

Doula Advisory Committee (DAC)

Onboarding Meeting

Facilitated by:
Government Performance Solutions, Inc. (GPS)

Wednesday, May 14, 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 starting at 2pm



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. HCF Doula billing and reimbursement
4. Doula resource development & hub status
5. Upcoming meetings and reminders
6. Public comment

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 we to be fair to everyone, we are...

- Prioritizing your time for three key discussion topics:
 1. NPI referral requirements
 2. Health First Doula dashboard
 3. Brainstorm: communication and outreach to generate awareness of the Health First Colorado Doula benefit
- Maximizing the amount of discussion time for those topics
- Requesting you share updates 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

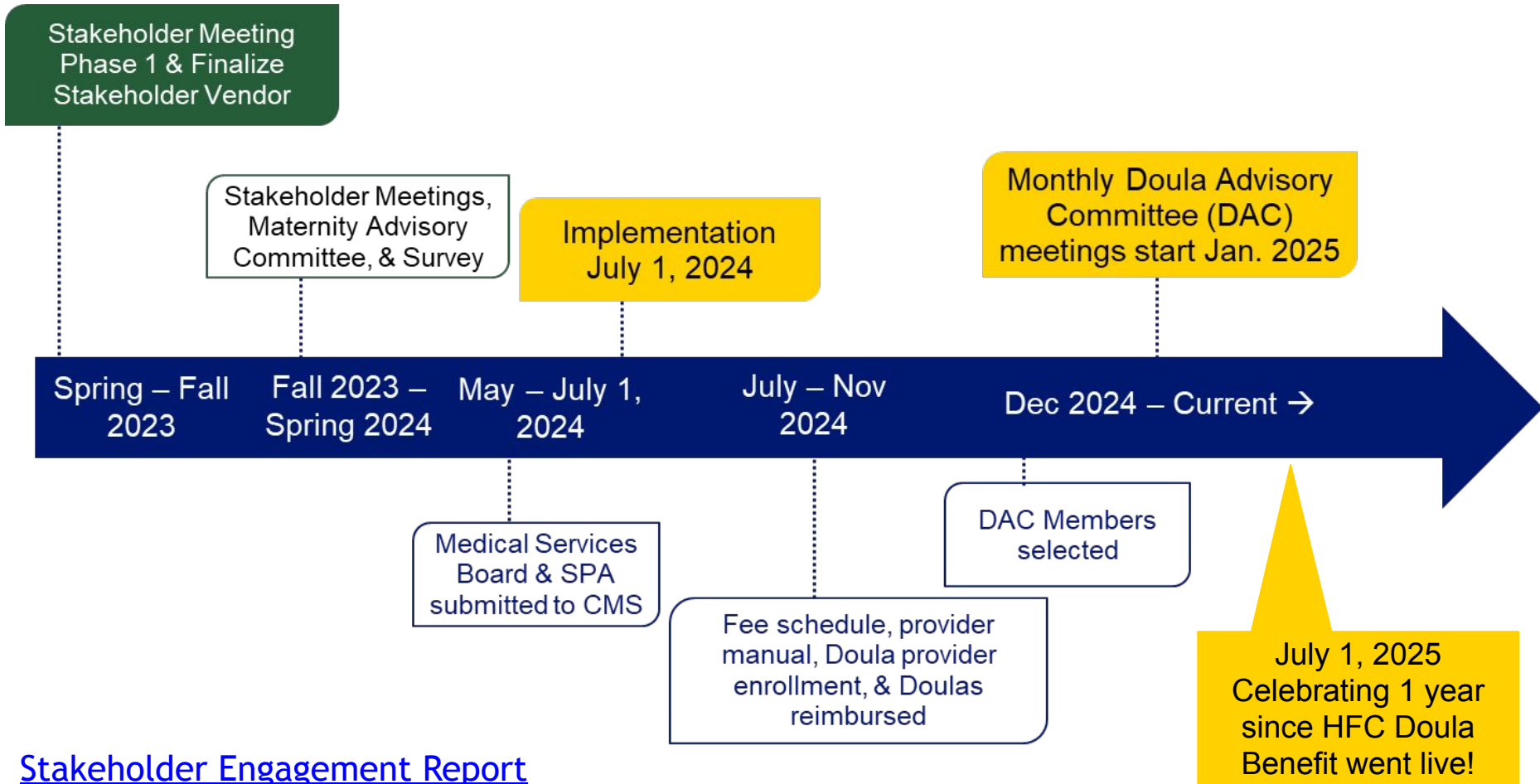
Laura James - Project Manager, Strategic Unit

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 April Meeting Follow-Up Topics



Follow up topics

- Q&A document + scholarship update
- Meeting eval highlights
- Outreach and communications summary

Scholarship Program Update

- There is additional funding that has been allocated for scholarships
 - Current sites are receiving additional funding:
 - Peaceful Birth Company
 - Rocky Mountain Doula
 - Roots Family Center
 - Denver Health has been added as a partner

Scholarships are distributed on a first-come, first-served basis and will remain available until funding is exhausted. Interested doulas can contact the partners above to check availability of scholarships.

Q&A Document (1 of 3)

Scholarships

Q1: Do scholarship recipients need to enroll in Medicaid?

- Yes, individuals who receive a scholarship must sign a statement of intent to serve as a Doula provider for Health First Colorado and CHP+.

Q2: How was the goal of training 75 Doulas determined?

- Each of the three selected training organizations has committed to training at least 25 Doulas. The total goal of 75 was based on the one-time funding available, which ends on June 30, 2025.

Q3: How were training organizations selected?

- The selection process was based on requirements outlined in HB23-288 and training organizations already approved by the Department.

Q4: Are the training organizations nationally recognized?

- The scholarships are meant to increase the number of Health First Colorado doulas and are not meant for doulas who will not enroll to become a Colorado Medicaid provider. National organizations, such as DONA and CAPPA are approved training organizations. For more information visit the [Department's Doulas webpage](#).

Other [Approved Doula Training Organizations](#) not included in the scholarship ([Spanish](#))

Q&A Document (2 of 3)

Scholarships continued

Q5: What happens if a scholarship recipient leaves the program?

- Recipients sign an attestation stating they may be required to repay funds if they do not complete the scholarship program.

Q6: What kind of financial hardship qualifies for a scholarship?

- Specific parameters for financial hardship were not detailed, applicants may provide proof of hardship.

Enrollment

Q1: How long does the enrollment process take?

- It varies. When all required documents and fingerprinting are submitted correctly, enrollment can be as little as three weeks. However, **missing information** can cause delays of up to six months due to back-and-forth communication with the Department's fiscal agent.
- There are no known issues with staffing shortages at Gainwell as of March 17th that would be causing a backlog of in-process applications. However, several factors can impact how long it takes to finalize a specific application.

Q&A Document (3 of 3)

Enrollment continued

Q2: Are there resources to help Doulas complete enrollment?

- There are multiple resource that can support doulas with enrollment. On the [Department's Doulas webpage](#)
 - [Enrollment Quick Guide \(Spanish\)](#)
 - [Enrollment video \(Spanish\)](#)
 - [Provider Enrollment Portal](#)
 - Provider enrollment forms:
 - [Doula Code of Conduct \(Spanish\)](#)
 - [Doula Letter of Recommendation Template \(Spanish\)](#)
 - [Doula Provider Attestation Form](#)
 - [FAQ \(Spanish\)](#)

The HCPF team is continuing to work through responses to the DAC questions.

Meeting Evaluation Highlights

All 7 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 appreciated the opportunity for more discussion and liked the Lucidspark format
- There are still questions about the referral vs. recommendation
- There is a desire for a step-by-step guide for doulas when working with a HFC client and support for liability insurance

Outreach and Comms Summary

HFC Members: Considerations, strategies and messages

- Getting information to members via community events and partners (i.e. libraries, WIC, peer support groups, school districts, etc.)
- Social media, billboards and commercials
- Create a list of approved doulas

Doulas: Considerations, strategies and messages

- More technical assistance and support for doulas via more trainings, templates and documentation guidance, monthly workshops, buddy system, etc.)

Other Partners: Considerations, strategies and messages

- Healthcare providers - use CHA, CPCQC to communicate, create a provider letter, flyer, webine, lunch and learn, etc.
- Other community partners - rural areas specifically, WIC, others
 - Work with organizations like Evidence based birth that provide memberships and see about getting Doula Provider discounts for continued education

Standing Order Update

Doula support services are provided as preventive services and require an electronic or written recommendation by a physician or other licensed practitioner of the healing arts acting within their scope of practice in accordance with [42 CFR 440.130\(c\)](#).

- At this time, a statewide standing order for a doula recommendation is not an option.
- We are focusing now on providing clearer guidance, examples, and tools for obtaining the required referrals/recommendations.

For more information on recommendations, please see the [Billing Doula Manual](#)



Any questions or concerns?

Department Presentation: HFC Doula Billing and Reimbursement



COLORADO

Department of Health Care
Policy & Financing



Health First Colorado Billing and Reimbursement

[Doula Training Video](#)*

(Start at 27:30 for billing support)

*Please note, this video was created prior to the implementation of the recommending/referring provider NPI requirement. The video is in the process of being updated.

DAC discussion topics

1. Who do you go to for help in submitting claims?
2. There is an observed discrepancy between providers who have successfully enrolled and those submitting who have claims to date - can you share more about the barriers to claims submission?
3. What is working well when submitting claims?

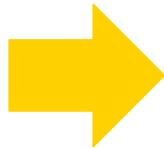


Department Doula Resources What is Next?



What's next

1. Focus groups to identify existing Doula resources to build out a resource directory
2. Host feedback sessions to gather input on existing resources and make updates to those resources based on feedback (includes limited design + translation as well as content)
3. Develop new resources that align with the gaps identified in the resource hub as well as the needs expressed in this group
4. Hosting a Doula-focused session with RAE's
5. Continue to explore hub development



We want to get started today, so we'll discuss the specifics on the following slides

1. Doula Resource Directory

Category	Examples/Notes
CPR Certification Training	Virtual and In-person options; Include cost, location, languages offered
Doula Training Programs	Private organizations offering training (virtual and in-person); Note if training is Medicaid-compliant.
Liability Insurance for Doulas	Colorado insurers offering liability coverage; Include coverage types, costs, and eligibility notes.
Federal Requirements for Medicaid Doulas	Summarized regulations/requirements (e.g., qualifications, credentialing if required)
Medicaid Doula Enrollment Process	How to become an enrolled Medicaid provider: enrollment forms and instructions
Medicaid Doula Billing Information	Step-by-step guides, standard codes, and billing FAQs
Additional Resources	Networking opportunities, peer support groups, local/regional doula associations

2. Update Existing Resources

Resource updates include content updates and graphic design/translation as identified. List of [current doula resources](#):

- Doula training video
- Doula quick enrollment guide
- Doula billing manual
- Forms required for the application
 - Addendum: Certification and Experience pathways
 - Code of ethics
- FAQ document

What other Department content should we consider updating?

3. Development of New Resources

Resources that could be developed include:

- Liability insurance FAQ
- CPR resources
- Recommendation form: review the feedback from the examples shared at the Perinatal Summit, examples from other states, and finalize the Department's examples that can be shared on the doula webpage for use by members, doulas and providers alike.
- Outreach materials

Discussion:

- 1) *What other resources would you like to see developed?*
- 2) *How would you like to be involved in development?*

4. Hosting a Doula-focused session with RAE's

- 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?

5. Exploring Hub Development

The department is actively exploring the hub, gathering insights on technical requirements, maintenance needs, and costs.

However, funding challenges raise concerns about the feasibility of hosting the hub.

In the meantime, the previous slides serve as a valuable method for collecting and sharing resources.

The Department needs to be fiscally responsible, thoughtful, and consider small steps towards a sustainable solution.

DAC Support/Continuation

- Thank you to all who participated in the Doula Advisory Committee (DAC).
- The DAC will officially conclude in June as originally planned.
- 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](#) .
- We deeply value your partnership and will continue to work together to strengthen access to high-quality Doula services across Colorado.

Reminders

June is the last scheduled DAC meeting

- 1. Wednesday, June 18, Noon - 2:00 PM**
 1. Doula Data and Outcomes
 2. Evaluate the DAC
 3. Discuss what's next
- 2. DAC members, please complete the [May Meeting Evaluation Form](#)**

For more resources, visit the Department's [Doula webpage](#)



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

Next Steps

- Please fill out the [May Meeting Evaluation Form](#). This feedback will be used to improve future meetings.
- GPS will send a follow-up email to the DAC in the coming days.
- The final DAC meeting is on June 18, from 12:00 - 2:00 p.m.

For all other feedback, please contact the HCPF team at hcpf_maternalchildhealth@state.co.us

Thank you!





Government Performance Solutions, Inc. (GPS)

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 3 organizations to learn more about the scholarship program.

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

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

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