



Doulas: Impact, Training and Resources

**COMMUNITY-CENTERED • EQUITY-FOCUSED •
COLLABORATIVE • ACTION-ORIENTED • RESPONSIVE**

Our Team



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HealthConnect One **trains,** **mobilizes,** and **connects** **communities in service of** **birth equity.**

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What is a DOULA?

- A doula is a person that provides **emotional** support to pregnant families before, during and after labor & child birth.
- A doula provides **physical** support for a pregnant person during labor, including comfort measures and relaxation techniques.
- A doula provides **informational** support to birthing families so they can make their own informed decisions and advocate for themselves.
- A doula can provide **educational** support including childbirth education, breastfeeding education and reproductive health education.

- A doula is **not** a medical health professional and does not give medical advice, perform any clinical tasks or diagnose or treat any medical conditions.
- Doulas do **not** judge or speak for their families. They serve as a support to each individual family dynamic.



Our Reach and Program Related Expansion



Expansion



Existing

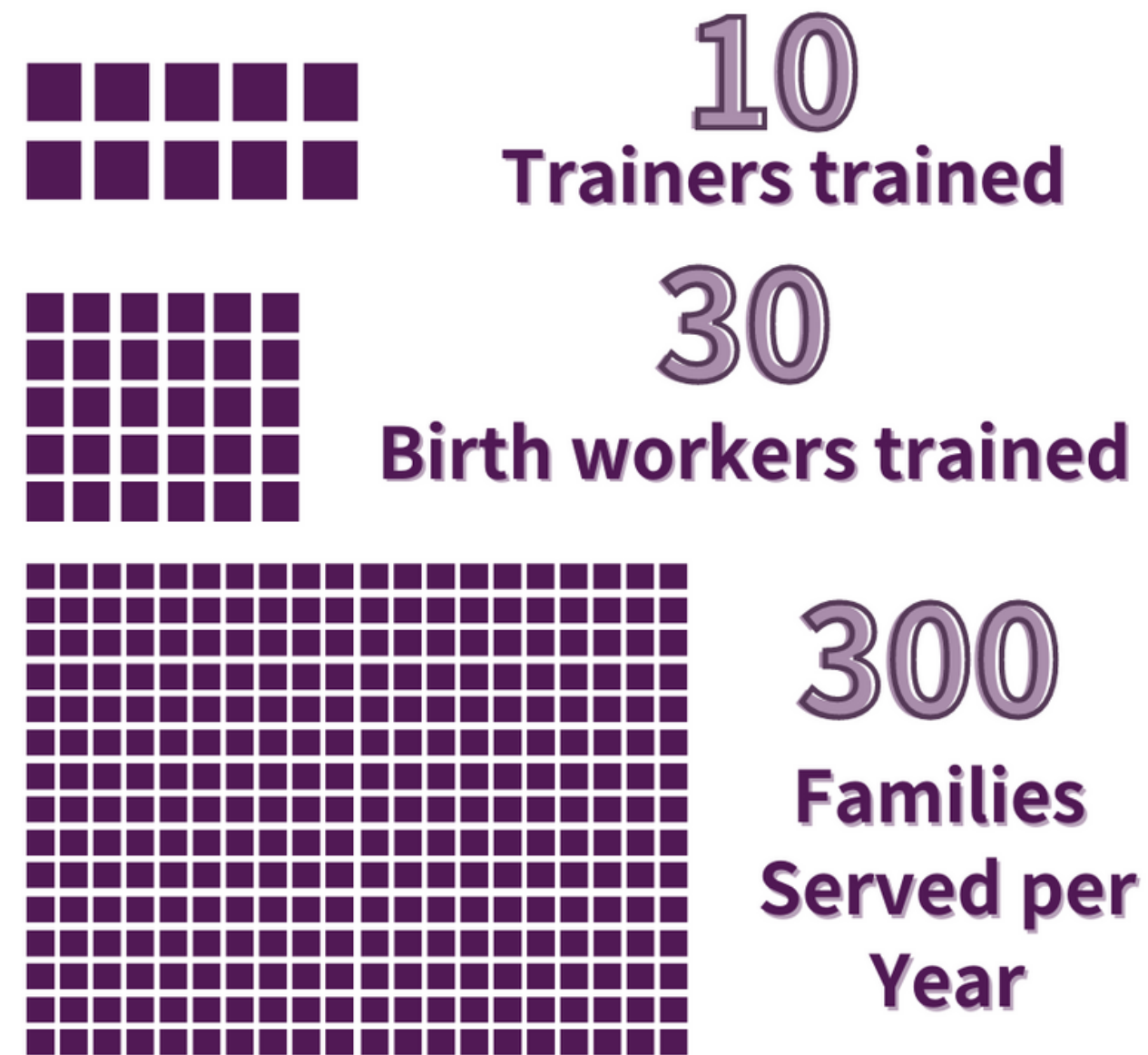
We're Growing!

Our Model

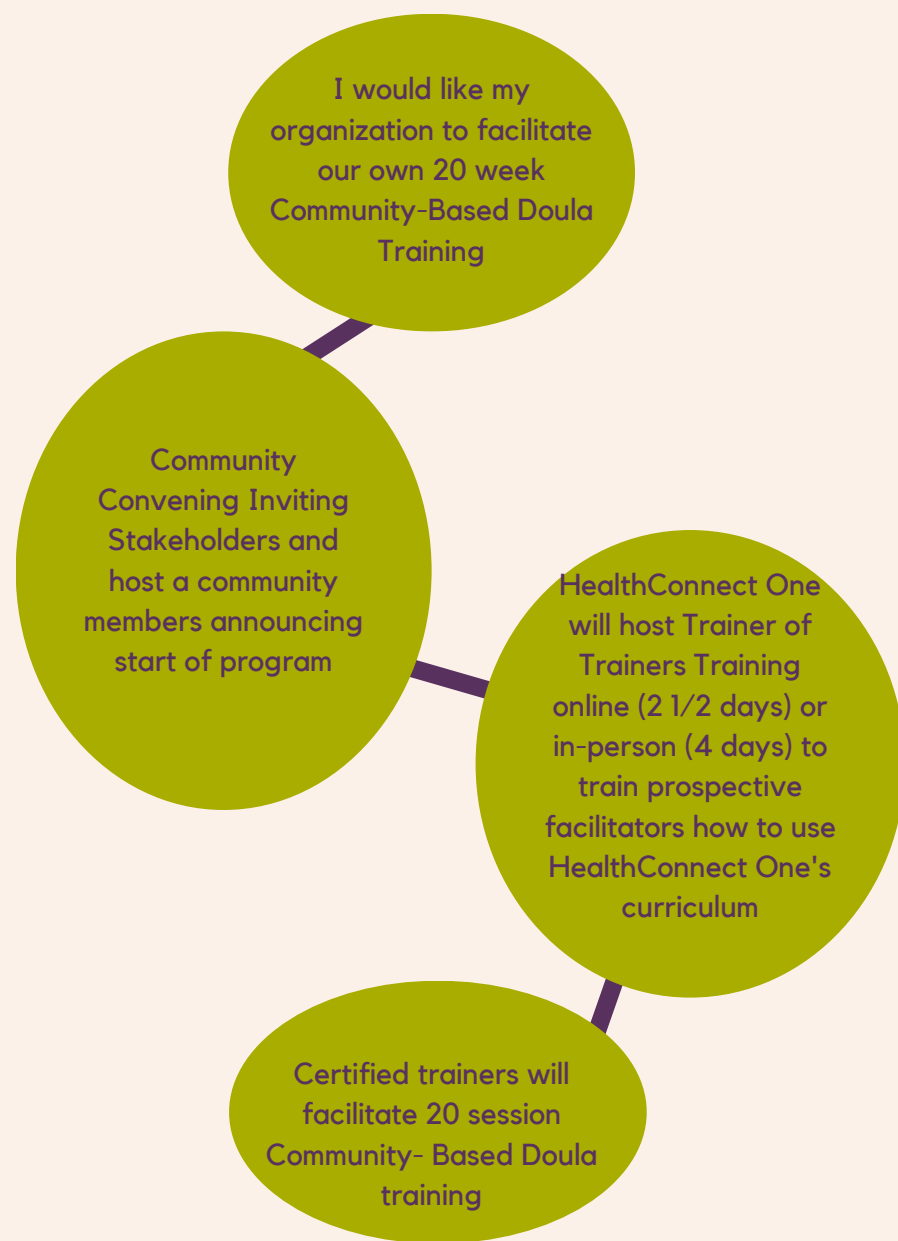
Five Essential Components

1. Employ people from the community
2. Extend and intensify the role of a doula
3. Collaborate with community stakeholders
4. Facilitate experiential learning
5. Value the doula's work with salary

Our Train the Trainer Model



**Pathway 1
CBD Program Replication**



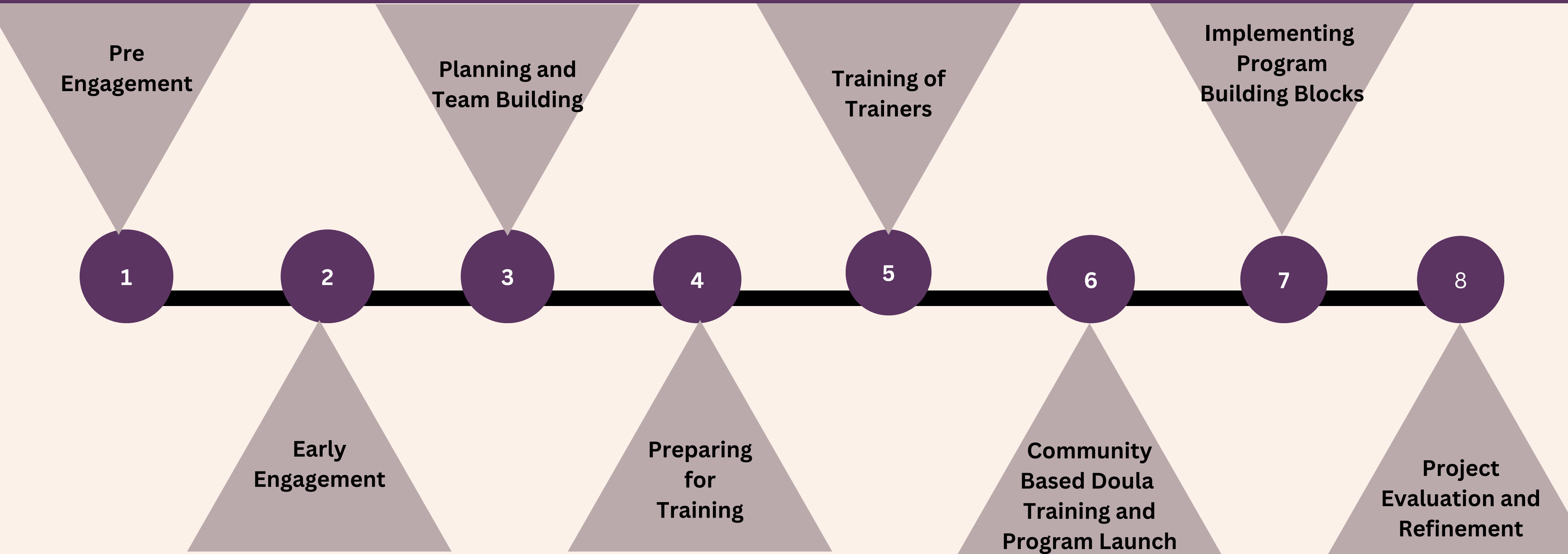
**Pathway 2
CBD Training**



Throughout program implementation HealthConnect One will Doula you and your team to achieve successful implementation of one of our community-based doula training program pathways. Our support and resources throughout implementation will include but are not limited to HealthConnect One's customized popular education training, models of learnings, our CBD Management Guide , technical assistance for program staff, access to Brightspace to submit and share all learning materials, and an opportunity to achieve accreditation after successful implementation for 3 years, achieving the gold standard of community-based doula programming.



Community Based Doula Program Implementation Phases



Our Outcomes

Impact for Black birthing families



**Reduced
preterm birth
by 19%**



**Reduced
C-sections
by 23%**



**Reduced low
birth weight
by 24%**



**Increased
breastfeeding at
6 weeks by 22%**

Source: Brown CC, Moore JE, Felix Hc, et al. Association of State Medicaid Expansion Status with low Birth Weight and Prertm Birth. JAMA. 2019; 321(16):1598-1609. doi: 10.1001/jama.2019.3678

Source: Centers for Disease Control and Prevention. (2017). Pregnancy Risk Assessment Monitoring System (PRAMS) (Phase 8). [Dataset]. <http://www.cdc.gov/prams>



- 2-year project funded by FLPPS
- HCOOne provided training and providing project management support for new and growing doula programs for Black (urban) and Latinx (rural) birthing people
- FLCH and HBN employed FT staff to work as doulas to support clients



Rochester program works to reduce racial disparities in maternal care

Jacqueline Lindsey oversees the Black Doula Collaborative.

Spectrum News 1 Rochester / Jan. 25, 2022

Program Evaluation Highlights



282 Families Enrolled



**5.3 % Preterm Birth Rate
(Monroe County 10.3%)**



**94.2 % successful
breastfeeding initiation**



**5.8 % Low birth weight
(Monroe County 9.3%)**



**23.8% C Section Rate
(33.6% NY State Average)**



**Patient Satisfaction rate
(9.5/ 10 average rating)**

NYCDA Medicaid Reimbursement for Doula Services Benefit Resource

Medicaid Reimbursement for Doula Services Benefit



NEW YORK COALITION FOR DOULA ACCESS

WHAT DOULAS CAN DO TO PREPARE CONT'D

Training and Work Experience Pathways: In addition to core requirements, NYS DOH proposed two pathways* to enrollment in the services benefit: one for doulas with a certain amount of work experience, and one for those that have received a certain level of training. Doulas are encouraged to consider what pathway they'd like to pursue and to gather documentation to satisfy their pathway's criteria, e.g., skills and training certifications, testimonials, insurance.

Proposed Criteria

CORE REQUIREMENTS FOR ALL DOULAS

- Basic HIPAA training
- Adult & Infant CPR
- Age 18 or older
- Liability Insurance

TRAINING PATHWAY

- 24 hrs minimum training in all required competencies
- Provide doula support at 3 births minimum

WORK EXPERIENCE PATHWAY

- 30 births or 1000 hrs of doula experience within the last 10 years
- Testimonials of doula skills in prenatal, labor, and postpartum care

TRAINING PATHWAY COMPETENCIES:

- Core Competencies (20 hrs training):*
- Foundations on anatomy of pregnancy and childbirth
 - Labor support techniques and nonmedical comfort measures
 - Common medical interventions: risks, benefits, and decision-making
 - Prenatal and postpartum education and support
 - Lactation support, education and infant feeding
 - Scope of practice
- Broader Competencies (4 hrs training):*
- Cultural awareness / humility and cross-cultural communication
 - Health equity in medical field, especially reproductive health
 - Person-centered and trauma-informed care
 - Community-based knowledge and facilitating connection to resources

*After satisfying the core requirements for all doulas, only one pathway (training or work experience) is required for enrollment in the services benefit.

Medicaid Reimbursement for Doula Services Benefit



NEW YORK COALITION FOR DOULA ACCESS

AFTER THE BENEFIT GOES LIVE

Fee for Service: In the first six months, billing will take place as Fee for Service (FFS). This will help Medicaid Managed Care (MMC) organizations build the systems to reimburse doulas in a timely, efficient manner. Billing FFS also means that any family on Medicaid can receive doula services during this period. **MMCs are encouraged to match or exceed the FFS rate but can negotiate a lower or higher rate with individual providers.**

NYS Community Doula Directory: NY Legislators passed Assembly Bill A5435A, directing the state to establish a community doula directory for those serving Medicaid patients. All doulas seeking Medicaid reimbursement must register in the directory, which will be publicly available. Registration is free. DOH will release additional guidance on how to register when the benefit goes live.

- For reference, view the current Erie County Pilot doula directory: https://www.health.ny.gov/health_care/medicaid/redesign/doulapilot/index.htm

Proposed Criteria

REIMBURSEMENT RATES

New York City (NYC): Up to \$1500
Rest of State (ROS): Up to \$1350

Service	Visit Allowance	Per Visit Reimbursement	Percent of Total Reimbursement	Amount of Total Reimbursement
Perinatal Service*	8 visits (30 minute minimum)	NYC: \$93.75 ROS: \$83.37	50%	NYC: Up to \$750 ROS: Up to 675
Labor & Delivery**	1 encounter	NYC: \$750 ROS: \$675	50%	NYC: \$750 ROS: \$675

* Prenatal or postpartum doula support

** In-person doula support during labor and birth



Visit [our website](#) to subscribe to NYCDA emails or become a coalition member

Q&A Session

Thank you for listening!



Thank you!

Visit our website healthconnectone.org for more information on our work!



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