

GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2023

H.B. 421
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HOUSE PRINCIPAL CLERK

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HOUSE BILL DRH50013-MRa-25A

Short Title: Medicaid Coverage for Doula Services. (Public)

Sponsors: Representative Hawkins.

Referred to:

1 A BILL TO BE ENTITLED
2 AN ACT DIRECTING THE DEPARTMENT OF HEALTH AND HUMAN SERVICES TO
3 CONDUCT A STATEWIDE ANALYSIS OF DOULA SUPPORT SERVICES, TO TAKE
4 CERTAIN ACTIONS TO PROMOTE THE AVAILABILITY OF DOULA SUPPORT
5 SERVICES, AND TO PROVIDE COVERAGE FOR DOULA SERVICES UNDER THE
6 NORTH CAROLINA MEDICAID PROGRAM STATE PLAN.

7 The General Assembly of North Carolina enacts:

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9 **PART I. STATEWIDE ANALYSIS OF DOULA SUPPORT SERVICES**

10 **SECTION 1.(a)** In order to inform the development of coverage and reimbursement
11 policies for doula support services in North Carolina, the Department of Health and Human
12 Services shall conduct a statewide landscape analysis of doula support services. At a minimum,
13 the following shall be assessed in the analysis:

- 14 (1) The availability of doulas and doula services across the State.
15 (2) The demographic and training background diversity of providers of doula
16 services.
17 (3) The standards for the attestation, training, and certification of doulas.
18 (4) Practical options for health benefit plan policies to include coverage for, or
19 incentivize the use of, doula support services during pregnancy, labor,
20 delivery, and the postpartum period as part of value-based payments,
21 enhanced reimbursements, or as value-added services.

22 In conducting the analysis, the Department shall convene focus groups with
23 individuals performing doula support services across the State to further inform and acquire input
24 on the development of coverage and reimbursement policies for these services.

25 No later than November 1, 2026, the Department shall submit a report of its analysis,
26 including any recommendations requiring legislative action, to the Joint Legislative Oversight
27 Committee on Health and Human Services.

28 **SECTION 1.(b)** Upon the completion of the analysis and the submission of the
29 report required under this section, the Department of Health and Human Services, Division of
30 Public Health, shall do all of the following:

- 31 (1) Partner with doula training programs and childbirth education organizations,
32 such as Birth Arts International, Childbirth and Postpartum Professional
33 Association, DONA International, and the International Childbirth Education
34 Association, to help set standards for the attestation, training, and certification
35 of doulas in North Carolina.



- 1 (2) Develop doula services coverage and reimbursement options and strategies
- 2 for commercial insurers offering health benefit plans in this State to consider.
- 3 (3) Develop bill standards for the provision of doula services.
- 4 (4) Create a statewide directory of providers offering doula support services,
- 5 including the services they offer.
- 6

7 **PART II. CREATE MEDICAID ACCESS TO DOULA SUPPORT SERVICES**

8 **SECTION 2.(a)** The Department of Health and Human Services, Division of Health
9 Benefits, shall submit a State Plan amendment to the Centers for Medicare and Medicaid Services
10 adding coverage under the North Carolina Medicaid State Plan for antepartum, intrapartum, and
11 postpartum services provided to a pregnant recipient by a doula. These services shall include
12 services for labor and delivery support and at least four visits during the antenatal period and
13 seven visits during the postpartum period. This coverage shall begin July 1, 2024.

14 **SECTION 2.(b)** Effective July 1, 2023, there is appropriated from the General Fund
15 to the Department of Health and Human Services, Division of Health Benefits, the sum of five
16 hundred thousand dollars (\$500,000) in nonrecurring funds for the 2023-2024 fiscal year to be
17 used to make necessary changes to the NCTracks Medicaid Management Information System to
18 add the new coverage for doula services required under this section and to enroll new providers
19 of that coverage.

20 **SECTION 2.(c)** In preparation for the addition of the new coverage for doula
21 services required under this section, the Department of Health and Human Services, Division of
22 Health Benefits (DHB), shall study the following:

- 23 (1) The necessary qualifications possessed by a doula in order to be enrolled as a
24 North Carolina Medicaid provider, including educational requirements and
25 the possession of any professional certification.
- 26 (2) The scope, definitions, and clinical coverage policy to be used for the
27 provision of these new services.
- 28 (3) The billing codes and procedure codes to be utilized by the doula providers
29 when submitting claims for services.
- 30 (4) The way other states have implemented similar coverage, or plan to
31 implement similar coverage, including any costs associated with that
32 implementation and any costs or cost-savings associated with the coverage of
33 services provided by a doula.
- 34 (5) The appropriate rate schedule for the new coverage.
- 35 (6) Any anticipated costs and cost-savings to the North Carolina Medicaid
36 Program that may be incurred or achieved by providing coverage for services
37 provided by a doula.
- 38 (7) The potential impact that Medicaid coverage of services provided by a doula
39 may have on infant mortality and maternal health in the State.

40 No later than March 1, 2024, DHB shall submit to the chairs of the Joint Legislative
41 Oversight Committee on Medicaid and NC Health Choice and the Fiscal Research Division a
42 report on the study conducted in accordance with this section and shall include in that report a
43 copy of the State Plan amendment to establish coverage under the North Carolina Medicaid State
44 Plan for antepartum, intrapartum, and postpartum services provided to a pregnant recipient by a
45 doula, including the proposed reimbursement methodology to be utilized.

46 **PART III. INTENT AND EFFECTIVE DATE**

47 **SECTION 3.** It is the intent of the General Assembly to appropriate the necessary
48 funding to the North Carolina Department of Health and Human Services to provide support and
49 resources for implementation of this act.

50 **SECTION 4.** This act is effective when it becomes law.
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