



MICHIGAN DOULA MEDICAID PROVIDER

Toolkit

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Overview of Doula Medicaid Policy

Effective Jan. 1, 2023, Michigan Medicaid began reimbursing for doula services provided to Medicaid beneficiaries. In January 2023, MDHHS engaged in a partnership with Black Mothers Breastfeeding Association, Focus: Hope, and Miigwech Inc., community organizations with expertise in improving health disparities for infants of communities that have historically been marginalized, to support and assist doulas in becoming Medicaid providers. **The goal of these efforts is to support pregnant individuals in accessing doula services with compassionate, equitable, perinatal care and ultimately contribute to a reduction in Michigan’s infant mortality rate.**

INTRODUCTION

Welcome to the Doula Medicaid Policy Toolkit – your comprehensive guide to empowering and supporting expectant parents on their journey to childbirth and beyond. Doulas provide emotional, physical, and informational support to birthing individuals and their families. This toolkit is designed as a resource to equip both aspiring and seasoned doulas with the information they need to become a Medicaid Enrolled Doula in Michigan. This toolkit will cover the following: Overview of the Doula Medicaid Policy, The Doula Registry Application; Medicaid Provider Enrollment, Health Plans, Trainings, Events, Resources, and Frequently Asked Questions.



Doula services

What is a doula?

A doula is a non-medical professional who provides guidance for the service of others and who supports another person through a significant health-related experience, such as childbirth, miscarriage, induced abortion or stillbirth. Community-Based Doulas are trained community birth workers who provide culturally appropriate and kindred-spirited non-clinical emotional, physical, and informational support before, during, and after birth.

Doulas are more than just birth companions; they are advocates for informed choice, compassionate listeners, and expert guides through the complexities of pregnancy and childbirth.

It is important to embark on this journey with an open heart and a willingness to learn, for being a doula is not just a profession; it is a calling to make a meaningful impact on

the lives of families during one of the most significant moments they will ever experience. By offering support and information, doulas empower parents to make informed decisions, ensuring that their childbirth experience aligns with their values and desires. From prenatal education to labor and postpartum support, doulas stand by families every step of the way, fostering confidence, comfort, and a sense of security. Doula support has been proven to be a safe and cost-effective intervention to improve birth outcomes (Greiner et al., 2019; Salinas et al., 2022; Sobczak et al., 2023). Doula services have also proven to positively impact the social determinants of health, support birth equity, and decrease existing health and racial disparities. This toolkit is your trusted companion, offering guidance and resources as you navigate the path to becoming a Doula Medicaid provider.

MDHHS Approved Doula Training programs

The MDHHS Doula [Initiative](#) maintains the MDHHS Doula Registry to support access to doula services statewide. In order to be listed on the MDHHS Doula Registry, individuals must complete a doula training from one of the MDHHS-approved doula training programs.

Doula Advisory Council

The Michigan [Doula Advisory Council](#) works to inform the advancement of doula services in Michigan as a result of the Medicaid doula reimbursement policy. The Michigan Doula Advisory Council includes representation from doulas across the state of Michigan. The diverse Council membership represents, to the extent possible, the various communities and settings in which doula services are provided. The goals/objectives of the council include:

1. Promoting the advancement of doula services statewide in an effort for Michigan families to have equitable access to doula services.
2. Providing advisement to the Michigan Department of Health and Human Services (MDHHS) Doula Initiative on policies, applications, and resource

documents with the goal of making doula services accessible to families and increasing the Medicaid enrolled doula workforce.

3. Expanding the doula workforce by creating opportunities for individuals statewide to receive approved doula training and attend additional ad hoc trainings for doulas.
4. Advising on continuing education content and offerings to benefit the statewide doula workforce and raise awareness of the benefits of doula services.
5. Informing the MDHHS Doula Initiative regarding activities that promote access to doula care statewide.

Brief overview of partners & roles

Michigan Health Endowment Fund

The Michigan Health Endowment Fund works to improve the health and wellness of Michigan residents and reduce the cost of healthcare, with a special focus on children and seniors. You can find more information about the Health Fund at mihealthfund.org.

Black Mothers' Breastfeeding Association (BMBFA)

Established in 2007, Black Mothers' Breastfeeding Association (BMBFA) is a leading Detroit-based 501(c)(3) non-profit dedicated to reducing racial inequities in breastfeeding support for Black families. BMBFA achieves its mission through direct services, training and education, advocacy, and maternal child health technology.

BMBFA is highly regarded for its commitment to amplifying the voices of Black mothers and incorporating their lived experiences into every aspect of its programs. For over 10 years, BMBFA has been a local leader in community-based doula training, providing culturally tailored education and certification for doulas who serve within its community.

In addition to its training programs, BMBFA operates home visiting initiatives, including breastfeeding peer counselor services and community-based doula care. These programs ensure that Black mothers receive ongoing,

individualized care and guidance throughout pregnancy, childbirth, and the postpartum period.

The organization's flagship initiative, Black Mothers' Breastfeeding Club, has served the Detroit community for over 16 years and has been replicated across the country. BMBFA is also behind key national innovations such as the Birth & Breastfeeding Leadership Institute and the B'Right Hub, a virtual community for parent clubs.

Beyond its groundbreaking programs, BMBFA co-created Black Breastfeeding Week and anchors the Black Breastfeeding Caucus. Recognized for its expertise in health equity, BMBFA has contributed recommendations to the *U.S. Surgeon General's Call to Action to Support Breastfeeding* and received honors including two Spirit of Detroit Awards and a *Special Tribute* from the State of Michigan.

Miigwech Inc.

[Miigwech, Inc.](#) is a 501(c)3 nonprofit organization established under Waganakising Odawak Statute 2003-07 of the Little Traverse Bay Bands of Odawa Indians. The organization supports Tribal Sovereignty as Indigenous Peoples and sees the value in everyone. While prioritizing the needs of Indigenous brothers and sisters, Miigwech, Inc. seeks to better the entire community and aims to be a catalyst for positive change, starting in Little Traverse Bay.

Since gaining nonprofit status in 2021, Miigwech, Inc. has continued to strive toward the ideal upon which it was founded: Mino-Bimaadiziwin (The Good Life). This encompasses a long life free from illness and misfortune; a life of longevity, wellbeing, and connection; a good and honest life; and social solidarity through compassionate acts of giving.

Focus: HOPE

Recognizing the dignity and beauty of every person, [Focus: HOPE](#) pledges intelligent and practical action to overcome racism, poverty, and injustice and to build a metropolitan community where all people may live in freedom, harmony, trust, and affection. Over the years, Focus: HOPE has become a trusted community anchor. Focus: HOPE's work is built on the idea that opportunity can change everything. For over 50 years, Focus: HOPE has continued to fight racism, poverty, and injustice. Today, their mission is as critical as ever. With passion, persistence, and you as a partner, Focus: HOPE continues the legacy of its founders. Together, we will make their work live on. Each year, Focus: HOPE serves thousands of community members across Southeast Michigan. Through its programs, an intergenerational and holistic mix of services to help disrupt the effects of racism, poverty, and other forms of social injustice is provided to the community.

Visit [Michigan Department of Health and Human Services](#) to learn more about the Division of Maternal and Infant Health.



Benefits of participation

Medicaid reimbursement for doula services ensures that more families have access to the emotional, physical, and informational support that doulas provide, leading to more positive birthing experiences. Doulas who plan to become Medicaid providers and seek reimbursement for their services will be in a strong position to provide advocacy, education, and empowerment services to a diverse population of Medicaid beneficiaries.

This increased accessibility can lead to improved maternal and infant health outcomes, especially among communities that have been historically marginalized. The MDHHS Doula Initiative provides continuing education opportunities so doulas can learn about the most up-to-date research, techniques, and practices in maternal and infant health. This helps position doulas to provide skillful and compassionate support to people receiving Medicaid services.



WHERE TO START?

Doula Registry Application

The [MDHHS Doula Initiative](#) maintains the MDHHS Doula Registry to support access to doula services statewide. The first step to becoming a Medicaid enrolled doula is being part of the Doula Registry. In order to be listed on the MDHHS Doula Registry, individuals must complete a doula training from one of the [MDHHS-approved doula training programs](#). This is how MDHHS verifies that doulas have completed one of the MDHHS-approved doula training programs required to receiving Medicaid reimbursement for doula services. Doulas must submit a Doula Registry application along with verification that they have completed one of the required training.



[Doula Activities Checklist](#)



[Doula Registry Application](#)

BECOME A MDHHS CERTIFIED DOULA CHECKLIST

| Activities | Date |
|---|------|
| Complete a MDHHS-approved qualified doula training program | |
| Complete an MDHHS Doula Registry Application. You will need: <ul style="list-style-type: none"> • A computer or tablet with Microsoft Word • Email address • Copy of your doula program certificate • How will you receive implicit bias training annually? • How will you provide referrals to local partners? | |
| Do you wish to become a Medicaid Provider? If yes, continue below. | |
| Apply for a Type 1 (Individual) National Provider Identifier (NPI) You will need to: <ul style="list-style-type: none"> • Have an email, phone number, and address Create an Account at NPPES • Apply for an NPI for myself Create a provider profile • Share & Enter Health Information Exchange: Endpoints if needed Enter Taxonomy Code • Check for Errors, Submission Certification and Submission Confirmation | |
| Register for SIGMA Vendor Self-Service (VSS) <ul style="list-style-type: none"> • Register for a new vendor account • Verify your email address • VSS transitions to the SIGMA Vendor Self Service Login Screen Complete New Vendor Account Information • Enter banking information for EFT • Submission confirmation and vendor set up complete | |
| Register for a MILogin Account for Access to CHAMPS | |
| Complete an online application in the Community Health Automated Medicaid Processing System (CHAMPS) | |
| Enroll/Credential with a Medicaid Health Plan | |

Medicaid Provider Enrollment

To obtain reimbursement for doula professional services to Medicaid beneficiaries, enrollment as a Medicaid provider is required. To be considered as a Medicaid provider, qualified Doulas must be at least 18 years of age and possess a high school diploma or equivalent. MDHHS will approve doulas who have completed training provided by an MDHHS approved doula training program or organization and who have completed an application and training certificate. To become a Medicaid Enrolled Doula provider, all of the following steps must be completed:

Step 1 Complete an MDHHS [Doula Registry Application](#)

Step 2 Apply for a Type 1 (Individual) [National Provider Identifier \(NPI\)](#)

Step 3 Register for [SIGMA Vendor Self-Service \(VSS\)](#)

If you are a payee/vendor/grantee, the State of Michigan SIGMA Vendor Self Service (VSS) system can be useful for managing your information, financial transactions, and exploring business and grant opportunities. To begin, click on the Register button and fill out the electronic application. The system is user-friendly and provides a variety of services for payees/vendors/grantees.

Step 4 Register for a [MI Login Account for Access to the Community Health Automated Medicaid Processing System \(CHAMPS\)](#)

CHAMPS is the MDHHS web-based Medicaid Management System. Its subsystems include Provider Enrollment, Eligibility and Enrollment, Prior Authorization, Claims and Encounters, and Contracts Management. You can use CHAMPS to complete several functions online, such as provider enrollment, claims status, direct claim entry, batch claim submission, prior authorization, eligibility verification, member search, and more.

Step 5 Complete an online application in the CHAMPS

Be mindful that this process can take several weeks from start to finish. To ensure you have all the required materials prior to starting the process refer to the (Doula Activities Checklist).





CHAMPS Provider Support staff are available to assist prospective and current providers in navigating the CHAMPS system.

Phone: 1-800-292-2550 option 4.

Email: Providersupport@Michigan.gov

Monday through Friday 8:00 am to 5:00 pm EST.

Closed on all State and major holidays.



HEALTH PLANS 101

Credentialing

Credentialing is a process to establish a formal relationship with the Medicaid Health plan for billing purposes.

Doulas must complete the credentialing process and acquire a contract from a Medicaid Health Plan prior to providing services to Medicaid Health plan clients. ***The contract will contain an “effective date.” The “effective date” is the date that you have been approved by the Health Plan to begin billing for services for payment. To ensure that you receive payment for your services, wait until after the effective date.*** Doulas only need to contract with those specific Medicaid Health Plans in their service area.

It is important that you review the contract requirements for each Medicaid Health Plan, as the requirements may differ across health plans. Specific Health Plan contract requirements can be found on the individual Health Plan website. A listing of Medicaid Health Plans by county can be found [here](#), or for doula-specific

assistance with the Health Plan, the Medicaid Health Plan Doula contact list can be found [here](#). Doulas do not need to wait to receive a contract from one Health Plan before initiating the credentialing process with additional Health Plans. Please note it can take up to 90 calendar days to process your contract.

To complete the initial credentialing application, a computer or Tablet with Microsoft Word software is needed. You can be credentialed through the state of Michigan and the Health plan with your business name or as an individual. As an individual, you will need your Social Security Number (SSN). As a business, you will need your employer identification number (EIN). This information is important for income tax preparation purposes. Health Plans will report your earnings to the IRS and provide a 1099 tax form for tax preparation. Please contact a licensed tax professional to ensure accuracy in your documentation.

Essential Documentation/Recordkeeping for Medicaid Billing

Accurate documentation is essential when providing doula services to Medicaid members to ensure proper reimbursement. To comply with Medicaid record-keeping requirements, documentation must include the start and end times of services provided and a detailed description of professional services provided. Furthermore, keeping detailed records will help you avoid potential errors and ensure that you receive the full compensation you deserve for the services provided. To ensure services will be considered for reimbursement, doulas must verify in CHAMPS that an individual is actively enrolled in Medicaid and to identify which Medicaid Health Plan they are enrolled with.

It's crucial to ensure that the client is eligible for the doula service before providing any services. This means confirming that they are currently enrolled in Medicaid and that doula services are covered under their plan. To do this, you will need to collect the client's name, gender, Medicaid ID, and date of birth. Once you have this information, you can verify their eligibility with the Medicaid provider network. It's essential to confirm their eligibility before providing any services to avoid performing services that are not covered by the Medicaid provider. Please note that your documentation may be subject to review and post-payment audit, so it is imperative to maintain accurate and thorough records that are HIPAA compliant at all times.

Sample documentation templates are provided here:



[Doula Postpartum Sample Documentation Template](#)



[Sample Doula Progress Note](#)

DOULA POSTPARTUM SAMPLE DOCUMENTATION TEMPLATE

(Medicaid policy-required documentation led with an asterisk)

*A standing recommendation that doula services are medically necessary and should be offered to families covered by Medicaid insurance is issued from MDHHS Chief Medical Executive.

Date: _____

S M T W T F S

*TIME OF SERVICE:

Begin _____ am/pm End _____ am/pm

Doula Name: _____

Doula NPI# _____

Client Name: _____

Partner present? Yes / No _____

Partner Name: _____

Baby's Name: _____

Birthday: _____

Provider: _____

VISIT AGENDA

Birth Story

Health Concerns and PPD Questionnaire

Self-Care

Nutrition & Exercise

Breastfeeding

Newborn Care & Parenting

» Challenges and Concerns

» Needs and Expectations

» Coping Strategies

» Likes and Dislikes

» Religious or Cultural Beliefs

Needs Assessment

» Community Resources

Other: _____

GENERAL INFO

Contract and Fees Overview _____

Postpartum Visits Overview _____

*DESCRIPTION OF SERVICES (Visit details)

Referrals / Resources Provided _____

Client Signature _____



SAMPLE DOULA PROGRESS NOTE

Medicaid

Beneficiary Name * _____

Beneficiary Insurance: * _____

Beneficiary Medicaid I.D. Number: * _____

Time In: * _____

Time Out: * _____

Location of Visit * _____

Type of Visit * _____

Prenatal Services: What problem(s) did you address during your visit? *

Reinforcing practices known to promote positive outcomes such as breastfeeding

Supporting personal and cultural preferences around childbirth

Identifying and addressing social determinants of health

Educating regarding newborn care, nutrition, and safety

Supporting beneficiary in attending recommended medical appointments

Coordinating referrals to community-based support services (e.g., Women, Infants and Children [WIC] program, behavioral health services, transportation, home visiting services)

Educating on the identification of urgent maternal warning signs (headache, dizziness, thoughts of harm to baby or self, changes in vision, fever, trouble breathing, chest pain, severe belly pain, severe nausea, baby's lack of movement, vaginal bleeding, leg pain, extreme safe swelling, exhaustion)

Assisting with the development of a birth plan

Promoting health literacy and knowledge

Providing emotional support and encouraging self-advocacy

Labor and Delivery Services: What problem(s) did you address during your visit?

Supporting breastfeeding

Providing continual physical comfort measures, information, and emotional support

Advocating for beneficiary needs

Being an active member of the birth team



Postpartum services: What problem(s) did you address during your visit? *

- Supporting breastfeeding / infant feeding
- Supporting personal and cultural preferences around early parenting
- Identifying and addressing social determinants of health
- Educating regarding newborn care, nutrition, and safety
- Supporting beneficiary in attending recommended medical appointments
- Coordinating referrals to community-based support services (e.g., Women, Infants and Children [WIC] program, behavioral health services, transportation, home visiting services, etc.)
- Educating on the identification of urgent maternal warning signs (headache, dizziness, thoughts of harm to baby or self, changes in vision, fever, trouble breathing, chest pain, severe belly pain, severe nausea, baby’s lack of movement, vaginal bleeding, leg pain, extreme safe swelling, exhaustion)
- Grief support services

Intervention(s) *

- Physical Support
- Emotional Support
- Educational Support
- Resource & Referral Support: Navigation of Social Determinants of Health (SDOH)

What other problem(s) did you address during your visit? *

- Abuse/Neglect: Z62.810 Personal history of physical and sexual abuse in childhood
- Abuse/Neglect: Z62.811 Personal history of psychological abuse in childhood
- Abuse/Neglect: Z91.410 Personal history of adult abuse
- Economic Difficulties: Z59.5 Extreme poverty
- Economic Difficulties: Z59.6 Low income
- Economic Difficulties: Z59.86 Financial insecurity
- Economic Difficulties: Z59.87 Maternal hardship
- Education and Literacy: Z55.0 Illiteracy and low-level literacy
- (Un)Employment Z56.0 Unemployment, unspecified
- (Un)Employment Z56.1 Change of job
- (Un)Employment Z56.3 Stressful work schedule
- Family/Support/Relationship: Z63.0 Problems in relationship with spouse or partner
- Family/Support/Relationship: Z63.1 Problems in relationship with in-laws
- Family/Support/Relationship: Z63.31 Absence of family member due to military deployment
- Family/Support/Relationship: Z63.5 Disruption of family by separation and divorce
- Family/Support/Relationship: Z63.79 Other stressful life events affecting family and household

- Food Insecurity: Z59.41 Food insecurity
- Housing and Economic Circumstances: Z59.00 Homelessness
- Housing and Economic Circumstances: Z59.1 Inadequate housing
- Legal/Crime: Z65.2 Problems related to release from prison
- Legal/Crime: Z65.3 Problems related to other legal circumstances
- Legal/Crime: Z65.4 Victim of crime and terrorism
- Lifestyle and Risky/Harmful Behaviors: Z72.3 Lack of physical exercise
- Lifestyle and Risky/Harmful Behaviors: Z72.4 Inappropriate diet and eating habits
- Lifestyle and Risky/Harmful Behaviors: Z72.51 High risk heterosexual behavior
- Lifestyle and Risky/Harmful Behaviors: Z72.52 High risk homosexual behavior
- Lifestyle and Risky/Harmful Behaviors: Z72.53 High risk bisexual behavior
- Lifestyle and Risky/Harmful Behaviors: Z72.6 Gambling and betting
- Lifestyle and Risky/Harmful: Behaviors: Z91.5 Personal history of self-harm
- Social Concerns: Z60.0 Problems of adjustment to life-cycle transitions
- Social Concerns: Z60.2 Problems related to living alone
- Social Concerns: Z60.5 Target of (perceived) adverse discrimination and persecution
- Social Concerns: Z63.79 Other stressful life events affecting family and household
- Substance Use: Z63.72 Alcohol and drug addiction in family
- Substance Use: Z72.0 Tobacco use
- Transportation: Z59.82 Transportation insecurity

Outcome 1: What did the beneficiary do as a result of the intervention? *

Outcome 2: Did the intervention resolve the problem? *

- Yes
- No
- In Progress



Next Steps / Plan: What will happen the next time that you meet with the beneficiary? *

Date
Month _____ Day _____ Year _____

Doula Name
First Name _____ Last Name _____

Billing & Reimbursement Guidance

Medical billing can be overwhelming and time-consuming. This section provides some key information and practical tips to assist you with navigating the billing process effectively, so you focus on your primary role of assisting parents during childbirth and not be bogged down with the administrative aspects of your professional practice. Claims for Medicaid Fee-for-Service beneficiaries (often referenced as “Straight Medicaid”) should be submitted in CHAMPS.

For doula services rendered to individuals enrolled in a Medicaid Health Plan, you will need to consult with each Medicaid Health Plan for reimbursement and claims submission information. Please keep the following information in mind: Doulas should be aware that they can submit their billing after providing the services. If the claim submitted is error-free and meets all requirements, payment will be made within 2-4 weeks. However, if the claim is denied due to errors, it is important to note that correcting the claim or requesting reconsideration may take additional time, resulting in a delay of payment by several months. You will also need a business or personal bank account to receive your Medicaid reimbursements.

Helpful billing and claims resources

[MDHHS Doula Services Billing Guidance](#)
(includes information on reimbursement rates and diagnosis codes)

Medicaid Health Plans Billing and Claims:

- » [United Healthcare](#)
- » [Molina](#)
- » [Aetna](#)
- » [Blue Cross Complete of Michigan](#)
- » [Meridian](#)
- » [McLaren of Michigan](#)
- » [HAP Care Source - Contract Providers](#)
(also includes inquiry information on how to gain access to their portal for billing)
- » [Priority Health](#)
- » [The Upper Peninsula Health Plan \(UPHP\)](#)



What to do if a claim is rejected:

Next steps - corrected claim, appeal, or reconsideration request.

If your claim has been rejected, please contact the Health Plan directly for guidance.



TRAININGS, MENTORSHIP OPPORTUNITIES, AND EVENTS.

As someone who is interested in becoming a doula, it's important to know that the journey can be transformative and rewarding. It requires not only knowledge and skills but also guidance and support to navigate the process. Whether you are just starting or looking to enhance your existing skills, there are many resources available to you. One of the most valuable resources is attending trainings and workshops for professional development and growth. These events provide an opportunity to learn from experienced doulas and gain new insights into the field. The MDHHS Doula Initiative provides continuing education opportunities so doulas can learn about the most up-to-date research, techniques, and practices in maternal and infant health. This helps position doulas to provide skillful and compassionate support to people receiving Medicaid services.

Additionally, they offer a chance to connect with other doulas and build a supportive network. Another pathway to growth and development as a doula is through mentorship. Becoming a mentor or mentee can be a great way to gain guidance, support, and encouragement from someone who has already been through the journey. It's also an opportunity to give back to the community by sharing your knowledge and experience. No matter where you are on your doula journey, there are resources available to help you grow and thrive.



Sign up for Doula Updates to learn about continuing education and other opportunities.
[Michigan Dept of Health & Human Services](#)



HELPFUL RESOURCES

Michigan Department of Health and Human Services

MDHHS-MIDoula@michigan.gov

Partner organizations

Black Mothers' Breastfeeding Association

Phone Number: (800) 313-6141
Email: info@bmbfa.org
Website: <https://blackmothersbreastfeeding.org/>

Focus: HOPE

Phone Number: (313) 494-5500
Website: <https://www.focushope.edu/>

Miigwech Inc

Phone Number: (231) 753-8821
Email: info@miigwechinc.org
Website: <https://www.miigwechinc.org/>



STARTING YOUR DOULA PRACTICE

Many doulas operate their own businesses, allowing them to exercise their entrepreneurial skills. Managing a doula practice provides an opportunity for business development and financial independence. Below is a list of resources that can assist you with starting or maintaining your doula practice:

1. Health Insurance Portability and Accountability Act (HIPAA) Compliance Resources

- » [United States Department of Health and Human Services \(US DHHS\)](#) provides an explanation of HIPAA standards for professionals.
- » There is a monthly cost for a HIPAA-compliant electronic charting and electronic submission of claims.
- » It is highly recommended that you take a HIPAA training course through one or more Health Plans with which

you are credentialed. This will give you a comprehensive understanding of HIPAA.

- » HIPAA Security Checklist provides information to ensure that your doula business practices are HIPAA compliant.

2. Insurance

Medicaid Health Plans require that all contracted Medicaid providers obtain and maintain active automobile and liability insurance. Liability insurance and/or commercial insurance can have varying costs dependent upon where you hold your policy.

3. Establishing an LLC

- » [The Michigan Licensing and Regulatory Affairs](#) provides a list of forms for establishing a Limited Liability Company (LLC). If you are

a Tribal Citizen, we encourage you to review your Tribal Government Business Code for guidance on filing an LLC under sovereign authority. This will help ensure compliance with Tribal laws and regulations while honoring your sovereign status.

4. Billing

Doulas may be required to learn different software platforms for billing and receiving reimbursement.

Personal or business bank account information is required.

» Electronic Remittance Advice (ERA)

An Electronic Remittance Advice (ERA) in medical billing is, to be technical, a text-based file that explains what the payer covered, how much they will not pay, and what the patient is expected to pay (for example, co-pays and co-insurance). An ERA may have a file extension such as .txt, .dat, .x12, or .835, which contains text and computer code in a standardized format to aid processing by billing software. An ERA file is not a PDF or Excel spreadsheet, although the right software can process the data and export it, if needed, in these or other formats. In medical billing, the older, paper explanation of

benefits (EOB) has now largely been replaced by the Electronic Remittance Advice (ERA). Typically, your practice will upload batches of claims on a regular basis to a claims clearinghouse, which then sends those claims on to the relevant insurers. Once the payer processes the claim, they send it back to the clearinghouse as an ERA, which you can then access either through the clearinghouse or your Electronic Health Record (EHR).

» Electronic Funds Transfer (EFT)

An electronic funds transfer, or EFT, is the electronic message used by health plans to order a financial institution to electronically transfer funds to a provider's account to pay for health care services. An EFT includes information such as: Amount being paid, Name and identification of the payer and payee Bank accounts of the payer and payee.

5. Contracts

Doulas need to provide services under a contract. Clients should sign documents to allow Medicaid billing or call/text permission.



FAQS

[Click here](#) to check out the Michigan Department of Health and Human Services Doula Initiative Doula Provider Frequently Asked Questions Guidance.

Here are additional questions for consideration:

» ***Do I have to renew my MDHHS Doula Registration?***

As of September 2024, MDHHS does not require that Doula Registration be renewed.

Information will be publicly available on the online and printed MDHHS Doula Directory until a formal request is made to remove the individual or organization.

» ***Do I need to renew my doula certification?***

This would depend on the organization you received your doula certification from. Please contact your issuing organization for further guidance.

» ***What do I do if I no longer provide doula services or want to discontinue participation in the program?***

Doulas are allowed to discontinue services to clients. If you wish to be removed from the registration you can contact mdhhs-midoula@michigan.gov.

» ***What are the requirements for credentialing?***

Each Medicaid Health Plan has requirements that vary in your area. Contact individual health plans to meet these requirements.

» ***How long does it take to get credentialed?***

The entire process of credentialing can take up to several months depending on the Health Plan. Contact individual Health Plans for their process.

» ***What to do if you are unable to attend a birth?***

Doulas should ensure that they have a backup doula in their area who accepts their client's Medicaid insurance. If they are unable to find one, they should inform the client that they cannot guarantee the availability of a backup doula who accepts their specific health plan.

If the backup doula was present during the birth, they can bill for their services. However, the original doula will not be able to bill for the birth because only one birth claim per pregnancy is allowed. Therefore, the original doula will need to negotiate with the backup doula on how to divide the fees fairly.

» ***If I have an NPI already because of a different career, do I need a new NPI?***

Not usually, you can add the doula taxonomy number (374J00000X) to the existing NPI number.

» ***How will doulas stay updated on state mandates and any changes to policy?***

Doulas are advised to check the MDHHS website regularly to stay up to date on changes to policy.

» ***Will a doula still need their own insurance if not in private practice?***

Each organization sets their own guidelines around insurance. Contact the head of your organization to ensure that they meet these requirements if you are not in private practice.

» ***How can changes, requests for removal, or updates be made to the doula registry?***

Contact mdhhs-midoula@michigan.gov and sign up for updates [here](#).

» ***What to do if a claim is rejected***

If your claim has been rejected, please contact the Health Plan directly for guidance.

References

Greiner, K. S., Hersh, A. R., Hersh, S. R., Remer, J. M., Gallagher, A. C., Caughey, A. B., & Tilden, E. L. (2019). The Cost-Effectiveness of Professional Doula Care for a Woman's First Two Births: A Decision Analysis Model. *Journal of Midwifery & Women's Health*, 64(4), 410-420. <https://doi.org/10.1111/jmwh.12972>

Salinas, J. L., Salinas, M., & Kahn, M. (2022). Doulas, Racism, and Whiteness: How Birth Support Workers Process Advocacy towards Women of Color. *Societies*, 12(1), 19.

Sobczak, A., Taylor, L., Solomon, S., Ho, J., Kemper, S., Phillips, B., Jacobson, K., Castellano, C., Ring, A., Castellano, B., & Jacobs, R. J. (2023). The Effect of Doulas on Maternal and Birth Outcomes: A Scoping Review. *Cureus*, 15(5). <https://doi.org/https://doi.org/10.7759/cureus.39451>



Appendix: Useful Links

- 1. Aetna**
Billing and Claims: <https://www.aetnabetterhealth.com>
- 2. Black Mothers' Breastfeeding Association (BMBFA)**
Phone Number: (800) 313-6141
Email: info@bmbfa.org
Website: <https://blackmothersbreastfeeding.org>
- 3. Blue Cross Complete of Michigan**
Billing and Claims: <https://www.mbluecrosscomplete.com>
- 4. Every Mother Counts Business Plan**
Website: <https://everymothercounts.org/wp-content/uploads/2019/03/Advancing-Birth-Justice-CBD-Models-as-Std-of-Care-3-25-19.pdf>
- 5. Focus: HOPE**
Phone Number: (313) 494-5500
Email: lakeshia.grant@focushope.edu
Website: <https://www.focushope.edu>
- 6. HAP CareSource**
Billing and Claims: <https://www.hap.org>
- 7. HealthConnect One Doula Business Plan**
Website: <https://healthconnectone.org/publications/>
- 8. HIPAA Resources**
HIPAA Security Checklist: <https://www.hhs.gov/hipaa/for-professionals/index.html>
- 9. McLaren Health Plan**
Billing and Claims: <https://www.mclaren.org>
- 10. MDHHS Doula Registry Application**
Website: <https://www.michigan.gov/mdhhs>
- 11. Meridian Health Plan**
Billing and Claims: <https://www.mimeridian.com/>
- 12. Michigan Health Endowment Fund**
Website: <https://mihealthfund.org>
- 13. Miigwech Inc.**
Phone Number: (231) 753-8821
Email: info@miigwechinc.org
Website: <https://www.miigwechinc.org>
- 14. Molina Healthcare**
Billing and Claims: <https://www.molinahealthcare.com>
- 15. Motor City Doula Association**
Facebook Page: https://www.facebook.com/people/Motor-City-Doula-Association/61553361506753/?_rdr
- 16. Priority Health**
Billing and Claims: <https://www.priorityhealth.com>
- 17. United Healthcare**
Billing and Claims: <https://www.uhcprovider.com>
- 18. Upper Peninsula Health Plan (UPHP)**
Billing and Claims: <https://www.uphp.com>



Focus: HOPE

