

# Doula Advisory Committee (DAC)

## June Meeting

Facilitated by:

Government Performance Solutions, Inc. (GPS)

Wednesday, June 18, 2025

Noon - 2:00 p.m.



**COLORADO**  
Department of Health Care  
Policy & Financing



# Virtual meeting guidelines

Here are some ideas to make virtual collaboration easy on us all:



This meeting is being recorded



If your computer has a camera, please keep it on when possible. We suggest using the blur feature or virtual background.



Put your computer microphones (or phone) on mute when not speaking.



In addition to coming off mute, please use the chat feature to share ideas and ask questions



Click the Live Transcript icon at the bottom of your screen for captions

# Today's agenda

1. Welcome and roll call
2. Recap and DAC follow-up topics
3. Doula dashboard
4. DAC resources and hub update
5. DAC evaluation & next steps
6. Public comment
7. Thank You and Celebration!

# Roll call



1. Amy Barcenas
2. Amy Du
3. Britt Westmoreland
4. Ebony White
5. Elizabeth Simmons
6. Erin Ross
7. Hannah Saona
8. Helena Santos
9. Kaja Rumney
10. Koryn Holden
11. Laurel Hicks
12. Nicki Dunnivant
13. Phoebe Montgomery
14. Sydney Comstock
15. Tayla Kelly
16. Whitney Buckendorf
17. Wivine Ngongo

# Updates

We have limited time for updates today - **only 5 minutes**. So to be fair to everyone, we are...

- Please keep updates succinct, and share any additional information in the chat
  - All chat contributions are captured and will be shared in the meeting notes

# Health Care Policy & Financing Representatives

Susanna Snyder - Child and Family Health Division Director

Sarah Martinez - Reproductive Health Unit Program Coordinator

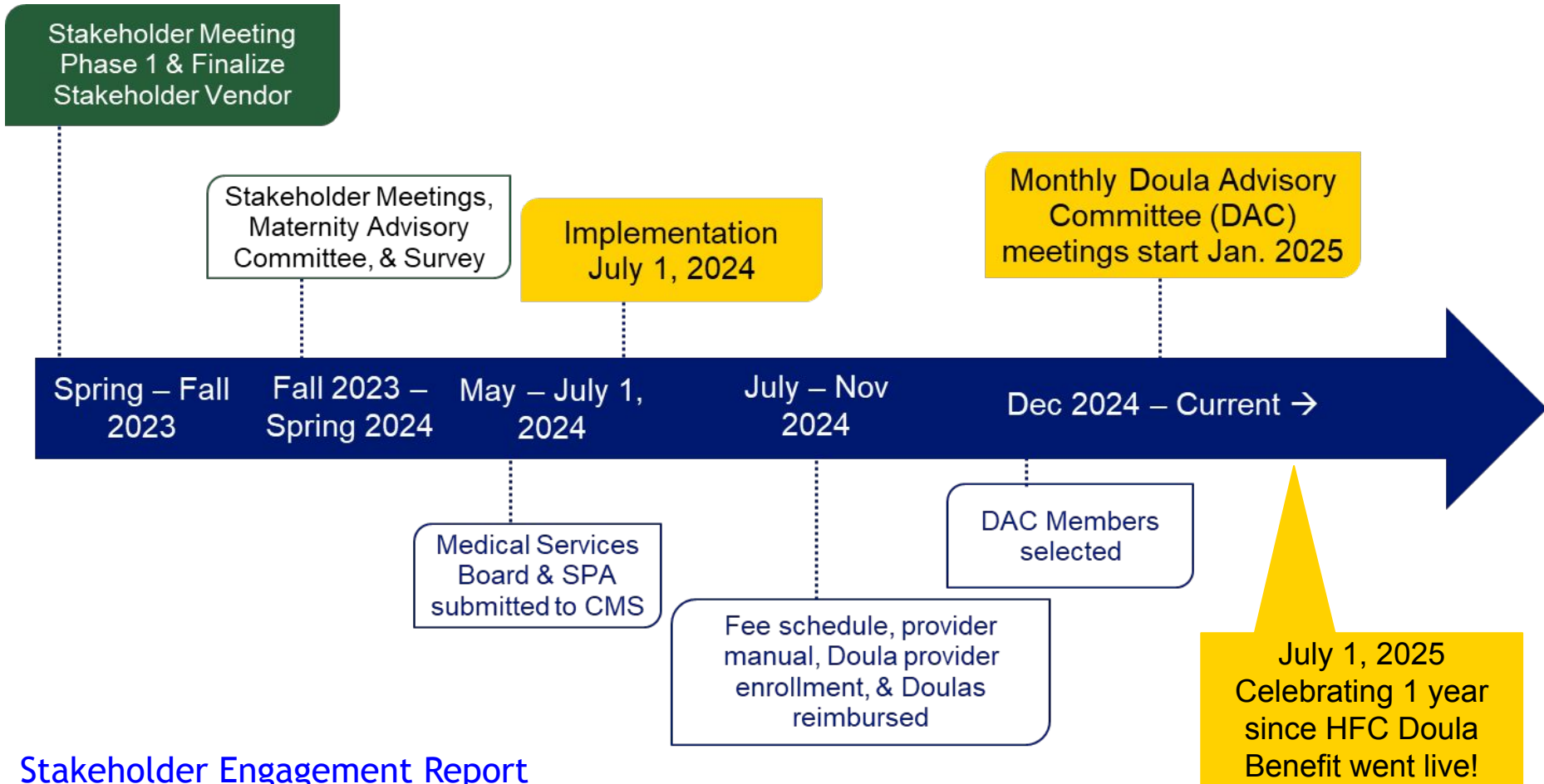
Laura James - Project Manager, Strategic Unit

Annette Dayley - Reproductive Health Implementation Specialist

# Recap



# Key milestones: Health First Colorado (HFC) Doula benefit





# Quick recap

The Department created the DAC to gather diverse input on topics related to the Health First Colorado Doula benefit, with the goals of:

- Increasing Health First Colorado (HFC) Members' access to the Doula benefit,
- Improving HFC Members' birthing experiences and outcomes, and
- Listening to DAC recommendations to improve the Doula benefit while balancing diverse views and working within budget limits and regulatory requirements.

[Colorado's Medicaid Program Now Covers Doula Services](#) is a great story about the progress towards these goals!

# DAC responsibilities recapped

## *In scope*

Related to Health First Colorado (HFC)  
Doula benefit:

1. Participate in the discussions
2. Offer your opinions, ideas, and feedback
3. Ask questions to understand the issues and challenges better
4. Represent the voice of people in your community
5. Collaborate to find common ground and make informed decisions

## *Out of scope*

1. Making policy and budget decisions for the HFC Doula benefit
2. Promulgate rules
3. Speaking on behalf of HCPF

# DAC May Meeting Follow-Up Topics



# Follow up topics

- Q&A from previous DAC meetings
- Meeting eval highlights

# Q&A From Previous DAC Meetings (1 of 5)

## Doula Work and Medicaid Challenges

**Q1: How can Doulas protect their personal contact information?**

- DAC Members shared the following three options:
  1. Using HIPAA-compliant email through Google Workspace (\$12-\$20/month).
  2. Encrypted messaging apps like Signal or WhatsApp.
  3. Services like Doxy for secure communication.

**Q2: Do Doulas need HIPAA training, and can Doulas use their personal cell phone?**

- Doulas should follow HIPAA and if they are not aware of HIPAA requirements, they should take a HIPAA training to ensure they understand and comply with privacy regulations.
- While they can use their personal cell phones for phone calls, it's important to note that standard texting is not HIPAA-compliant. To protect client information, Doulas should use encrypted messaging services or HIPAA-compliant email for any written communication.

**Q3: What support is available for new Doulas after training?**

- All four scholarship partner organizations committed to supporting scholarship recipients to enroll as HFC Doulas - resources will be updated and shared on the webpage for doulas interested in becoming HFC/CHP+ doulas.

# Q&A From Previous DAC Meetings (2 of 5)

**Q4: Is there a need for fraud, waste, and abuse training for Doulas?**

- Yes, Doulas must be aware of compliance risks to avoid accidental violations. Training on Medicaid rules and documentation requirements is recommended.

## **Future Considerations & Recommendations**

**Q1: Can the DAC have a role in selecting training organizations in the future?**

- Some DAC members suggested that the committee should have input in future selections of approved training organizations and those managing future scholarships. At this time, there are not additional funds for scholarships.

**Q2: Should the DAC create a mentorship program for scholarship recipients?**

- There is strong interest in this, potentially through a Facebook group or other networking opportunities led by doulas for doulas.

# Q&A From Previous DAC Meetings (3 of 5)

## CPR Requirements

**Q1: Are there specific CPR classes for doing CPR on pregnant people? Or is the requirement not specific in which class to take?**

- The training provided on the doula webpage for enrollment specifies adult and infant CPR.

**Q2: Does it matter if the training is done online or person?**

- The Department does not have a requirement.

**Q3: Can we contact the approved Doula Training organizations and have them include CPR in their curriculum?**

- A DAC member mentioned that some Doula training organizations already include CPR.

# Q&A From Previous DAC Meetings (4 of 5)

**Q5: In considering liability for NOT doing CPR, couldn't someone who is trained in CPR be liable for failure to act if they DON'T perform it? For example, as a nurse, I am obligated and could be held liable if I fail to do so. Is there a Duty to Act?**

- From a DAC member, there is no "duty to act," even if trained, unless you hold a license or are in a professional position like a nurse.

**Q6: Can we create a list of CPR training available in the state by area on the Department's Doula page? Or would that be something we would put on the Facebook page?**

- The Department is investigating whether it can compile a list of CPR courses available throughout the state.



# Q&A From Previous DAC Meetings (5 of 5)

## Liability Insurance Requirements

**Q1:** Is the only reason the insurance requirement is included because of the IT systems? Or did other groups show support for this? It seems that if the Doulas themselves have concerns about this, it should be enough reason to reconsider this requirement.

- All Health First Colorado providers are required to carry liability insurance.

The Department is currently updating its official FAQ document, which will be published in the new fiscal year (July/August timeframe).

# Meeting Evaluation Highlights

**All 6 respondents agreed or strongly agreed with the following statements:**

- This meeting was effective in moving forward the shared purpose of the DAC
- This meeting was productive in raising awareness, fostering discussion on relevant Doula topics, and/or promoting cross-system connections
- Meeting members respected and abided by our group norms
- My contributions are both welcome and received openly
- I know how and when to contribute to meetings
- I know how and when to suggest agenda items for Council meetings

**Additional feedback included:**

- DAC members learned about resources and plan to share them with partners
- Members feel the meetings are going more smoothly and are inclusive
- Members are learning about how awesome they all are :-)



**Any questions  
or concerns?**

# Department Presentation: Doula Dashboard



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# Data Approach

- The Department will maintain an internal doula data dashboard to track utilization and provider enrollment
- Equity metrics will be a focus, including metrics related to member experience
- We plan to coordinate with CDPHE to leverage Baby & You Survey data that pertains to doula use
- Outcome measures, such as maternal morbidity and mortality, are on our radar for the future

# Current Claims & Enrollment as of June 13th

Total Claims	998
Number of Unique Members served	more than 600

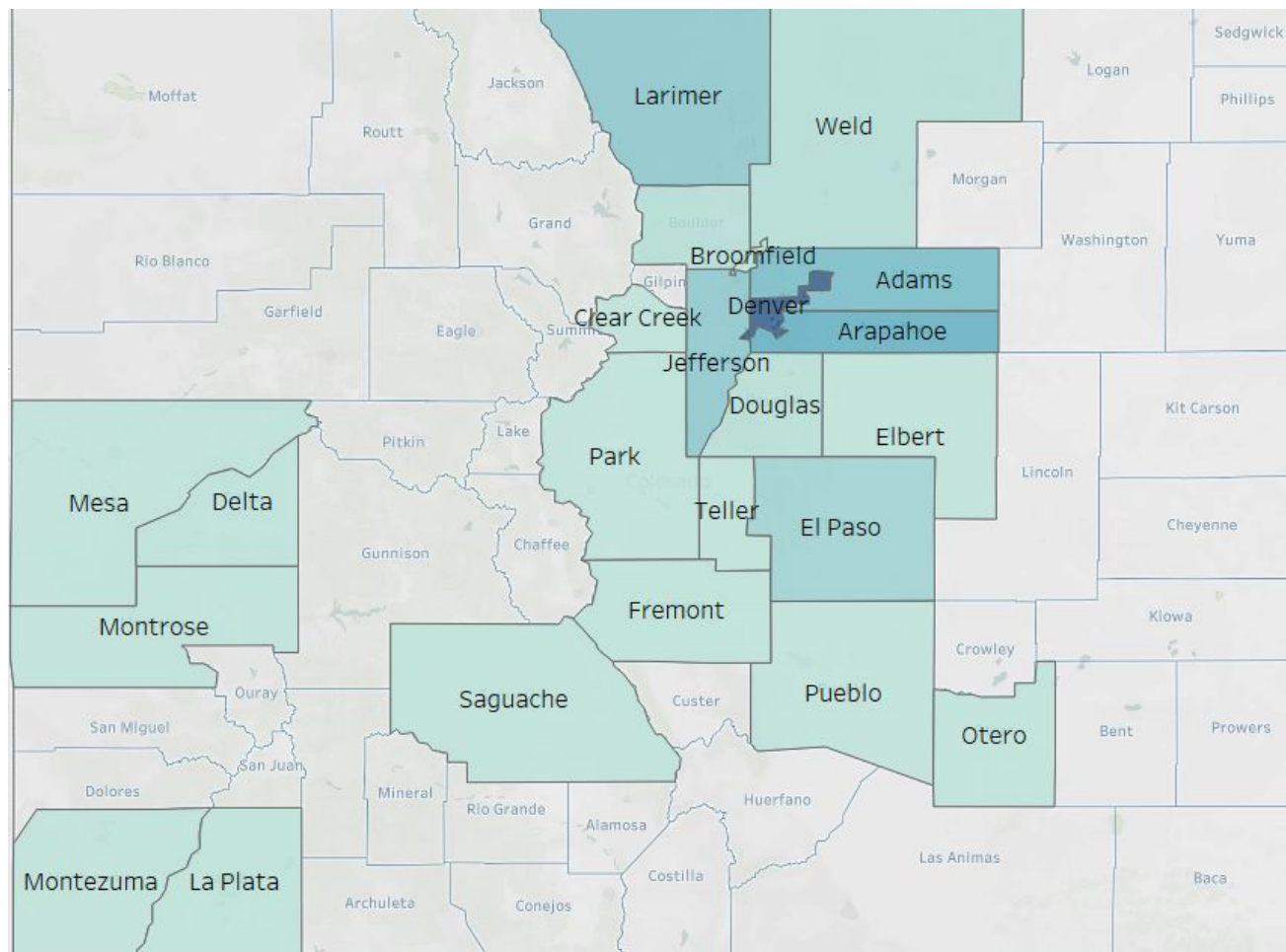
## Enrolled Providers

- 80 approved doula providers
- 18 more doula providers are in the final stages of enrollment
- 54% of approved doula providers have billed for a claim
- 48% of claims are affiliated with a hospital

# Member Utilization of Doula Services, July 2024 - May 2025

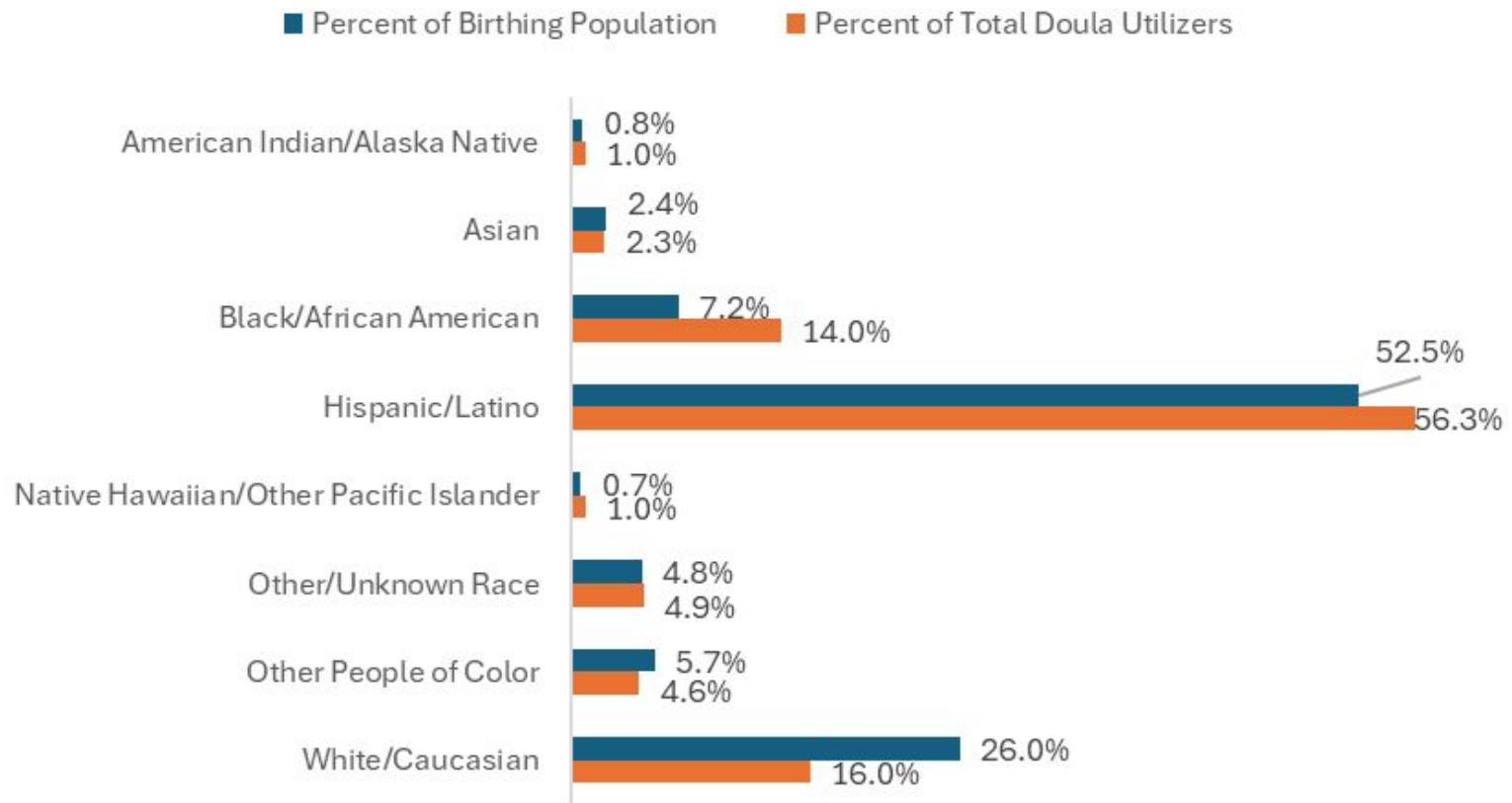
**More than 600 Members** have used doula services since the benefit launched

**79% of these members live in Metro Denver** counties with approximately 21% of doula utilizers living in rural or non-metro Denver counties



# Doula Utilization by Race/Ethnicity July 2024 - May 2025

Comparison of Members Using Doulas to the Birthing  
Population by Race/Ethnicity

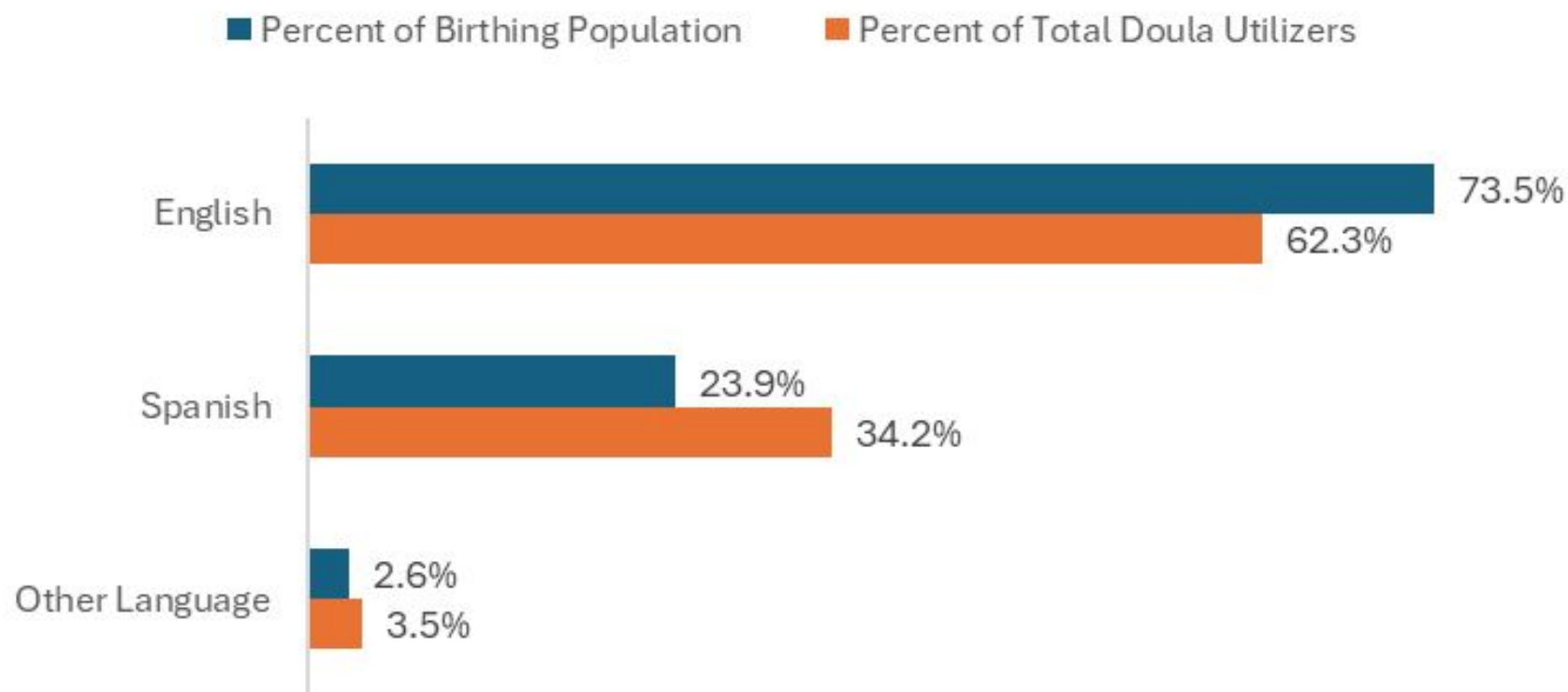




# Doula Utilization by Spoken Language

## July 2024 - May 2025

Members Using Doulas Compared to the Birthing Population by Spoken Language



# DAC discussion topics

1. What insights come to mind as you review the data available?
2. Are there other equity-focused data points that you think we should track?
3. What data do you most want to see going forward?
4. This dashboard will not be available to the public, what is the best mode to share data and information?



# Department Doula Resources

- Resource Directory
- Training Org Requirements
- Quarterly Newsletter
- Next Steps



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# Resource Directory

Category	Examples/Notes
<b>CPR Certification Training</b>	Virtual and In-person options; Include location, multiple languages offered, low-cost or sliding scale.
<b>Doula Training Programs</b>	Private organizations offering training (virtual and in-person).
<b>Liability Insurance for Doulas</b>	Insurers offering liability coverage; Include coverage types, online-application availability and monthly payment options.
<b>Medicaid Doula Enrollment Process</b>	How to become an enrolled Medicaid provider: enrollment forms and instructions
<b>Medicaid Doula Billing Information</b>	Step-by-step guides, standard codes, and billing FAQs
<b>Resource for Clients of Doulas</b>	Repository of organizations and programs to support a variety of needs for clients of HFC doulas (e.g. mental health, healthcare access/navigation, Social and family supports)
<b>Additional Resources</b>	Other trainings and resources to support doula professional development.

# Resource Directory: Key Learnings

- Conducted **6 focus groups** with active participation from DAC members and the broader doula community
- **Iterative development process** shaped by real-time feedback and user testing
- Designed to **centralize key resources** for current and prospective Health First Colorado (HFC) doulas
- **Robust but not exhaustive** — offers a strong starting point for doulas navigating enrollment, billing, training, and support
- Intended as a **living resource** that must be maintained and updated regularly to stay relevant and impactful
- Reflects **collective effort** to reduce barriers and increase clarity in accessing and using the Medicaid doula benefit

# Certification Pathway: Training Orgs

For **individuals** applying to provide doula support to Health First Colorado members and be reimbursed for services under the certification pathway, who have received a certificate of completion from an [HCPF Approved Training Organization](#).

Currently, training organizations are reviewed on a rolling basis.

# Training Org Competencies

## → Training Competencies

The organization must provide a minimum of 18 training hours total to each individual seeking doula certification. The applicant must indicate the types of education and training they provide from the list of competencies, along with providing samples of each competency listed and the organization's certificate of completion.

## → Competencies

- Anatomy of Pregnancy, Childbirth and Postpartum
- Childbirth Education
- Childbirth and Postpartum
- Diversity, Equity and Inclusion (Cultural Sensitivity)
- Developing a Community Resource List
- Family/Partner Support
- Feeding/Lactation Support
- Labor Support Techniques
- Newborn/Infant Care
- Non-medical Comfort Measures
- Pregnancy/Perinatal Support
- Postpartum/Recovery Support
- Trauma-Informed Care

# Training Org Requirements

- Name of Organization
- Name of point of contact
- Contact information
- Address
- Indicate if the listed address is where training is offered
- List where training is offered
- State Tax ID or Federal Tax ID

- Program Information
- Professional Standards of Practice statement
- Scope of doula practice statement
- Statement of non-discrimination
- Grievance procedures for client, providers, or other
- List all languages that training is offered in



# DAC Training Org discussion topics

1. What would you add/change about the training org requirements?
2. How often should training organizations be reviewed for approval?
3. For how long should training organizations be authorized?
4. What else should we consider around training organization approval?



# Quarterly Newsletter

- **Section 1: Program Overview:** This includes a summary of the Health First Colorado Doula benefit, including its objectives and link to the webpage.
- **Section 2: HCPF Doula Benefit News:** Highlight any new information, materials, templates, training, or tips related to the Doula benefit.
  - ***Subheader Sections:***
    - Guidance and Training (include Training calendar)
    - Enrollment Statistics
    - Member Moment
- **Section 3: Helpful Resources**
  - Helpful Resources
  - Contact Us

What other topics areas should we include?

# Hosting a Doula-focused session with RAE's

A [Regional Accountable Entity \(RAE\)](#) is a designated organization responsible for coordinating care for Health First Colorado (HFC) members within a specific geographic region. They play a crucial role in ensuring HFC members access physical and behavioral health services and in developing regional strategies to serve them.

The goals of the workshop are:

- Improving collaboration between HCPF and RAE's to support
- Sharing the resources available from HCPF
- Sharing needs for support
- What resources are available from the RAE's?

# Doula Hub / Directory

The department is actively exploring the hub, gathering insights on possible integrations and short, medium and long terms solutions.

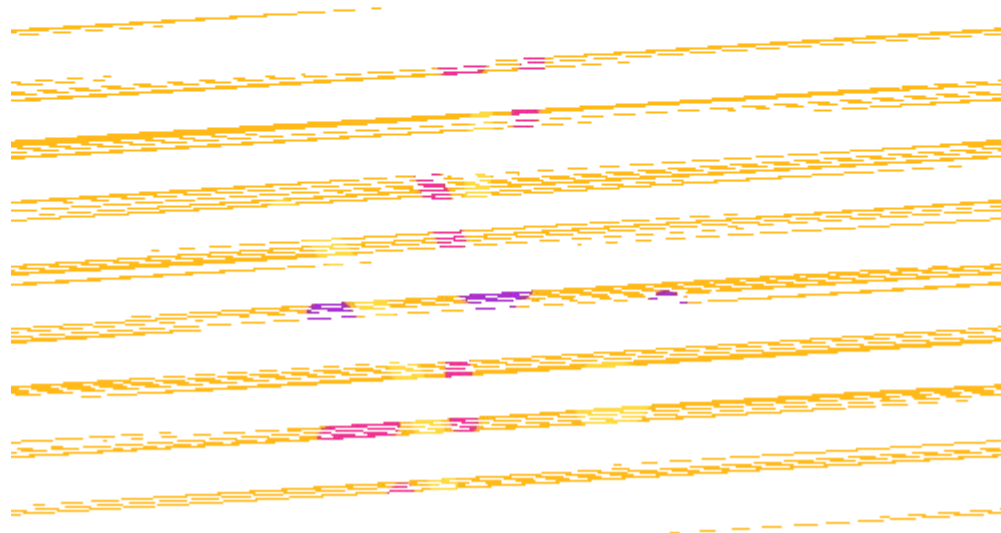
Funding challenges raise concerns about the long term feasibility of hosting a full scale doula hub.

*Discussion: What are your thoughts on a voluntary Doula Directory to be made available to the public?*

# DAC Support/Next Steps

- Thank you to all who participated in the Doula Advisory Committee (DAC).
- This is the last official meeting of the DAC.
- Currently, there is no ongoing funding to support the continued facilitation of the group after the state fiscal year ends on June 30th.
- Even though the formal committee is ending, the Department remains committed to staying connected with Doulas and hearing your feedback.
- Additional updates, resources, and engagement opportunities will continue to be communicated via email and the [Department Doula webpage](#) and a new Quarterly Newsletter.
- We deeply value your partnership and will continue to work together to strengthen access to high-quality Doula services across Colorado.

# Celebration & Thank you!



# DAC Evaluation

- What about the DAC worked well?
- What are some ongoing challenges for Doulas that HCPF should continue to focus on?
- What are some of the key successes that the DAC has contributed to?
- What recommendations do you have for continuing to stay in touch?

 Let's visit the [Lucidspark Board](#)



# Public Comment



# Public Comment

Please...

1. Wait to speak until the facilitator calls your name.
2. Make your comments within the requested time limit to allow other time to speak.

Reminder: written comments are also welcome at [hcpf\\_maternalchildhealth@state.co.us](mailto:hcpf_maternalchildhealth@state.co.us)

# Next Steps

- GPS will send a follow-up email to the DAC in the coming days.
- Please participate in resource development conversations as you are able.
- Thank you all for your engagement and participation throughout this process. We appreciate each of you!!

For all other feedback, please contact the HCPF team at [hcpf\\_maternalchildhealth@state.co.us](mailto:hcpf_maternalchildhealth@state.co.us)

# Thank you!





# Government Performance Solutions, Inc. (GPS)

[www.governmentperformance.us](http://www.governmentperformance.us)

# Additional Resources



# Department resources

- [Doula webpage](#)
- [FAQs](#)
- [Provider enrollment portal](#)
  - [Provider Training](#)
  - [Provider help](#)
- [Updated Billing Manual](#) - to bill for birth, must be in attendance at labor and delivery
  - For questions about claims or guidance with billing, call:  
**1-844-235-2387**

# Doula scholarships

For more information on the Doula scholarship opportunities, contact the 4 organizations to learn more about the scholarship program.

[Peaceful Birth Company](#) - [contact@peacefulbirthcompany.com](mailto:contact@peacefulbirthcompany.com)

[Rocky Mountain Doula](#) - [rockymtndoula@gmail.com](mailto:rockymtndoula@gmail.com)

[Roots Family Center](#) - [Crystal@rootsfamilycenter.org](mailto:Crystal@rootsfamilycenter.org)

[Denver Health Doula Program](#) - [alison.hiserodt@dhha.org](mailto:alison.hiserodt@dhha.org)

[2024 CO Stakeholder Engagement Sessions Report & Findings.pdf](#)

# Doula enrollment tips

Step 1: Acquire a National Provider Identifier (NPI)

Step 2: Gather Necessary Documents and Information & Review Forms for doulas

Step 3: Complete the Application

Step 4: Complete the Background check

For additional details, please refer to the [Quick Enrollment Guide](#)



# What are the roles and responsibilities for the DAC?

## DAC Members:

- Read all required materials to prepare for meetings
- Participate actively in 4+ DAC meetings between now and June
- Respect and consider varying perspectives, asking questions to understand differing viewpoints.
- Serve as ambassadors for the program, fostering awareness and support in their communities.

## GPS Facilitators:

- Organize, structure, and facilitate committee meetings to ensure productive discussions.
- Foster a respectful and open environment that values diverse perspectives.
- Capture meeting summary notes, decisions, and action items.

## HCPF & Other State Agencies:

- Offer resources and necessary information to support the advisory committee's work.
- Act as the primary point of contact for committee queries and clarifications.
- Use DAC input, feedback, and insights for Health First Colorado Doula program development.

# Compensation for DAC members

- Compensation for attending monthly meetings is available for people who are not otherwise compensated for their participation.
  - DAC members may receive a \$50 gift card (\$25/hour) for each 2-hour meeting they attend.
  - Gift cards will be sent electronically through email. You can choose from a list of where the gift card will be from.
- Please review the Compensation FAQ emailed to you with more information.
- If you are interested in compensation for your email [hcpf\\_maternalchildhealth@state.co.us](mailto:hcpf_maternalchildhealth@state.co.us) email with a copy of your W9.
- Reach out to that same email with any questions.

# Colorado Senate Bill 23-288

## SB 23-288

- **Expansion of Doula Services** - The bill aims to increase access to Doula services for Health First Colorado Members in Colorado to improve maternal and infant health outcomes.
- **Federal Authorization & Actuarial Review** - By July 1, 2024, the Department of Health Care Policy and Financing must seek federal approval to offer doula services to those at higher risk of poor birth outcomes.
  - An independent entity conducts an actuarial review of the potential costs and benefits of including Doula services in health plans.
- **Funding & Reporting** - The Department must produce annual reports required on program utilization, outcomes, and cost-effectiveness.

# Aspects to keep in mind

1. **Budget Limitations** - Restricted by federal and state budgets, often lacking sufficient funds.
2. **Federal & State Regulations** - Bound by strict rules that limit flexibility.
  - **Eligibility Requirements** - Define service, provider, and member criteria.
3. **Provider Availability** - Limited number of healthcare providers accepting Health First Colorado.
4. **Political Pressures** - Must balance diverse stakeholder interests and priorities.

# Share DAC boundaries

The overarching goal of the DAC is to increase access to Doula services for Medicaid members, and this group will focus on making recommendations to HCPF regarding program administration to that end.

## *What the DAC will do*

The DAC will share advice as a group to the Department of Health Care Policy and Financing regarding the Doula benefit for Medicaid in Colorado, regarding:

1. Functions
2. Programs
3. Services

## *What the DAC is not*

1. The DAC is not a decision-making authority
2. The DAC cannot promulgate rules, or make Federal or State Policy changes
3. DAC members do not speak on behalf of HCPF