	none	4 15-minute units per service; 8 total units of W3701 maximum

W3701-Prenatal doula visit	$16.62	Doula visit via telehealth	02/12	GT	4 15-minute units per service; 8 total units of W3701 maximum
W3700 -Labor & Delivery doula support	$350 (flat rate)	Doula visit in hospital/L&D - in-person only	21/25	none	1 unit of service per delivery; Cannot be delivered as a telehealth service and can only be delivered in a hospital or birthing center
W3702-Postpartum doula visit	$19.62	Doula visit in home, in-person	04/12	none	4 15-minute units per service; 8 total units of W3702 maximum
W3702-Postpartum doula visit	$19.62	Doula visit in community, in-person	11/99	none	4 15-minute units per service; 8 total units of W3702 maximum
W3702-Postpartum doula visit	$19.62	Doula visit via telehealth	02/12	GT	4 15-minute units per service; 8 total units of W3702 maximum

Detailed explanation of place of service codes can be found: https://www.cms.gov/Medicare/Coding/place-of-service-codes/Place_of_Service_Code_Set.

Doula Services Provider Enrollment

Eligible providers may now enroll in Maryland Medicaid. Doula providers who meet all the conditions of participation outlined in this Policy Transmittal are eligible to enroll as either an individual or group "Doula Provider" type through ePREP. To enroll as a doula provider, please visit eprep.health.maryland.gov.

For more information about Doula provider enrollment, please refer to the **Doula Program Manual** at https://health.maryland.gov/mmcp/medicaid-mch-initiatives/Pages/DoulaProviderinformation.aspx.

Please direct questions regarding Maryland's Doula Services Program or provider qualifications at mdh.medicaidmch@maryland.gov.