Maternity Care Workforce Expansion: Creating New Opportunities for Doulas

March 29, 2022, 1:00-2:00 PM ET

Made possible by the California Health Care Foundation
Questions?

To submit a question online, please click the Q&A icon located at the bottom of the screen.
Agenda

• Welcome, Introductions, and Background
• The Medicaid Doula Coverage Landscape and Insights from California
• Spotlight: New Jersey’s Lessons on Expanding the Doula Workforce
• Moderated Q&A
• Wrap Up
Welcome, Introductions, and Background
Meet the Team/Today’s Presenters

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Co-Founder, Black Women Birthing Justice, and Director of Community Collaboration, Mothers for Mothers Postpartum Justice

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New Jersey Department of Human Services
Growing Maternal Health Disparities in the U.S.

• Stark racial disparities in maternal health outcomes
  → 2020 maternal mortality rates show 14 percent increase in maternal deaths between 2019 and 2020.
  → One-third of pregnant people and new mothers who died in 2020 were Black.
  → Black Americans only make up just over 13 percent of the U.S. population
  → This is a rate of nearly three times than that of white pregnant and birthing people.

Source: Maternal Mortality Rates in the United States, 2020
The Need for Maternity Care Workforce Expansion

• The U.S. is experiencing a shortage of trained maternal health care providers and support staff, especially in rural and urban “maternity care deserts.”

• States and health systems can address this maternal health workforce shortage through approaches such as expanding the:
  → Midwifery workforce;
  → Doula workforce;
  → Utilizing community health workers in maternity care; and
  → Growing and sustaining the OB/GYN workforce in rural and urban “maternity care deserts”

Source: March of Dimes: Nowhere to Go, Maternity Care Deserts Across the U.S.
Opportunity: Doula Workforce Expansion

• Doulas: Community-based trained professionals who provide emotional and physical support to women and birthing people during and after pregnancy.

• Strengthening and increasing racial and ethnic representation among the current and future doula workforce can lead to more equitable birth and maternal health outcomes.
Medicaid Doula Care Coverage and Insights from California
About the National Health Law Program

• National non-profit law firm committed to improving health care access, equity, and quality for underserved individuals and families
• Offices: CA, DC, NC
• State & Local Partners in 50 states + Washington DC
Doula Medicaid Project

- address racial disparities in care
- importance of coverage for Medicaid enrollees
- supporting work of Black doulas, community-based doulas, doulas serving low-income clients
National Doula Efforts
2022 Landscape of Medicaid Doula Care Coverage

- States with SPAs
- States in process of implementation
- States that have introduced legislation

* Denotes states that have passed related legislation but not full coverage
Common Challenges

• Minnesota and Oregon: low reimbursement rate, billing challenges, administrative bureaucracy

• Rhode Island: doula care in Medicaid and private insurance, $1500 Medicaid reimbursement rate

• Doulas must be paid a sustainable and thriving wage
Recommendations

• Take the time to get it right from the beginning

• Community-based doula groups, including BIPOC doulas and BIPOC led doula groups, must be equal partners in the implementation

• Doulas cannot do it all – we must still work to eradicate racism in all its forms
Doula Medicaid Project
Resources from California
California Doula Pilots Lessons Learned Project

https://healthlaw.org/cadoulapilots/
California Doula Pilots Lessons Learned Project

https://healthlaw.org/cadoulapilots/
Building a Successful Program for Medicaid Coverage of Doula Care: Findings From A Survey of Doulas in California

https://healthlaw.org/resource/doulareport/
Spotlight: New Jersey’s Lessons on Expanding the Doula Workforce
NEW JERSEY DEPARTMENT OF HUMAN SERVICES

CHCS webinar
Maternity Care Workforce Expansion: Creating New Opportunities for Doulas
New Jersey Medicaid’s Community Doula Benefit

Presented by Shin-Yi Lin PhD | she/her
New Jersey’s community doula benefit…in context

Nurture New Jersey is a statewide effort to make New Jersey the safest and most equitable place in the nation to give birth and raise a baby.

- Launched by First Lady Tammy Murphy in 2019
- Acknowledges New Jersey’s poor statistics in maternal and infant mortality and maternity-related racial health disparities

<table>
<thead>
<tr>
<th>Aligned Initiatives in NJ Medicaid</th>
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<tr>
<td>10/01/19: PlanFirst family planning coverage</td>
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<td>12/31/19: CenteringPregnancy benefit</td>
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<td>01/01/21: Mandated use of Perinatal Risk Assessment Form</td>
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<td>01/01/21: Non-payment for Early Elective Deliveries</td>
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<td>01/01/21: <strong>Community doula services benefit</strong></td>
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<td>04/05/21: Expanded breastfeeding equipment benefit</td>
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<td>04/01/22: Quality-driven Perinatal Episode of Care pilot</td>
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<td>2022: Expanded prenatal + contraceptive coverage for women ineligible for Medicaid due to immigration status</td>
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<td>2022: Expanded access to midwives (CM, CPM)</td>
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<td>2022: Postpartum coverage from 60 to 365 days</td>
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<td>2022–2023: Lactation Consultant and Counselor support</td>
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<td>2022–2023: Postpartum Home Visiting (Targeted and Universal)</td>
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Key features of New Jersey’s benefit

The focus
- Community-based doula BIPOC workforce

The benefit
- Available throughout pregnancy, labor, and postpartum
- Our benefit goes beyond labor support
  - Visits can start early in the prenatal period and go up to six months postpartum
  - Visits can be in the home, in the community, and/or involve going with client to a clinical visit
- Provides a value-based incentive to community doula if client has clinical postpartum visit
- More visits are available for clients 19 years or younger

The providers
- Community doulas have the choice to practice independently, as part of doula-only organizations, or with clinical groups
Workforce support **before** Medicaid benefit launch

- Funding through **NJ Department of Health** and non-profits:
  - Established four community doula pilot sites in the state
  - Provided free training of cohorts with NJ-specific community-based doula training
  - Paid for community doula services in the local community
  - Funded community doula supervisors to support reflective supervision within the workforce

- NJ worked towards a community doula-informed design of our Medicaid benefit through regular meetings with our **community-based doula stakeholder group** (next slide)
  - *Participants:* Department of Health, Community-based doulas, Non-profits, Managed Care
New Jersey’s path to benefit design and launch

Proactive Multi-stakeholder group with NJ’s community-based doulas

This group’s recommendations were adopted as NJ Medicaid policy for our doula benefit, for example:

- Accepted training must reflect “community doula” expertise
- Doula care should be available throughout perinatal period
- Shared decision making means the doula and their client to decide how many visits make sense for them
- Doulas need not practice under direct clinical supervision

01/01/2021 Community Doula Benefit Live

Ongoing Multi-stakeholder discussions

New participants: Our enrolled community doulas, Doula Learning Collaborative
Workforce support during Medicaid benefit launch

• Department of Human Services (Medicaid):
  – Dedicated staff to support doulas: **Doula Guides** and managed care **Points of Contact**
  – Increased **transparency** around our processes with trainings and documentation. See our website: [https://www.nj.gov/humanservices/dmahs/info/doula.html](https://www.nj.gov/humanservices/dmahs/info/doula.html)
  – Close **monitoring** of progress towards milestones

• Department of Health:
  – Provided **bridge funding** to pilot sites to transition from grant to Medicaid financial support
  – Funded **free supplemental trainings** for other doulas to receive community-based doula training
  – Released a Executive Directive that recognized **doulas as an essential part of the care team** during L&D
Ongoing workforce support

• Department of Human Services (Medicaid):
  – We’ve continued to provide the supports from the prior slide
  – Refining and streamlining trainings and processes

• Department of Health:
  – Funding the Doula Learning Collaborative ([http://www.njdlc.org](http://www.njdlc.org)), a statewide professional organization
    ▪ Trains new community-based doulas
    ▪ Supports trained doulas in Medicaid enrollment / billing
    ▪ Sustains workforce by providing reflective supervision
Questions?
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