Doula Implementation Workgroup Summary of the Needs Assessment Findings

Race for Equity

June 23, 2023

Doula Enrollment Survey Overview

» Survey period: December 2022 – January 2023.

» 96 doulas responded.

» Findings were shared with the Community Communications Advisory Team and the Doula Stakeholder Workgroup.

» Recommendation ideas were developed using feedback from the two groups.

Doula Enrollment
Survey Results

Anticipated Advantages

What do you think are the advantages of enrolling in Medi-Cal as a doula?

» Greater accessibility of doula services to families living on low income and/or underserved populations.

» Potential increased client pool due to Medi-Cal.

» Opportunities for increased income for doulas.

» Doulas would be recognized as part of the birthing team.

Anticipated Challenges

What challenges do you anticipate in the Medi-Cal provider enrollment process?

» Lack of DHCS and technical support in navigating the onboarding process to become a Medi-Cal doula provider.

» Payment is not sufficient for services provided and time allotted to become a Medi-Cal provider.

» Lack of familiarity with administration tasks.

» Proving certifications and qualifications at the time of enrollment

» Lack of familiarity with Medi-Cal.

Anticipated Support

What type of support/training do you need to be able to enroll in Medi-Cal as a provider?

» Step-by-step process during enrollment period.

» Technical training for administrative aspect of services provided.

» Certifications to meet standards/requirements.

» Don't know what they don't know.

» Technical support to answer questions in a timely manner.

Anticipated Support

What type of support/training do you need to be able to receive reimbursement based on a fee-for-service?

- » Step-by-step process to receive reimbursement based on fee-for-service enrollment.

- » Don't know what they don't know.

- » Technical support to troubleshoot any issues that arise.
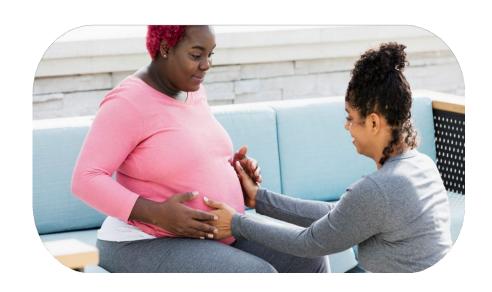
- » Certifications to meet standards/requirements.

Suggest Sources of Training

What other sources of training within or outside of DHCS do you suggest?

» The list of trainings is all encompassing and helpful.

» Don't know what they don't know.

» Various trainings for new and existing doulas.

» Technical support to troubleshoot any issues that arise.

Successful Enrollment Focus Groups

Purpose

» To center the stories and experiences of doulas.

» To inform how DHCS can best support doulas.

Overview

Topics Covered

» Recruiting Process and Limitations.

» Demographics.

» Qualitative Codes.
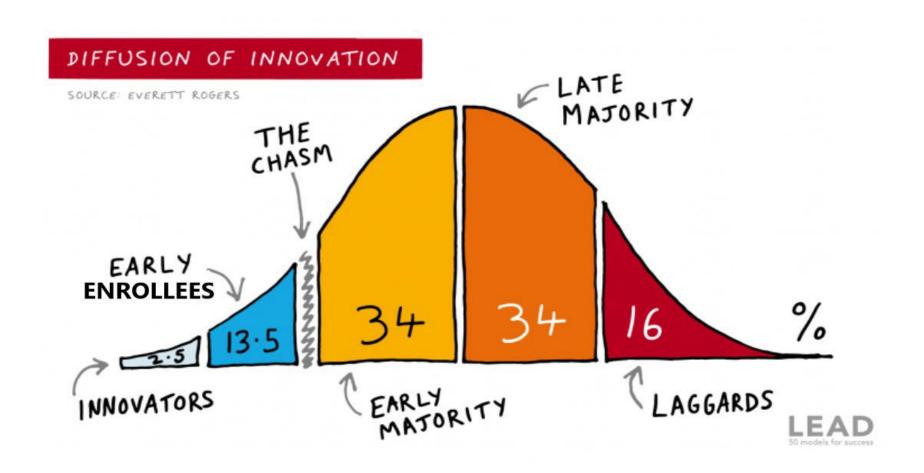
» Thematic Analysis

» Next Steps

» Questions.

Recruiting Process

» 53 doulas enrolled under Medi-Cal in March of 2023.

» 25 doulas called.

» 24 doulas contacted and interested to join focus groups.
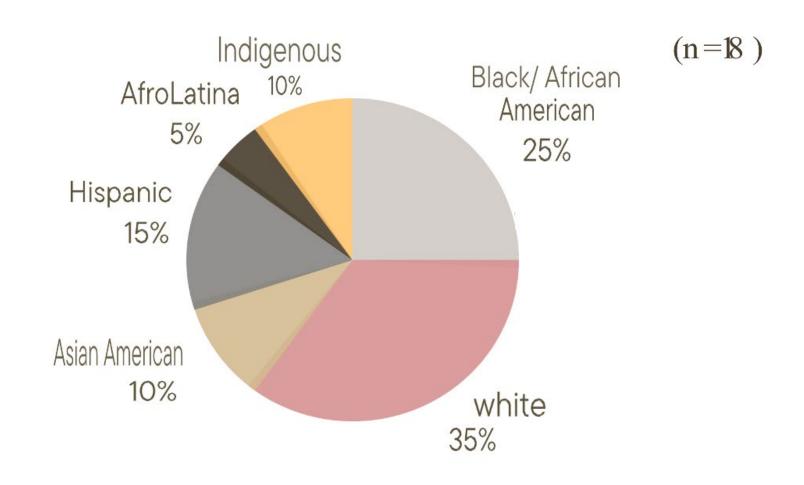
» 18 doulas participated in focus groups

Limitations

» Limited reach to only doulas who DHCS had business contact information (number or email address).

» Community doulas who did not have business contact information were not included in focus group recruitment and participation.

» This limitation results in an incomplete representation of all doulas enrolled under Medi-Cal.

» This group of participants were predominantly white, which does not center the voices of doulas of color who can experience and resist additional barriers due to systemic racism.
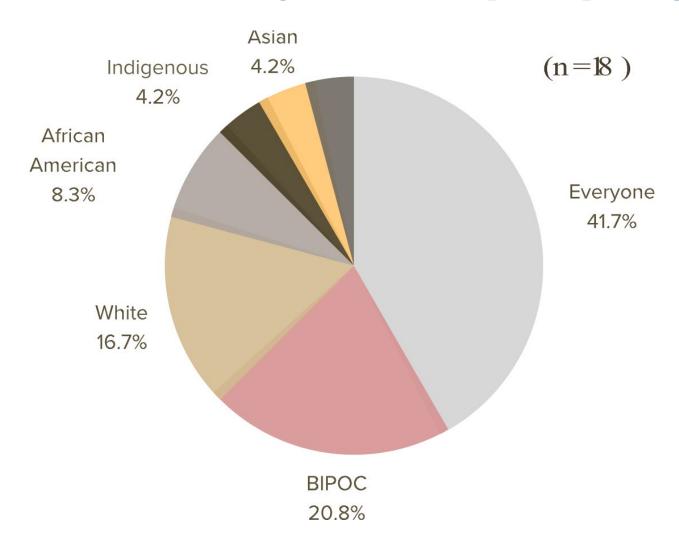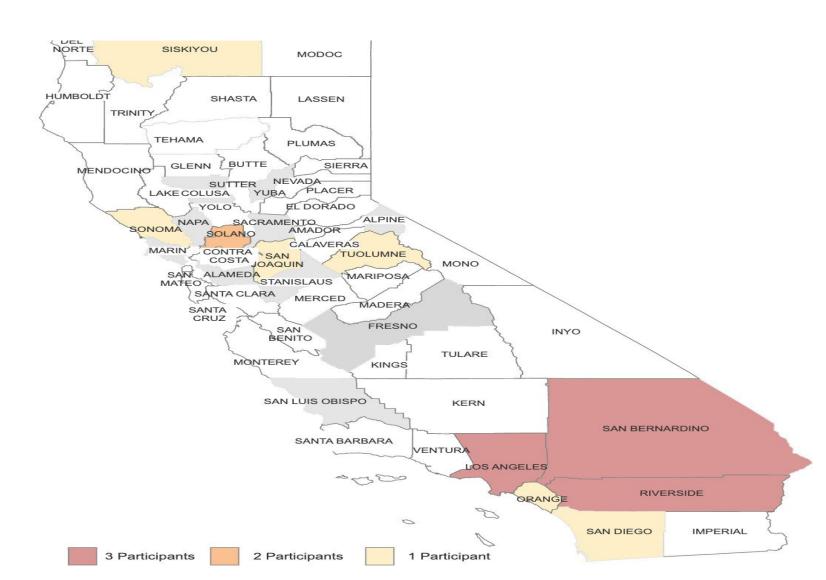
Stages of Idea Adoption

Demographics

What race or ethnicity describes you best?

What race or ethnicity of the people you serve?

Where are the doulas located?

Findings

What are the most important values to you as a doula?

humor

happiness

purpose

continuous improvement

empathy

teamwork

creativity

respect

efficiency

integrity

What are your thoughts on how the Medi-Cal transition is going so far?

» "Tech savvy" doulas reported experiencing an easier time working through the enrollment process.

» Easier enrollment process if all necessary trainings and documentation are gathered prior to beginning the enrollment process.

What were the easiest or most challenging aspects of the enrollment process?

Easiest

- The documentation upload process to the PAVE website
- PAVE staff support

Most Challenging

- The billing process
- Enrollment navigation

What were the easiest aspects of the enrollment process?

» "The easiest thing was working with the PAVE staff."

» "The enrollee process was actually not very hard for me at all, you just follow the steps make sure all the boxes are checked."

» "I think if you have everything in place…if you already come to the process like okay with your NPI number, with your business, you know, license, like all of those things, HIPAA training blah, blah, blah, then it's – I think I completed everything in less than like 20 minutes in the PAVE portal."

What were the most challenging aspects of the enrollment process?

» "Not a clear understanding of what is required (e.g., business license, home occupation permit, CPR certification, liability insurance, whether or not a fictitious business name is needed) and hard to obtain these things."

» "No clear information on regional differences with managed healthcare plans."

» "...Lack of clarity that just because you are enrolled in PAVE, still means that you have to enroll with individual plans and billing."

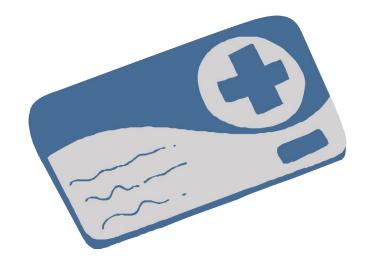# What resources did you use to complete the application?

» Most helpful resources: Doula Collectives and DHCS staff.

» DHCS – Provider Enrollment Division.

» The Doula Network.

» Birth Workers of Color.

- Webinars
- Training materials
- "Enrollment parties"

Who, if anyone, helped you complete the enrollment process?

» "I found it surprisingly easy to get a hold of somebody to help me answer questions, so I thought that was really nice."

» "I'm a part of a collective and there was a lot of work before the roll out that we all did to kind of like prepare ourselves, tried to make ourselves aware of like, the PAVE process."

» "PAVE feedback – really helpful to have specific feedback and a case manager/consistent contact person to get your application approved."

What type of resources or support are missing?

PAVE PORTAL

Increased support navigating the PAVE portal

Clearer resources regarding insurance reimbursement

What type of resources or support are missing?

» "I will repeat what everybody else has said – a little overwhelmed at the billing process."

» "Because the application itself, the website is a little bit challenging in the way they set it up."

» "There's some misunderstanding, or lack of clarity like, "hey, just because you're enrolled in PAVE doesn't mean that you can accept like you still have to enroll with individual plans and billing."

What recommendations do you have for improving the provider enrollment process?
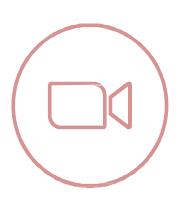
Create a more comprehensive checklist

Greater resources on how requirements vary by region

Have resources with less medical jargon

More DHCS live Zoom classes on the enrollment process

What recommendations do you have for improving the provider enrollment process?

» "That was my recommendation and more comprehensive list of things so that it doesn't have that feeling of "oh" and then there's something else and then there's something else."

» "I think it could have been a little helpful to have maybe like a translation for just maybe, just anyone that would like us, in our position where we're coming from more of an individual practice, person-to-person, we're not necessarily in the medical field or in the insurance world...I think having a little bit of simpler language perhaps."

What recommendations do you have for improving the provider enrollment process?

» "I forgot that resource that I want to was the live Zoom call that Medi-Cal offered, so I think it really, something they can improve was to do that more, offer more classes like, live Zoom calls."

Preliminary Recommendations

Based on:

» Doula enrollment survey and focus group findings.

» Feedback from the Community Communications Advisory Team.

» Information from the Doula Stakeholder Workgroup

» Final recommendations will be developed from feedback shared during this meeting.

Preliminary Recommendation Ideas from Doula Survey (December / January)

» Support local jurisdictions to develop local flow charts for meeting Provider Application and Validation for Enrollment (PAVE) requirements.

» Consider accepting alternative formats for attestation by doula / and mother / birthing person at labor and delivery.

» Enable doulas to waive the workers compensation requirement.

» Facilitate positive relationships between hospitals and doulas.

Preliminary Recommendation Ideas from Doula Survey (December / January)

» Develop executive level letters of communication to hospitals regarding this benefit and doulas as approved providers.

» Provide an ongoing process for doulas to share feedback on interactions with hospitals.

» Develop a DHCS position statement that shares research and evidence regarding the benefits and improved outcomes with doulas.

Preliminary Recommendation Ideas from Doula Survey (December / January)

» Provide funding to doula collectives / community organizations who are providing financial literacy training to doulas in the community.

» Amend the doula Medi-Cal benefit to operate as the In-Home Supportive Services.

Preliminary Recommendation Ideas from Successfully Enrolled Doula Focus Group (April 2023)

» Provide funding to successfully enrolled doulas to support more doulas through enrollment and reimbursement process.

» Provide more live training from DHCS and other governmental organizations about the enrollment process.

» Create channels for bidirectional communication about updates including bulleting boards of lates topics e.g., immediate next steps to register

Preliminary Recommendation Ideas from Successfully Enrolled Doula Focus Group (April 2023)

» Provide links to jurisdictional requirements / Managed Care Plans across California as part of signing up.

» Provide resources that are translated into other languages.

» Facilitate collaboration among the Managed Care Plans to develop a uniform application / enrollment process for doulas.

» Provide additional training on the billing process.

Feedback from the
Doula Implementation Workgroup

Questions

» What are to most critical recommendations that should be prioritized to address the issues identified in the findings?

» What additional resources, services, or support would be beneficial to the community in addressing the issues highlighted in the findings?

» What recommendations are missing?

» Are there any potential barriers or challenges that you foresee in implementing the recommendations. What strategies or support do you believe would be necessary to overcome them?

Thank you

Any Questions?

We welcome discussion

Citations

Donoval, N. (2021, October 25). Finding Your Story