

ALAMEDA ALLIANCE FOR HEALTH DOULA BENEFIT OVERVIEW



Introduction

Welcome to the Alameda Alliance for Health (Alliance) provider network! We appreciate your partnership in helping fulfill our mission to improve the health and well-being of our members by collaborating with our provider and community partners to deliver high-quality and accessible services. Together, we can help make our community a healthier and safer place for all.

We created this Doula Benefit Overview to help provide key information and resources for you and your staff in working with the Alliance. We aim to ensure that your relationship with us works well for you, your staff, and Alliance members. More information is available in your Alliance contract, the Alliance Provider Manual, and on our website www.alamedaalliance.org.

The information in this overview is subject to change. For the most up-to-date information, please refer to the Doula Benefit Overview available on the Alliance website. In addition, for clarification, questions, or comments about your role as an Alliance provider, please call the Alliance Provider Services Department at **1.510.747.4510**.

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Welcome to the Alliance Provider Network!

Thank you for being a part of the Alameda Alliance for Health (Alliance) provider network! The Alliance contracts with individual practitioners, medical groups, hospitals, and other non-hospital facilities to provide high-quality health care and services to our members.

The Alliance is a local, public, not-for-profit, managed care health plan committed to making high-quality health care services accessible and affordable to Alameda County residents. For over 25 years, the Alliance has worked to provide programs and services you can trust and count on. The Alliance is honored to serve more than 300,000 children and adults throughout Alameda County.

Our Mission

Improving the health and well-being of our members by collaborating with our provider and community partners to deliver high-quality and accessible services.

Our Vision

All residents of Alameda County will achieve optimal health and well-being at every stage of life.

We provide services through two (2) lines of business:

1. **Alliance Group Care:** An employer-sponsored group health plan for In-Home Supportive Services (IHSS) workers.
2. **Medi-Cal:** Affordable insurance for families, children, persons with disabilities, and seniors.

Section 1. Doula Support and Services

Effective Sunday, January 1, 2023, Alameda Alliance for Health will offer doula services as a covered benefit for Medi-Cal members. Doula services include personal, emotional, and physical support to women and families throughout a woman's pregnancy, childbirth, and postpartum experience. Doulas who wish to be reimbursed for services provided to Medi-Cal beneficiaries will need to enroll as providers. Doula services are aimed at preventing perinatal complications and improving health outcomes for birthing parents and infants.

The California Department of Health Care Services (DHCS) defines a doula as “birth workers who provide health education, advocacy, and physical, emotional, and non-medical support for pregnant and postpartum persons before, during, and after childbirth, including support during miscarriage, stillbirth, and abortion.” Doulas are not licensed, and they do not require supervision.

Additional support offered by doulas includes:

- Development of a birth plan
- Health navigation
- Lactation support
- Linkages to community-based resources

Doulas may additionally offer various types of support, including health navigation; lactation support; development of a birth plan; and linkages to community-based resources.

Doula Services

Doula services can be provided virtually (telehealth) or in-person with locations in any setting including, but not limited to, homes, office visits, hospitals, or alternative birth centers. Doula services can only be provided during pregnancy; labor and delivery, including stillbirth; miscarriage; abortion; and within one (1) year of the end of a member's pregnancy.

Doulas are not prohibited from providing assistive or supportive services in the home during a prenatal or postpartum visit (i.e., a doula may help the postpartum person fold laundry while providing emotional support and offering advice on infant care). The visit must be face-to-face, and the assistive or supportive service must be incidental to doula services provided during the prenatal or postpartum visit. Medi-Cal members cannot be billed for the assistive or supportive service.

Doulas are not prohibited from teaching classes that are available at no cost to members to whom they are providing doula services.

Covered Services

An initial recommendation for doula services includes the following authorizations:

- One (1) initial visit.
- Up to eight (8) additional visits that can be provided in any combination of prenatal and postpartum visits.
- Support during labor and delivery (including labor and delivery resulting in a stillbirth), abortion, or miscarriage.
- Up to two (2) extended three (3)-hour postpartum visits after the end of a pregnancy
 - These visits do not require the Medi-Cal member to meet additional criteria or receive a separate recommendation. The extended postpartum visits are billed in 15-minute increments, up to three (3) hours, up to two (2) visits per pregnancy per individual provided on separate days.

All visits are limited to one per day, per Medi-Cal member. Only one (1) doula can bill for a visit provided to the same Medi-Cal member on the same day, excluding labor and delivery.

One (1) prenatal visit or one (1) postpartum visit can be provided on the same day as labor and delivery, stillbirth, abortion, or miscarriage support. The prenatal visit or postpartum visit billed on the same calendar day as birth can be billed by a different doula.

Non-Covered Services

The following services are not covered under Medi-Cal or as doula services:

- Belly binding (traditional/ceremonial)
- Birthing ceremonies (i.e., sealing, closing the bones, etc.)
- Group classes on babywearing
- Massage (maternal or infant)
- Photography
- Placenta encapsulation
- Shopping
- Vaginal steams
- Yoga

Doulas cannot bill for additional pregnancy-related services already offered through Medi-Cal. DHCS requires that the doula works with the Alliance to refer the Medi-Cal member to a network provider who is able to render the service.

Services that are not part of the doula benefit, include, but are not limited to:

- Behavioral health services
- Belly binding after cesarean section by clinical personnel
- Childbirth education group classes

- Clinical case coordination
- Comprehensive health education including orientation, assessment, and planning (Comprehensive Perinatal Services Program services)
- Health care services related to pregnancy, birth, and the postpartum period
- Hypnotherapy (non-specialty mental health service)
- Lactation consulting, group classes, and supplies
- Medically-appropriate Community Supports services
- Nutrition services (assessment, counseling, and development of care plan)
- Transportation services

Documentation

- Doulas must document the dates, times, and duration of services provided to members.
- Documentation must also describe 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 (1) hour.”
- Documentation should be integrated into the member’s medical record and available for encounter data reporting.
- The doula’s National Provider Identifier (NPI) number should be included in the documentation. Documentation must be accessible to the Alliance and DHCS upon request.

Section 2. Doula Eligibility

To be eligible, all doulas must:

- Be at least 18 years old at the time the application is submitted.
- Provide proof of an adult/infant cardiopulmonary resuscitation (CPR) certification from the American Red Cross or American Heart Association.
- Have completed Health Insurance Portability and Accountability Act (HIPAA) training.
- Have a National Provider Identifier (NPI) number (create one for yourself at <https://nppes.cms.hhs.gov>).
- Meet qualification either through the Training Pathway or Experience Pathway, as described below.

Pathways to Qualification

Training Pathway

- Obtain a Certificate of Completion for a minimum of 16 hours of training in the following areas:
 - Lactation support
 - Childbirth education
 - Foundations on the anatomy of pregnancy and childbirth
 - Nonmedical comfort measures, prenatal support, and labor support techniques
 - Developing a community resource list
- Provide support at a minimum of three (3) births

Experience Pathway

- At least five (5) years of active doula experience in either a paid or volunteer capacity within the previous seven (7) years.
- Attestation to skills in prenatal, labor, and postpartum care as demonstrated by the following: Three (3) written client testimonial letters, or professional letters of recommendation from any of the following: a physician, licensed behavioral health provider, nurse practitioner, nurse midwife, licensed midwife, enrolled doula, or community-based organization. Letters must be written within the last seven (7) years. One (1) letter must be from either a licensed provider, a community-based organization, or an enrolled doula. “Enrolled doula” means a doula enrolled either through DHCS or through an MCP.

Section 3. Medi-Cal Enrollment

DHCS Enrollment is specific to the Medi-Cal and Medicare programs. The purpose of Enrollment is to establish that the doula or doula group is eligible to receive federal & state funds.

A doula or doula group/collective/organization must be enrolled in one or both of two (2) ways:

1. Enroll with the California Medi-Cal program

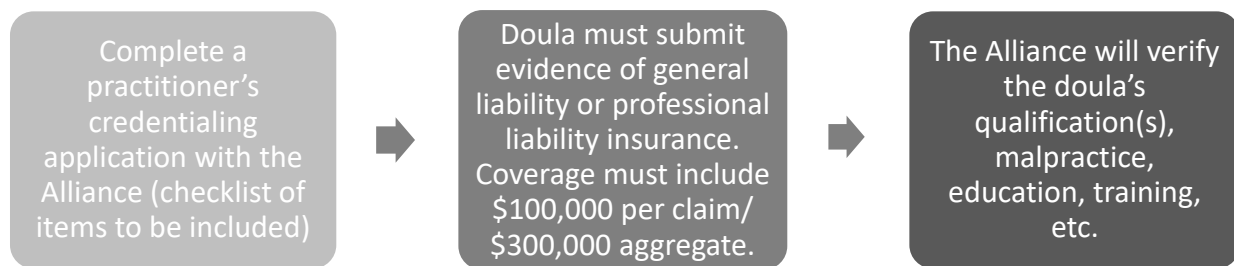
- Doulas will provide necessary information to DHCS using the online system (PAVE). Using this method, the doula's enrollment is valid for 5 years and you will be listed by DHCS as an enrolled provider.
- Getting listed does not obligate the doula to accept Medi-Cal patients from any other health plan, but the doula's enrollment is valid for all Medi-Cal health plans. This can save time if a doula plans to work with more than one Medi-Cal health plan. PAVE takes about one hour to complete, and enrollment is usually fully processed within two months. It might take up to four months (120 days).

2. Enroll with the Alliance during the Credentialing process.

- Doulas can provide all the information that the Alliance needs in the Credentialing Application and we will initiate the enrollment validations at the same time. Enrollment with the Alliance is renewed every three (3) years to coincide with the credentialing timeframe.
- Enrolling with the Alliance is recommended because it can be performed during another required process anyway. However, it typically does not clear the doula for participation with other Medi-Cal plans in California. You may wish to pursue both: immediate enrollment with the Alliance, and more leisurely enrollment with the California Medi-Cal program.

Section 4. Health Plan Credentialing

All managed care plans (MCPs) of any kind in California must credential their providers. The objective of credentialing is to establish that the doula or doula organization/collective/group has the necessary qualifications to provide doula services.



The Credentialing Application takes 30-45 minutes for the applicant to complete. The credentialing committee meets routinely to review all new applications. Credentialing is renewed every three (3) years.

Contracting

The Alliance must work with their network hospitals/birthing centers to ensure there are no barriers to accessing doulas when accompanying members for delivery regardless of outcome (stillbirth, abortion, miscarriage, live birth). To provide services to eligible Medi-Cal members, doulas must sign a contract with the Alliance. A contract establishes terms of working with the Alliance, what kinds of services will be covered by the agreement, reimbursement methods, and rates. Providers covered by a contract will appear in the Alliance's Provider Directory.

Section 5. Member Eligibility Criteria

To be eligible for doula services, and be covered under Medi-Cal managed care, a potential client of the doula must be eligible for Medi-Cal, enrolled with the Alliance, and have a recommendation for doula services from a physician, midwife (LM, CNM), or other licensed practitioner of the healing arts*. The recommending practitioner does not need to be enrolled in Medi-Cal—or be a network provider within the Alliance.

DHCS requires that doulas verify the member’s Medi-Cal eligibility for the month of service. Doulas must contact the Alliance to verify eligibility. It is important to check the member’s eligibility each time a visit occurs. Changes in status may affect claims. The Alliance must inform Medi-Cal members of any change to their eligibility, but Medi-Cal members may not always update the doula on these changes. If a Medi-Cal member’s eligibility has changed while the doula is working with them the doula should contact the Alliance directly to troubleshoot.

*A Licensed Practitioner of the Healing Arts (LPHA) include any of the following: Physician, Nurse Practitioner (NP), Physician Assistant (PA), Registered Nurse, Registered Pharmacist, Licensed Clinical Psychologist (LCP), Licensed Clinical Social Worker (LCSW), Licensed Professional Clinical Counselor (LPCC), Licensed Marriage and Family Therapist (LMFT), and licensed-eligible practitioner working under the supervision of a licensed clinician.

Recommendation

The initial recommendation can be provided through the following methods:

- Written recommendation in the member’s record.
- Standing order for doula services by the Alliance, physician group, or other licensed provider.
- Standard form signed by a physician or other licensed practitioner that a member can provide to the doula.

A second recommendation is required for additional visits during the postpartum period. A recommendation for additional visits during the postpartum period cannot be established by standing order. The additional recommendation authorizes nine or fewer additional postpartum visits.

Section 6. Rates and Billing Reimbursement

The Alliance reimbursement is based on the Medi-Cal Fee Schedule (MCFS).

Claims should be submitted each time a visit occurs. Claims must be submitted for all services to be paid. The most efficient method is to submit claims through the Alliance Provider Portal.

Please use the appropriate billing codes listed below for each doula visit/service type.

Rates for doula services as of December 2022

Visits

- **Z1032** – Initial visit (if at least 90 min): \$126.31
- **Z1034** – Prenatal visit (at least 60 min): \$60.48
- **Z1038** – Postpartum visit (at least 60 min): \$60.48
- **T1032** – Extended postpartum support (longer than 60 min): \$15.00

Bill in units of 15 minutes, up to 12 units (i.e. three (3) hours). Limited to two (2) extended visits per pregnancy.

Labor and Delivery

- **59409** – Doula support during vaginal delivery only: \$544.28
- **59612** – Doula support during vaginal delivery after previous caesarian section: \$544.28
- **59620** – Doula support during caesarian section: \$544.72

Abortion & Miscarriage Support

- **T1033** – Doula support during or after miscarriage: \$250.48
- **59840** – Doula support during or after abortion: \$250.85

Modifiers

- Doulas must include modifiers with the service codes above when services are provided virtually (telehealth).
 - Modifier **93** for LIVE audio-only telehealth
 - Modifier **95** for LIVE audio/video telehealth

Section 7. Current Doula Network, Education, and Trainings

There are over 500 active doulas in the Bay Area Region.

Doula training organizations

The following are doula training organizations:

- BELovedBIRTH
- Black Centering
- Sumi's Touch
- Expecting Justice

Doula collectives or organizations

The following are doula collectives or organizations:

- Roots of Labor Birth Collective
- SisterWeb
- Doulas By The Bay
- Black Women Birthing Justice
- Zuckerberg San Francisco General (ZSFG) Hospital and Trauma Volunteer Doulas
- Mother to Mother Postpartum

Continuing Education

Doulas are required to complete three (3) hours of continuing education in maternal, perinatal, and/or infant care every three (3) years. Doulas must maintain evidence of completed training to be made available to DHCS or the Alliance upon request.

Recommended Trainings

Supplemental training that is recommended but not required, includes, but is not limited to, the following:

- Perinatal support
- Hands-on support with clients
- Trauma-informed care
- Cultural sensitivity or competency, implicit bias or anti-racism or social determinants of health for birthing populations
- Perinatal mood and anxiety disorders
- Intimate partner violence
- Postpartum care/support
- Infant and newborn care
- Perinatal loss and bereavement support



We Are Here to Help You

We hope that you have found the information and resources in this overview to be useful and helpful. Your partnership with the Alliance is vital to our relationship. We welcome and encourage comments and suggestions about this overview or any other aspect of your relationship with the Alliance.

If you have any questions or concerns, please contact:

Alliance Provider Services Department
Monday – Friday, 7:30 am – 5 pm
Phone Number: **1.510.747.4510**
Email: **providerservices@alamedaalliance.org**

Thank you for joining the Alliance provider network! We look forward to continued partnership with you to provide quality and affordable healthcare. Together, we are creating a healthier community for all.