



The Doula Resource Guide & Training

Thank you for becoming part of the Blue Shield of California Promise Health Plan (Blue Shield Promise) Doula Program.

To provide doula services to Blue Shield Promise members, doulas must:

- **Complete the doula training.** Blue Shield Promise sends doulas an email that explains how to do so. If you provide doula services as a doula group rendering provider, the group may notify you about required training.
- **Agree to the following:**

I attest that I have received the Doula Resource Guide and training provided by Blue Shield of California Promise Health Plan (Blue Shield Promise). Doula services I provide on behalf of Blue Shield Promise shall only include support during the perinatal period, including during pregnancy; labor and delivery, miscarriage, and abortion; and up to one year postpartum. These services may include guidance; health navigation; evidence-based education for prenatal, postpartum, childbirth, and newborn/infant care; lactation support; development of a birth plan; and linkages to community-based resources.

I may provide covered comfort measures and physical, emotional, and other non-medical support provided during labor and delivery and for miscarriage and abortion. As a doula, I shall not provide medical advice or medical recommendations to Blue Shield Promise birthing members or their families.

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PART A – Required for all Blue Shield Promise Doulas

Introduction to Blue Shield Promise

Welcome to the training course we made for you! Here you'll learn about Blue Shield Promise and our Maternity Program.



A little bit about us:

- Blue Shield of California is a nonprofit health plan dedicated to providing Californians with access to high-quality healthcare at an affordable price.
- Blue Shield of California Promise Health Plan (Blue Shield Promise) is owned by Blue Shield of California.
- Blue Shield Promise serves more than 500,000 Medi-Cal members in Los Angeles and San Diego counties.

The Blue Shield Promise Maternity Program

Our commitment to maternal, infant, and child health equity

Doula services are part of our Maternity Program, a comprehensive care management program designed to support birthing members and their partners with a goal of improved health outcomes for parents and their infants.

Visit Provider Connection for more information on the [Blue Shield Promise Maternity Program](#).

Healthcare terms to know

Explore the terms doulas need to know in the [Glossary of Healthcare Terms](#) at the end of this document.

The doula's role and services

Doula services are a covered Medi-Cal benefit designed to help prevent perinatal complications and improve health outcomes for birthing parents and infants.



In this lesson, you'll learn what non-medical doula services are covered and how many visits Blue Shield Promise members can receive.

Who are Blue Shield Promise doulas?

Doulas are trained birth workers who provide non-medical support before, during, and after pregnancy. They offer evidence-based health education, advocacy, and emotional and physical support throughout pregnancy, labor, birth, and the postpartum period. Doulas may also provide support during and after miscarriage, stillbirth, and abortion.

Doulas are not licensed healthcare providers and do not require supervision.

What is the Blue Shield Promise doula's role?

Doulas do not diagnose medical conditions, provide medical advice, or perform clinical assessments, examinations, or procedures.

As a doula, your role is to:

- Support members across race, ethnicity, language, and culturally diverse communities.
- Offer lactation support; development of a birth plan; and linkages to community-based resources.
- Educate members on evidence-based practices for prenatal, postpartum, childbirth and newborn/infant care.
- Provide comfort measures and physical, emotional, and other nonmedical support during labor and delivery and for miscarriage and abortion.
- Help ensure members are being heard, advocated for, and informed.

Who are Blue Shield Promise doulas' clients?

Blue Shield Promise is a health plan for people who have Medi-Cal. Blue Shield Promise doulas serve our Medi-Cal members in Los Angeles and San Diego counties. Members can learn about their benefits on the [Blue Shield Promise website](#).

Blue Shield Promise Medi-Cal members of all gender identities may receive doula services when the services are medically necessary and all other coverage requirements are met. For billing and diagnosis code information, see [Overriding Gender Differences](#).

Where can doulas provide services?

Doula services can be provided **virtually or in-person**.

Telehealth visits:

- Doulas may provide all services via telehealth, including by telephone. Medi-Cal's telehealth policy requires that any provider, including doulas who are providing services via telehealth, be able to provide a warm hand-off to an in-person doula if requested by the Medi-Cal member. (See warm handoff instructions below.)
- Services rendered via telehealth must be billed consistent with DHCS' telehealth policy as outlined in

the [Medicine: Telehealth](#) section of the Medi-Cal Provider Manual.

- Services rendered via text, email, chat, or modalities other than audio-visual or audio-only are not reimbursable.
- All doula services provided via telehealth must meet federal requirements for privacy, including the Health Insurance Portability and Accountability Act (HIPAA).

In-person visits:

- Locations may be in any setting including, but not limited to, in the community, a member's home, office visits, hospitals, and alternative birth centers.
- A doula may assist with home births attended by a licensed provider. Medi-Cal does not have limits on where doulas may provide services.
- Safety is top priority when providing doula services at a member's home. Use this doula safety checklist to prepare yourself for home visits.

How can I make a warm handoff to a different doula?

If a member needs a different doula to best meet their needs, you may provide a warm handoff to:

- Another Blue Shield Promise contracted doula, or
- A Medi-Cal doula selected by the member who is willing to become a Blue Shield Promise-contracted provider or deliver services through a Single Case Letter of Agreement (LOA).

For help finding a different doula, members may contact:

- Blue Shield Promise Maternity Care Management at **(888) 802-4410** (TTY: 711), 8 a.m. – 5 p.m., Monday – Friday
- Member Services at the phone number on the back of their member ID card

What are the best home-visiting safety practices for doulas?

Prior to home visits

- ☐ When possible, avoid scheduling visits after normal business hours.
- ☐ Notify family member, friend, or other emergency contact of home visit time and location.
- ☐ Ensure that vehicle has enough fuel for round trip and is in safe condition to operate (check lights, tires, oil, etc.).
- ☐ Program cell phone with single digit emergency contacts (911, emergency contact).

Things to avoid

- × Avoid giving members your personal phone number (if possible), address, or social media.
- × Avoid using the member's phone to make personal calls.
- × Avoid wearing clothes that expose too much skin or open-toed shoes.

During home visits

- ☐ Wear a watch.
- ☐ Keep cell phone with you (ringer on silent).
- ☐ Take driver's license/state identification card and keys into the individual's home; keep keys in a location that is easy to access.
- ☐ Secure personal belongings in trunk of vehicle (purse, wallet).

- ☐ Do not leave any papers or envelopes with your address visible within your vehicle.
- ☐ Lock your vehicle.
- ☐ Be aware of your surroundings.
- ☐ Walk behind the member when entering and touring the member's home.
- ☐ Be aware of everybody in the home; introduce yourself to everyone, when possible.
- ☐ Be observant of any personal risks to you (weapons).
- ☐ In the home, sit in a location that allows for a direct exit and locate alternative exits.
- ☐ Sit in a chair that is easy to rise from.
- ☐ Leave and do not provide services if anybody in the home is not fully clothed.
- ☐ Leave and do not provide services if anybody in the home is openly using or appears to be under the influence of drugs or alcohol.

When are doula visits covered?

Doula visits are covered for pregnant and postpartum members before, during and after childbirth (perinatal period) up to 12 months post-delivery including support during miscarriage, stillbirth and abortion.

How many doula services are covered?

1

One initial 90-minute visit.

8

Up to eight additional visits in any combination of prenatal and postpartum visits.



Support during labor and delivery, including labor and delivery resulting in a stillbirth, abortion, or miscarriage.

2

- Up to two extended three-hour postpartum visits after the end of a pregnancy.
- If the member did not have a doula while pregnant, they may use the initial visit and all 8 visits during the postpartum period.
- Up to nine additional postpartum visits *with a second written recommendation*.

Rules for doula services

- All visits are limited to one per day, per member.
- Only one doula can bill for a visit provided to the same member on the same day, excluding labor and delivery.
- One prenatal visit or one postpartum visit can be provided on the same day as labor and delivery,

stillbirth, abortion, or miscarriage support.

- The prenatal or postpartum visit billed on the same calendar day as the birth can be billed by a different doula.

What doula services are covered?

Covered doula services include guidance; health navigation; evidence-based education for prenatal, postpartum, childbirth, and newborn/infant care; lactation support; development of a birth plan; and linkages to community-based resources.

The following doula services are covered for Blue Shield Promise Medi-Cal members. Refer to the [DHCS Doula Provider Manual](#) for a complete and detailed list of covered services.

Covered support services

- ✓ Delivering full-spectrum doula services, offering continuous support from pregnancy through the first 12 months postpartum
- ✓ Perinatal support and guidance
- ✓ Presence during labor and delivery and doula support for miscarriage, stillbirth and abortion.
- ✓ Maternal health navigation
- ✓ Lactation education and support
- ✓ Development of a birth plan
- ✓ Linkages to community-based resources
- ✓ Providing comfort measures and physical, emotional, and other non-medical support provided during labor and delivery and for miscarriage and abortion

Doulas are allowed to:

- Teach free classes to members receiving their services.
- Provide assistive or supportive services in the home during a prenatal or postpartum visit. For example: Help the postpartum person fold laundry while providing emotional support and offering advice on infant care.

What doula services are NOT covered?

The following doula services are not covered for Blue Shield Promise Medi-Cal members.

Non-covered doula services

- ✗ Belly binding (traditional/ceremonial)
 - ✗ Birthing ceremonies (i.e., sealing, closing the bones, etc.)
 - ✗ Group classes on babywearing
 - ✗ Massage (maternal or infant)
 - ✗ Photography
 - ✗ Placenta encapsulation
 - ✗ Shopping
 - ✗ Vaginal steams
 - ✗ Yoga
-

How can doulas protect members' privacy?

Doulas are responsible for protecting members' information. HIPAA laws limit when and how members' health information can be shared.

Simple HIPAA and privacy guide for doulas



What Is HIPAA?

HIPAA stands for the *Health Insurance Portability and Accountability Act*.

HIPAA is a federal law that:

- Protects members' health information
- Limits who can see or share that information
- Requires privacy, security, and respect

If you work with Blue Shield Promise members, **you are required to protect members' privacy**.



What Is PHI?

PHI means *Protected Health Information*.

PHI is **any information that can identify a member** and relates to their health or care.

Examples of PHI:

- Name, address, phone number
- Date of birth
- Member ID number
- Pregnancy or birth details
- Medical history or test results
- Appointment dates or locations

If it can identify a member **and** is about their health, it is PHI.



Your role as a doula to protect member privacy

As a doula working with Blue Shield Promise members, you are trusted to:

- Respect member privacy.
- Keep information confidential.
- Share information only when allowed.

Always ask:

"Do I need this information to do my job?" If the answer is no, **do not access or share it**.



How to protect member privacy

DO:

- Use only approved electronic and computer-based systems and tools.
- Keep paper notes in a secure place.
- Log out of devices when not in use.
- Talk about member information in private spaces.
- Verify who you are speaking with before sharing information.

DON'T:

- Share PHI with friends, family, or other clients.

- Discuss members in public places (hallways, elevators, cafés).
- Text, email, or message PHI using personal accounts.
- Post anything about members on social media (even without names).



Phones, texts, and social media

Personal phones and personal email are **not secure**.

- **Never post photos, stories, or details about members.**
- **“No names” still counts as a violation if someone could figure out who it is.**

When in doubt: **don’t share it.**



If something goes wrong

Mistakes may happen, and they must be reported.

Report **immediately** to Blue Shield Promise if:

- PHI is lost or stolen.
- Information is sent to the wrong person.
- A device with member information is missing.

Quick reporting of any possible data breach helps protect members and reduces harm. It’s also the law.

How to report actual or suspected privacy violations or ask privacy-related questions:

- Online at bsc.i-sight.com/portal/reportonline
- Call (855) 296-9086
- Email privacy@blueshieldca.com



Remember

- Members trust you with their most personal information
- Privacy is part of respectful, quality care
- Protecting PHI protects members—and you

When unsure, stop and ask for guidance.

This information is for training and awareness. Always follow Blue Shield Promise policies and procedures.

Non-doula services

Learn what non-doula pregnancy services are available through Medi-Cal and how members can access them.

How can doulas help members with questions about benefits, claims, or referrals?

If a member has questions about their benefits, claims, or referrals, refer them to the Customer Care phone number on the back of their [member ID card](#).



How can doulas help members access pregnancy-related services available through Medi-Cal?

Doulas can help connect members to Blue Shield Promise pregnancy-related services that doulas do not provide.

If a member requests or requires pregnancy-related services available through Medi-Cal, doulas may do one of the following:

- Work with the member's OB/GYN or Primary Care Provider (if that information is available)
- Work with Blue Shield Promise Maternity Care Management Program
- Work with Blue Shield Promise Community Supports Program
- Refer member to a network provider who can render the service

Pregnancy-related Medi-Cal services

If a member requests or requires a pregnancy-related service listed below, inform the member that another Medi-Cal provider is able to render the requested service. These services include, but are not limited to, the following Medi-Cal services that are not part of the doula benefit:

- Behavioral health services
- Belly binding after cesarean section by clinical personnel
- Clinical case coordination
- Healthcare services related to pregnancy, birth, and the postpartum period
- Childbirth education group classes
- Comprehensive health education, including orientation, assessment, planning (Comprehensive Perinatal Services Program services)
- Hypnotherapy (non-specialty mental health service)
- Lactation consulting, group classes, and supplies
- Nutrition services (assessment, counseling, and development of care plan)
- Transportation

Authorized doula visits

Doulas must verify eligibility for the month of service by contacting the Plan or looking the member up in the provider portal. The member must be pregnant or have been pregnant within the past year and would benefit from doula services.

Learn how Blue Shield Promise members can request recommendations to authorize doula services.



What are the authorization requirements for doula services?

A written recommendation is required to authorize doula services.

Initial (standing) recommendation

As a preventive benefit, **doula services require a written recommendation** from a physician or other licensed practitioner of the healing arts.

The initial recommendation is fulfilled by the Department of Health Care Services (DHCS) medical director's [Statewide Standing Doula Recommendation](#).

The initial recommendation authorizes these doula visits:

- One (1) initial 90-minute visit.
- Up to eight (8) additional visits that may be provided in any combination of prenatal and

- postpartum visits.
- Support during labor and delivery (including labor and delivery resulting in a stillbirth), abortion or miscarriage.
- Doula services for up to 12 months after the pregnancy ends.
- Up to two (2) extended three-hour postpartum visits after the end of a pregnancy.

The standing recommendation from DHCS cannot be used for additional postpartum visits.

Additional recommendation

An additional recommendation from a physician or other licensed practitioner is required to authorize up to nine additional postpartum visits.

If a Medi-Cal member has used all eight perinatal visits and wishes to receive additional doula services during the postpartum period, the member can ask a licensed provider of the healing arts to complete the Medi-Cal Doula Services Recommendation form and give the form to the doula.

The recommendation should be:

- Signed by a licensed provider. A member can ask a provider to complete a form, such as the [DHCS Medi-Cal Doula Services Recommendation form](#).
- Noted in the member's medical record by the recommending licensed provider, or
- Signed and submitted to Blue Shield Promise via secure email to BSCPromiseDoula@blueshieldca.com.

For more information regarding recommendations, please see:

- [Frequently Asked Questions for Medi-Cal Members](#)
- [Frequently Asked Questions for Doulas](#)
- [DHCS Doula Provider Manual](#)

If the member did not have a doula while pregnant:

They may use the initial visit and all eight visits during the postpartum period and up to nine additional postpartum visits with a second written recommendation.

How can Blue Shield Promise members access recommendations for doula services?

How to access an initial recommendation

Members who want doula services are covered by a DHCS statewide standing recommendation, but can also use the options below:

- Request a written recommendation from a licensed provider (doctor, clinical social worker, acupuncturist, or other healing arts professional) on their care team, or
- Request a recommendation from a Blue Shield Promise Maternity Nurse Care Manager by calling Blue Shield Promise Maternity Care Management at **(888) 802-4410** (TTY: 711), 8 a.m. – 5 p.m., Monday – Friday.

To assist members with obtaining a recommendation, doulas may:

- Call Blue Shield Promise Maternity Care Management at **(888) 802-4410** (TTY: 711), 8 a.m. – 5 p.m., Monday – Friday,
- Call the Blue Shield Promise Doula Program office at **(888) 373-2752**, 8 a.m. – 12 p.m. and 1 p.m. – 5 p.m., Monday – Friday, or
- Complete the Blue Shield Promise [Maternity Program referral form](#) and fax it to **(844) 893-1211**.

How to access a second recommendation

❖ Members who need up to nine additional doula visits may:

- Ask a licensed provider to complete this form: [DHCS Recommendation Form](#), or
- Request a recommendation from a Blue Shield Promise Maternity Nurse Care Manager by calling Blue Shield Promise Maternity Care Management at **(888) 802-4410** (TTY: 711), 8 a.m. – 5 p.m., Monday – Friday.

❖ To assist members with obtaining a recommendation, doulas may:

- Call the Blue Shield Promise Doula Program office at **(888) 373-2752**, 8 a.m. – 12 p.m. and 1 p.m. – 5 p.m., Monday – Friday, or
- Obtain the completed [DHCS Recommendation Form](#) from the member and send it via secured email to BSCPromiseDoula@blueshieldca.com.

❖ Record-keeping requirement:

Doulas are required to keep DHCS-issued standing recommendation and provider recommendation documentation for auditing purposes in member records.

Show what you know!

Is it a covered doula service or not?	Yes	No
A. Lactation support		
B. Health navigation and referral to community supports		
C. Massage		
D. Shopping for a breast pump		
E. Ceremonial belly binding		
F. Yoni steaming		
G. Help developing a birth plan		
H. Being present at a miscarriage or abortion		
I. Prenatal yoga		
J. Attending a delivery or stillbirth		
K. Group exercise classes		
L. Maternity portraits		
M. Providing evidence-based education to the birthing patient's partner		
N. Attending a delivery at a birthing center		
O. Helping postpartum member fold laundry while giving infant care advice		
P. Housecleaning service		
Q. Meal service		

Answers: Q-No, P-No, O-Yes, N-Yes, M-Yes, L-No, K-No, J-Yes, I-No, H-Yes, G-Yes, F-No, E-No, D-No, C-No, B-Yes, A-Yes

Blue Shield's provider website: Provider Connection

Here you will learn about the resources and guidance available for doulas on the Provider Connection website.

What is Provider Connection?

[Provider Connection](#) is Blue Shield's provider website.



What resources are on Provider Connection?

Provider Connection has many useful resources for doulas and the members they serve.

Maternity program

- [Blue Shield Promise maternity program](#) provider information
- [Blue Shield Promise maternity program](#) member information

Wellness programs and education

- [Health and wellness programs and education for Medi-Cal members](#)
- [Health Education for Medi-Cal providers](#) (includes breastfeeding resources)

Behavioral and mental health

- [Maternal Mental Health program](#) provider information
- [Behavioral Health Services](#) information for providers

Provider education and patient care resources

- [Blue Shield provider education](#) including webinars and eLearning
- [Patient care resources](#) information for providers

Department of Health Care Services (DHCS)

- [Medi-Cal bulletin summaries](#) for providers
- [All Plan Letter \(APL\) summaries](#) to help providers stay informed of the latest DHCS requirements

Why register to use Provider Connection?

Doulas and doula groups can register for a Provider Connection account to do things like check member eligibility and check member benefits online.

The picture below shows things you can do on the website after you register for an account and log in.

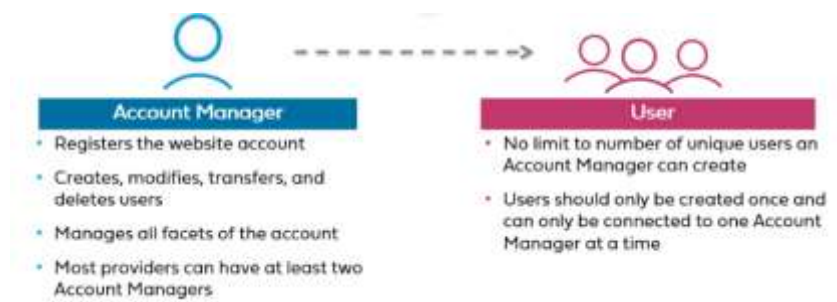


Who should register for a Provider Connection account?

Provider Connection has two roles: Account Managers and Users.

Doula groups may wish to identify one or two Account Managers, who can set up User accounts for doulas under that group.

Solo doulas may wish to register as both Account Manager and User.



What is needed to register for Provider Connection?

To register for a Provider Connection account, an Account Manager will need 1) a designated account manager, 2) a Tax ID Number or Social Security Number, and 3) member information or your 9-digit Blue Shield Promise contract ID number. **NOTE: You will also need to provide an email address where you can receive email from Blue Shield Promise.**



What are the steps to register for Provider Connection?

Follow these [steps to register for Provider Connection](#). It typically takes about 5 minutes. [Register here.](#)

How to verify member eligibility

Learn how doulas check the Blue Shield Promise member's Medi-Cal eligibility before providing doula services.

When should doulas check member eligibility?

Prior to the initial visit, doulas are required to verify the member's Medi-Cal eligibility for the month of service.

What is needed to check a member's eligibility?

You will need one of the following for the MEMBER whose eligibility and benefits you are verifying:

- Blue Shield Promise Subscriber ID number (on their [member ID card](#))
- Last name, first name, and date of birth
- Social Security Number (SSN)
- Client Index Number (CIN)



How can doulas check a member's eligibility?

The quickest way to check member eligibility is on Provider Connection. You need a [Provider Connection account](#) to check eligibility online.

If you cannot access the website, you may verify eligibility by phone.

❖ **Check member eligibility on Provider Connection**

Follow the steps to verify eligibility and benefits for Blue Shield Promise members.

❖ **Check by phone**

Call one of these phone numbers:

(800) 541-6652, 24 hours a day, seven days a week, or

(800) 468-9935, 6 a.m. to 6:30 p.m., Monday through Friday.

Eligibility information is updated daily.

How to support prenatal and postpartum care

Learn how doulas help inform pregnant and postpartum members about timely medical visits and screenings for them and their newborns.



When should Blue Shield Promise members receive prenatal and postpartum care from their OB?

You may download and save this document to see the prenatal and postpartum care schedule for Medi-Cal members: [Required prenatal care and record documentation](#)

Let's discuss how you can support members to access timely healthcare during and after pregnancy.



How can you encourage regular prenatal and postpartum care?

As a doula, I can:

- Share clear, evidence-based information about prenatal and postpartum care, including vaccines
- Explain when prenatal and postpartum visits should happen
- Refer members to their Primary Care Provider or Blue Shield Promise for in-network care



How can you support communication between the member and their healthcare providers?

As a doula, I can:

- Help members navigate care and stay connected to their providers.
- Build trust and communication between providers and members.
- Go to the "Non-doula services" section of this course to help members who request pregnancy-related services for Medi-Cal members.



How can you connect members to community resources?

As a doula, I can:

- Share resources in this course with Blue Shield Promise Medi-Cal members.
- Help members learn about programs, such as free transportation to visits.



Show what you know

True or false?	True	False
A. Getting the COVID-19 and flu vaccines during pregnancy is risky.		
B. Vaccines recommended during pregnancy are safe.		
C. The Flu and Tdap vaccines can be given during regular prenatal visits.		
D. Whooping cough vaccine (Tdap) vaccine is NOT recommended during pregnancy.		
E. People should receive Tdap vaccine during EVERY pregnancy.		
F. Flu and COVID-19 are less severe during pregnancy.		
G. Influenza (flu) vaccines are NOT recommended during pregnancy.		

Answers: G-False, F-False, E-True, D-False, C-True, B-True, A-False

How will you support newborns' health outcomes?

- **Educate** parents and caregivers about the preventive care newborns must get on time.
- Help members **navigate** the healthcare system to get care for their newborns. Help parents communicate with providers.
- Help **link** members to community-based resources. Refer them to the Maternity Care Program, Enhanced Care Management (ECM), and/or Community Supports (CS).

How can you help inform parents about preventive care and screenings their child will need?

Through education about infant care, doulas can impact newborn's health journey.

Blue Shield Promise created preventive health guidelines that guide parents through preventive care and developmental screenings starting at birth.

Help members access preventive health guidelines in their language.

Preventive health guidelines

You may download, print, and share these preventive health guidelines:

[Preventive Health Guidelines, English](#)

[Preventive Health Guidelines, Spanish](#)

[Preventive Health Guidelines, Arabic](#)

[Preventive Health Guidelines, Armenian](#)

[Preventive Health Guidelines, Chinese \(Simplified\)](#)

[Preventive Health Guidelines, Chinese \(Traditional\)](#)

[Preventive Health Guidelines, Farsi](#)

[Preventive Health Guidelines, Khmer \(Cambodian\)](#)

[Preventive Health Guidelines, Korean](#)

[Preventive Health Guidelines, Russian](#)

[Preventive Health Guidelines, Tagalog](#)

[Preventive Health Guidelines, Vietnamese](#)

Training and continuing education for doulas

Blue Shield Promise doulas benefit from professional development.



What training is required for Blue Shield Promise doulas?

- ❖ You may be notified about required training via email, so it is very important to check the email you have on file with us often. If you provide doula services as a doula group rendering provider, the group may notify you about required training via email.
- ❖ Doulas must complete the following training courses on time, and any additional training assigned to you by Blue Shield Promise.

Caring for families, birth, and beyond

Blue Shield Promise doulas must complete this training about intimate partner violence (IPV).

- **Now:** Watch this short video, which introduces concepts you will learn about in the IPV training titled [Intro to Caring for families, birth, and beyond](#).
- **In Module 2 of this training:** You will watch the entire [Caring for families, birth, and beyond](#) video.

This IPV training will help you confidently talk with pregnant and postpartum members by using the "CUES" method. The CUES steps are:

- **C = Confidentiality:** Know your reporting requirements and confidentiality limits. Inform the member about these. Ensure that you can safely bring up relationships, violence, or stress by seeing the alone for at least part of an appointment.
- **UE = Universal Education:** Give each patient two safety cards or offer a website link to relationship health resources. Providing this information to all patients ensures everyone has access, regardless of whether they disclose violence. Encourage patients to review the card and let them know you're a safe person to talk to.
- **S = Support:** While disclosure is not the goal, it may occur. If a member discloses that they experience abuse, respond with empathy and support. Refer the member to a local domestic or sexual violence agency or a national hotline listed on the back of the safety card. Learn about the resources available in your community so you can make warm referrals.



Advancing Health Equity

Blue Shield Promise doulas and other providers must also complete the Advancing Health Equity course in the [Provider Learning Center](#). Advancing Health Equity is required at onboarding with Blue Shield Promise, and then every three years.

What other training does Blue Shield Promise offer doulas?

Doulas have access to more training on many topics via [Blue Shield provider education](#) webpages. We recommended the following training for doulas:

Reducing inequalities in preeclampsia

Dr. Kelly O. Elmore, OB/GYN, presents actionable steps to address disparities in preeclampsia and hypertensive disorders of pregnancy.

[Recorded webinar](#) (55 min)

[Presentation](#) (PDF)

Reducing inequalities in cesarean delivery

Dr. Elmore advances understanding of the disparities in cesarean deliveries, their health impacts, and strategies for improvement.

[Recorded webinar](#) (51 min)

[Presentation](#) (PDF)

Care for Transgender/Nonbinary patients

Barry Eisenberg, M.D. and Ilana Sherer, M.D., FAAP, discuss how to help improve the healthcare experience of transgender and nonbinary youth, adolescents, and adults.

[Recorded webinar](#) (55 min)

[Presentation](#) (PDF)

Transforming Medi-Cal through CalAIM

This DHCS website is about California Advancing and Innovating Medi-Cal (CalAIM), including services, eligibility criteria, and referral processes for Blue Shield Promise programs that support CalAIM.

[Who's who in the world of Blue](#): California Blue plans explained (PDF)

Learn the differences between the two Blue plans in California from this one-page infographic.

What continuing education is required for doulas?

- ❖ Doulas must complete **three hours** of continuing education **every three years** and be able to provide proof of training completion upon request. Doulas' continuing education must be in **maternal, perinatal, and/or infant care**.
- ❖ Examples of continuing education topics for doulas
 - Adoption and the Doula
 - Advanced Breastfeeding Support
 - Advanced Comfort Measures
 - Birth Plans
 - Cesarean/Vaginal birth after cesarean section (VBAC)
 - Difficult Labor Scenarios
 - Grief and Loss
 - Induction & Augmentation of Labor
 - Medical Interventions
 - Multicultural Issues
 - Postpartum Disorders
 - Sharing Case Studies
 - Socially Disadvantaged Clients
 - Special Needs Clients

Department of Health Care Services (DHCS) requirements

- ❖ Doulas must complete continuing education in compliance with DHCS All Plan Letter [APL 23-024](#), which supersedes APL 22-031.
- ❖ Doulas must **keep records of training completion** and be able to **provide proof** to DHCS upon request.

What is the doula credentialing cycle?

- ❖ Doulas must provide updated documentation to Blue Shield Promise for recredentialing every three years.

Member grievances and referrals

Learn where doulas can direct members with a grievance or referral need.

What if a member has a complaint or wants to make an appeal?

If a member has a complaint (grievance) or wants to appeal a denied service, doulas may refer them to the instructions and forms on Blue Shield's website. Grievance and appeal forms are available in several languages.



For instructions and forms, visit [Filing a grievance or appeal](#).

Members without internet access may call the Customer Care (Member Services) phone number on the back of their member ID cards.

[Blue Shield Promise Medi-Cal Member Services](#)

Los Angeles County

Phone: [\(800\) 605-2556](tel:8006052556) (TTY: 711). 8 a.m. to 6 p.m., Monday through Friday.

San Diego County

Phone: [\(855\) 699-5557](tel:8556995557) (TTY: 711). 8 a.m. to 6 p.m., Monday through Friday.

What if a member needs a referral to the Maternity Program?

Doulas and providers may refer members to the [Blue Shield Promise Maternity Program](#) for help related to:

- Managing their personal health needs during the perinatal period
- Community resources for members who are pregnant and who have recently delivered
- Care management for members experiencing a high-risk pregnancy
- Resources for members who may be experiencing a pregnancy loss
- Guidance in managing decisions around pregnancy and family planning

The program is confidential and available to members at no extra cost. Our Maternity Program care team are dedicated nurses, social workers, and care coordinators.

Members will be contacted within two business days of when we receive the referral. Then we will outreach as needed during the pregnancy until three months postpartum.

For the Maternity Program contact information and referral form, visit [Maternity Program](#).

What if a member needs maternal mental health services?

Doulas and providers may refer members to our Maternal Mental Health Program, which has specialized social workers on the team to provide support. We can also refer members to behavioral health specialists for help and guidance on:

- Stress management
- Management of depression and anxiety
- Addressing adverse childhood experiences (ACEs)
- Other behavioral health conditions

For Maternal Mental Health Program contact information, visit [Maternal Mental Health and Pregnancy Loss](#).

[Programs.](#)

What if a member needs Enhanced Care Management?

Doulas and providers may refer members to Enhanced Care Management (ECM) for help with complex medical and social needs that make it difficult to improve their health. Members who qualify for ECM are paired with a care team to make a care plan. This can include connecting members with core community and social services. For ECM information and referral forms, visit [Enhanced Care Management](#)

What if a member needs a referral to community supports?

Members may qualify for Community Supports (CS) services, which are extra services that Blue Shield Promise offers to eligible Medi-Cal members. They enhance and support members' care but are not benefits. Services will vary based on a member's needs, Blue Shield Promise rules, and prior approval. For CS contact information and referral forms, visit [Community Supports](#)

Resources and contacts

Here you can access the many resources for members and doulas.

Blue Shield Promise contacts and resources for members

Refer to the Resources for Members section of the Doula Resource Guide for helpful links and contact information.



Blue Shield Promise Member Services

- Los Angeles County Phone: **(800) 605-2556** [TTY: 711], 8 a.m. - 6 p.m., Monday – Friday
- San Diego County Phone: **(855) 699-5557** [TTY: 711], 8 a.m. - 6 p.m., Monday – Friday
- Contact us [email form](#)

[Blue Shield Promise Doula Program member web page](#)

[Blue Shield Promise Maternity Program](#)

Phone: **(888) 802-4410**, 8 a.m. – 5 p.m., Monday – Friday

What other resources are on Provider Connection?

Revisit the [previous lesson about Provider Connection](#).

What other resources are available from Medi-Cal?

The Department of Health Care Services (DHCS) created the [Medi-Cal Doula Provider Toolkit](#) to help doulas understand DHCS requirements.

PART B - Required for doulas who submit claims and documentation directly to Blue Shield Promise

Continue and complete Part B if:

- You will provide doula services as an independent entity and will submit claims to Blue Shield Promise, OR
- You have an active agreement with Blue Shield Promise.

Jump to [Part C](#) if:

- You will provide doula services as a doula group rendering provider and NOT submit claims to Blue Shield Promise, AND
- You do not have an active agreement with Blue Shield Promise, but your group does.

How to submit the Doula Visit Detail Log

Where is the Doula Visit Detail Log?

To download, save, and then complete the log, visit [Doula Visit Detail Log](#).



What is the Doula Visit Detail Log?

- The Doula Visit Detail Log is a record of each doula care visit that includes information about services rendered.
- Doulas and doula groups use the Doula Visit Detail Log to collect and record visit detailed information, then submit the log to Blue Shield Promise.
- The log should contain all services provided to Blue Shield Promise members within the course of the 30-day period by each doula.
- Blue Shield Promise uses your submissions for reporting to the Department of Health Care Services

Who submits Doula Visit Detail Logs?

Individual doulas and doula groups who have an active agreement with Blue Shield Promise may submit Doula Visit Detail Logs to Blue Shield Promise.

Doulas may choose whether to provide Doula Visit Detail Logs

Choosing to opt in or opt out applies only to providing the Doula Visit Detail Logs. It does not change the doula's responsibility to maintain required documentation of services provided or provide records when requested.

- **Opt in:** The doula agrees to complete and submit the logs to Blue Shield Promise according to the submission instructions and schedule.
- **Opt out:** The doula chooses not to complete or submit the logs.

Where do doulas submit Doula Visit Detail Logs?

Individual doulas and doula groups who have an active agreement with Blue Shield Promise may submit Doula Visit Detail Logs directly to Blue Shield Promise. Even if you are using a clearinghouse to submit claims, you may still submit the Doula Visit Detail Log to Blue Shield Promise.

If you are an individual doula and do not have an active agreement with Blue Shield Promise, but your group does:

- We cannot accept Doula Visit Detail Logs from you directly.
- Please submit Doula Visit Detail Logs through your doula group. You will need to follow the instructions

you receive from your group.

How do doulas submit Doula Visit Detail Logs?

Follow the steps below to submit logs.

1. **View the log** (Excel file) at [Doula Visit Detail Log](#).
2. **Save and rename the log file** to include the date of submission and the time period of services covered.
Example filename: For a submission on May 12, 2026, including services covered from April 1 to April 30, 2026: **Doula_Visits_051226_0401_0430.xls**
3. **Enter your data** into the Doula Visit Detail Log according to the instructions below.
4. Email BSCPromiseDoula@blueshieldofca.com to request a secure email link to ensure member privacy is protected.
5. **Email completed logs via secure email** to the Blue Shield Promise Doula Program office:
BSCPromiseDoula@blueshieldca.com.
6. **Submit completed logs once a month**, on or before the 12th day of the month.

How do doulas complete the Doula Visit Detail?

Follow these instructions: [How to complete and submit the Doula Visit Detail Log](#) (PDF)

When do doulas submit Doula Visit Detail Logs?

Doulas who opt in: Submit a completed comprehensive log **once a month, on or before the 12th** of each month for any services provided to Blue Shield of CA Promise Health Members in the previous month.

Example: Any services rendered in April will be submitted on a Visit Detail Log by May 12. The log should contain all doula services provided by each doula to Blue Shield Promise members within the 30-day period.

How to submit the Birth Outcome Report

Where is the Birth Outcome Report form?

Download, save, and then complete the [Blue Shield of California Promise Birth Outcome Report](#) (PDF).



What is the Birth Outcome Report?

Doulas use the Birth Outcome Report form to track certain post-birth data for their assigned members.

Who submits Birth Outcome Reports?

Individual doulas and doula groups who have an active agreement with Blue Shield Promise may submit Birth Outcome Reports to Blue Shield Promise.

Doulas may choose whether to provide Birth Outcome Reports

Choosing to opt in or opt out applies only to providing the Birth Outcome Report. It does not change the doula's responsibility to maintain required documentation of services provided or provide records when requested.

- **Opt in:** The doula agrees to complete and submit Birth Outcome Reports to Blue Shield Promise according to the submission instructions and schedule.
- **Opt out:** The doula chooses not to complete or submit Birth Outcome Reports.

Where do doulas submit Birth Outcome Reports?

If you are an individual doula and do not have an active agreement with Blue Shield Promise, but your group does:

- We cannot accept Birth Outcome Reports from you directly.
- Please submit Birth Outcome Reports through your doula group. You will need to follow the instructions you receive from your group.

Are doulas compensated for completing the Birth Outcome Report?

In exchange for submitting the Birth Outcome Report, doulas will be compensated an additional 15% of the published DHCS rate. Please review details in your executed Doula Agreement (Doula Contract).

Doulas can opt out of providing the Birth outcome report and will be compensated the published DHCS rate without the additional 15%.

How do doulas submit Birth Outcome Reports?

Follow these steps:

1. Email BSCPromiseDoula@blueshieldofca.com to request a secure email link to ensure member privacy is protected.
2. Submit completed reports to the Blue Shield Promise Doula Program via secured email to BSCPromiseDoula@blueshieldca.com.

How do doulas complete the Birth Outcome Report form?

Birth Outcome Report questions and definitions

On the left are the questions doulas will answer for members on the Birth Outcome Report. Definitions are on the right.

Question (Yes/No)	Definition
Did the member deliver as a result of a C-Section?	Cesarian Section (C-Section): The delivery of an infant through horizontal or vertical incisions (surgical cuts) made in the abdomen and uterus.
Did member have a NTSV birth?	Nulliparous, Term, Singleton, Vertex (NTSV) C-Section: Babies born at or beyond 37.0 weeks gestation to women in their first pregnancy that are singleton (no twins or beyond) and in the vertex presentation (no breech or transverse positions).
Was infant born preterm?	Preterm birth: A birth before 37 weeks of pregnancy.
If infant was born preterm, how many weeks pregnant was member at time of delivery?	• extremely preterm (less than 28 weeks) • very preterm (28 to less than 32 weeks) • moderate to late preterm (32 to 37 weeks)
Was breastfeeding initiated by member after delivery?	Early Breastfeeding Initiation: putting infant at the breast less than one hour after birth.
Did member deliver as a result of an induction of labor?	Induction of labor: The use of medications or other methods to bring on labor.
Did member receive an epidural during labor?	Epidural: medication for pain relief during labor and delivery
Was the infant admitted to a NICU after delivery?	Neonatal Intensive Care Unit (NICU)

When do doulas submit Birth Outcome Reports?

Doulas who opt in: Submit the Birth Outcome Report within 60 Days of member's birth.

How to submit claims

Who submits claims for doula services to Blue Shield Promise?

A doula providing service as an independent entity will submit claims to Blue Shield Promise to receive payment. A doula who provides services as an independent entity may utilize a biller to submit claims to Blue Shield Promise on the doula's behalf.

A doula providing service as part of a doula organization will not submit claims directly to Blue Shield Promise. The doula organization submits claims on the doula's behalf and issues payment directly to the doula.

Documentation of miscarriage or abortion support

Doulas do not need to submit supporting documentation with claims for:

- Support provided during or after a miscarriage or abortion
- Postpartum services provided after a miscarriage or abortion

As a best practice, the doula should ask the member to confirm that a licensed provider verified the pregnancy.

How do doulas submit claims?

The following pages will guide you through the process of **submitting claims and getting paid as an independent entity**. Please carefully review these guidelines to ensure compliant, accurate, and timely claims and avoid denials.

Submitting claims for doula services as an independent entity

A doula may provide services as a **doula group rendering provider**, or as an **independent entity**.

- A doula providing service as a **doula group rendering provider** will receive payment from their doula group.
- A doula providing service as an **independent entity** will submit claims to Blue Shield Promise to receive payment.
 - This document will guide you through the process for submitting claims and getting paid as an **independent entity**.
 - Please carefully review these guidelines to ensure compliant, accurate, and timely claims and avoid denials.

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Avoid common mistakes that cause claims denials



This guide will help you avoid these common mistakes that cause claims denials:

- Claims submitted **past time limit**
- Claims **missing the XP Modifier**
- Claims with **wrong combination of Billing and Diagnostic codes**
- **Member terminated** and is no longer eligible for Medi-Cal services under Blue Shield Promise



The six-month billing limit

- Doulos must submit original Medi-Cal claims to Blue Shield Promise **within six months (180 days)** of the month services were rendered. This is the Department of Health Care Services (DHCS) "six-month billing limit."
- Submit claims within this time frame to get paid in a timely manner.
- Late claims submission may result in reduction of reimbursement amount or denial if claims are submitted beyond 12 months after service.

2

Three options for submitting claims to Blue Shield Promise



By mail

The [Claims Routing Tool](#) tells you where to submit paper claims. No log in is required.

Use the current [CMS 1500](#) form.



Via Office Ally or another clearinghouse

- Electronic data interchange (EDI) lets you submit *fully electronic* claims and receive payments electronically via electronic funds transfer. See the [EDI, ERA/EFT and Secondary 277CA FAQ](#).
- After log in, Provider Connection Account Managers can determine if your organization is enrolled in ERA/EFT.
 - If yes, you can edit your selections.
 - If not, you can enroll right from the *Account Management > Provider & Practitioner Profiles > Remittance & Payments* tab.

Online



Via SympliSend

- Submit digital paper claims, itemization requests, and digital correspondence related to previously processed or in process claims.
- Go to Claims > How to submit claims > [Submitting claims](#) > SympliSend. See [user guide](#) for instructions.
- Provider disputes CANNOT be submitted via SympliSend. Submit online in Provider Connection or by mail.

Learn more about claims at blueshieldca.com/en/provider/claims

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CMS 1500 instructions and DHCS billing tips

- The CMS 1500 form must be printed in special red ink or filed electronically. If you wish to mail paper claims, you may request the red form from Blue Shield Promise.
- If you need help filling out the CMS 1500 form: [CMS 1500 General instructions](#)
- To learn more about billing tips for doulas, including common billing errors and codes that explain why a claim was denied: [DHCS Billing Tips for Doula Providers](#)

Steps to enroll in ERA and EFT online – Account Managers only

1. Click Account Management > Provider & practitioner profiles.
2. If you have more than one Tax ID (TIN), select the correct TIN from the drop-down menu and click Search to refresh the screen.
3. Click the Remittance & Payments tab. The screen will open on the EFT information for that TIN. Click Edit to enroll or to change your EFT enrollment information.
4. To view/edit ERA, click ERA in the left navigation. Use the drop-down menu to choose a vendor (i.e., clearinghouse or trading partner). **The vendor you choose applies to all providers under the selected Tax ID.** Changes take up to three (3) business days.

Electronic Data Interchange (EDI) Help Desk: (800) 480-1221

Doula reimbursement: Paymode

The most efficient way for doulas to receive payment from Blue Shield Promise is through electronic payment.

- To receive electronic payment from Blue Shield Promise, doulas must enroll in [Paymode](#). There is no cost to enroll.
- If you are already a Paymode member, please log into your account, select the "Payers" tab and click "accept" for Blue Shield of California.
- To enroll in Paymode, you will need all the following:
 - A valid email address
 - U.S. Tax ID Number (EIN)
 - A current W9 form (dated within 12 months of today's date)
 - Bank Account and Transit Routing Number
- Once you enroll in Paymode, it will take 2-3 weeks for Blue Shield Promise to establish your account and you will receive payment via paper checks until then.

How to enroll in Paymode

Enrollment in the **Paymode** is simple:

1. Go to www.paymode.com/blueshieldofcalifornia and click "Join Now."
2. Enter the following enrollment code: **G-TQNSAR9AA**.
3. Follow the on-screen instructions.
4. Reply to VendorMaintenance@blueshieldca.com (copied) with a current W9. W9 tax ID must match the Tax ID entered on your Paymode account.

For enrollment assistance, call (800) 331-0974, Monday through Friday, 8 a.m. to 5 p.m. EST.

 [Schonline](#) | [PAYMODE](#)



Promise
Health
Plan

Blue Shield of California Payment Network

Blue Shield of California is pleased to offer electronic payments through Paymode, the largest and fastest growing settlement network.

What you may need:

- A Valid Email Address
- Your Company's US Tax ID Number (EIN)
- Your Company's Bank Account and Transit Routing Number

[Join Now](#)

[Already a member?](#)

 BLUE SHIELD OF CALIFORNIA

Codes: Always use the right diagnostic and billing code combination

- Refer to [DHCS Medi-Cal Provider Manual for Doula Services](#) for specific billing codes for each covered service and the [Blue Shield Promise Medi-Cal Provider Manual](#) for additional guidance.
- Claims submitted electronically must be HIPAA compliant and meet all requirements for EDI transactions.

Doula Service	Associated Diagnostic Codes	Associated Billing Codes
One Initial Visit, either prenatal or postpartum (at least 90 minutes)	Z32.2 (childbirth instruction) Z32.3 (childcare instruction) Z39.1 (care/examination of lactating mother) Z39.2 (routine postpartum follow-up)	Z1032 (can be used for prenatal or postpartum)
Up to eight one-hour (at least 60 minutes) visits that may be provided in any combination of prenatal and postpartum	Z32.2 (childbirth instruction) Z32.3 (childcare instruction) Z39.0 (care/examination of mother immediately after delivery) Z39.1 (care/examination of lactating mother) Z39.2 (routine postpartum follow-up)	Z1034 (prenatal) Z1038 (Postpartum)
Support during labor and delivery (limited to once per pregnancy)	Z33.1 (pregnant state, incremental) Z39.0 (care/examination of mother immediately after delivery)	59409 (vaginal delivery) 59612 (vaginal delivery after cesarean delivery) 59620 (cesarean delivery) 59640 (abortion) T1033 (miscarriage)
Up to two additional postpartum visits that may be available (at least 180 minutes)	Z39.0 (care/examination of mother immediately after delivery) Z39.1 (care/examination of lactating mother) Z39.2 (routine postpartum follow-up)	T1032

BLUE SHIELD OF CALIFORNIA

Codes: Always include modifiers for doula services

- ➔ Doula services require **Modifier XP** on ALL claim submissions. This modifier is the only field that differentiates the services of a doula from that of a physician.
- ➔ Doula services via telehealth **MUST** include modifiers **93** or **95**. See required modifiers based on service modality:

Modality	Definition	Required Modifiers
In-Person	Face-to-face interaction with a member	XP
Audio-visual	Real-time interaction with a member through a secure audio-visual platform	XP,95
Audio-only	Real-time interaction through a secure telehealth line	XP,93



Avoid these common coding mistakes that cause claims denials:

- Claims **missing the XP Modifier**
- Claims with **wrong combination of Billing and Diagnostic codes**

Check claims status (login required)

Check claims status is available from the home page and from the Claims section after log in. All claims connected to your username and login will display if you are the Account Manager or have been granted access by your Account Manager. Use to locate claims and related EOBs. It will display claims from the last five years with most recent at the top.

1. Enter data into one or more search fields: Member, Claim, and/or Provider Information. Click Search.
2. Results will display in the table below the blue header. To sort results in alphabetical or ascending/descending order by column, click the desired column header and the up/down arrow once it presents.
3. EOBs are downloadable once the claim is finalized.
4. Click the claim number to see more detailed information. EOBs are also available from this link.
5. To conduct a new search, click **Start over** to clear the search fields.

Claim details screen: Clicking the claim number from the search results opens the Claims detail screen and provides access to the following information.

Summary view

1. Claim status
2. EOB for finalized claim
3. Option to file a dispute: You will also see a link to add additional documentation to a finalized claim.
4. Member information: Link to view all claims for the member.
5. Claim details:
 - Full view – contains all the above, plus:
 - Payment details
 - Service & procedure details
 - Claim message
 - Claim notes

When a claim has been denied



Click **Attach supporting documents** when:

- The claim has been denied or not paid in full, and Blue Shield IS requesting additional supporting documentation.
- See [Attach documentation to a finalized claim](#) for step-by-step instructions.

Click **Resolve claim issue or dispute** when:

- The claim has been denied, adjusted, or contested AND Blue Shield IS NOT requesting additional supporting documentation.
- See [Submit claim disputes online and view status](#) for step-by-step instructions.



Using the correct link is critical. Do not use "Resolve claim issue or dispute" to attach documents to a finalized claim. Don't use "Attach supporting documents" to resolve a claim dispute. If you do so, Blue Shield must void your submission, and you will need to resubmit correctly.



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Claims rules for doula services

- All visits are limited to one per day, per member.
- Only one doula can bill for a visit provided to the same member on the same day, excluding labor and delivery.
- One prenatal visit or one postpartum visit can be provided on the same day as labor and delivery, stillbirth, abortion, or miscarriage support.
- The prenatal or postpartum visit billed on the same calendar day as the birth can be billed by a different doula.
- Services rendered via telehealth must be billed consistent with DHCS' telehealth policy as outlined in the [Medicine: Telehealth](#) section of the Medi-Cal Provider Manual. This includes billing with modifier 93 for synchronous audio-only or modifier 95 for synchronous video.
- **Overriding Gender Differences:** Medi-Cal members of all gender identities may receive doula services so long as they are medically necessary and meet all other requirements for Medi-Cal coverage. Doulas should ensure that the appropriate billing code (CPT or HCPCS code) is listed on the claim in conjunction with an appropriate ICD-10 diagnosis code to ensure the claim does not deny.
- Services rendered via text, email, chat, or modalities other than audio-visual or audio-only are not reimbursable.

When should doulas submit claims?

Doulas must submit original Medi-Cal claims to Blue Shield Promise within six months (180 days) of the month services were rendered. This is the Department of Health Care Services (DHCS) "six-month billing limit."

How can doulas avoid claims denials?

WARNING! These common mistakes cause claims denials

- × Claims submitted **past time limit**
- × Claims **missing the XP Modifier**
- × Claims with **wrong combination of Billing and Diagnostic codes**
- × **Member terminated** and is no longer eligible for Medi-Cal services under Blue Shield Promise

Show what you know

Create accurate statements by matching the right parts.

A	Mismatched diagnostic and billing codes	within the six-month billing limit.	1
B	Claims are due	should submit claims to Blue Shield Promise.	2
C	Claims for doula services must	cause claims denials.	3
D	A doula providing service as an independent entity	always include XP modifiers.	4
E	The modifier for in-person doula services is	XP.	5
F	Claims for doula services will be denied if	the member terminated from Medi-Cal prior to the service date.	6

Answers: A-3, B-1, C-4, D-2, E-5, F-6

PART C: Review and attest

This section is required for all doulas.

REVIEW

What is the step-by-step process for doulas?

Step 1: Verify member eligibility

Before your first visit with the member, verify that they are enrolled in Blue Shield Promise for the month service will be provided. You will need information on the member's ID card to verify member eligibility online or by phone. **Follow the instructions in the lesson "How to verify member eligibility."**

Check if the member qualifies for Enhanced Care Management (ECM) or Community Supports (CS) services. If ECM or CS services are needed, refer the member. **Follow the instructions in the lesson**



"Member grievances and appeals."

Step 2: Confirm initial recommendation

Blue Shield Promise members meet the criteria for the [Department of Health Care Services \(DHCS\) Standing Recommendation](#) for doula services if they are pregnant or were pregnant within the past year and would either benefit from doula services or have requested doula services.

The DHCS recommendation authorizes:

- One initial prenatal visit,
- Eight visits during the perinatal period, including up to one year after pregnancy,
 - Support during labor and delivery, miscarriage, or abortion, and
- Two extended postpartum visits.

Learn about initial recommendations in the lesson "Authorized doula visits."

Step 3: Provide doula services

Provide covered doula services listed in the lesson "The doula's role and services." Services may be virtual or in person in locations such as homes, office visits, hospitals, or alternative birth centers. Follow guidelines set in [APL 23-024 - Doula Services](#).

Use the *doula visit safety checklist* in the lesson "The doula's role and services."

Step 4: Protect member privacy and document services

Document the date, time, duration, and description of doula services provided to the Blue Shield Promise member during each appointment. Provide documentation to Blue Shield Promise and/or DHCS upon request.

Follow the *HIPAA and privacy guide for doulas* in the lesson "The doula's role and services."

Step 5: Collect/verify additional recommendations

A second recommendation is required for up to nine *additional* visits during the postpartum period. **You can help a member obtain a second recommendation by following the instructions in the lesson "Authorized doula visits."**

Step 6: Submit claims for doula services

If you are providing doula service as an **independent entity**, submit claims to Blue Shield Promise to receive payment. **Follow the instructions in the lesson "How to submit claims."**

Do not submit claims to Blue Shield Promise if you are providing service as a **doula group rendering provider**.

ATTEST

Prior to providing doula services to Blue Shield Promise members, doulas are required to:

- Complete the entire Doula Resource Guide & Training, and
- Attest that you completed the training and agree to the following:

By submitting this form, I acknowledge and agree to the following: I have received the Doula Resource Guide and training provided by Blue Shield of California Promise Health Plan (Blue

Shield Promise). Doula services I provide on behalf of Blue Shield Promise shall only include support during the perinatal period, including during pregnancy; labor and delivery, miscarriage, and abortion; and up to one year postpartum.

These services may include guidance; health navigation; evidence-based education for prenatal, postpartum, childbirth, and newborn/infant care; lactation support; development of a birth plan; and linkages to community-based resources. I may provide covered comfort measures and physical, emotional, and other non-medical support provided during labor and delivery and for miscarriage and abortion. As a doula, I shall not provide medical advice or medical recommendations to Blue Shield Promise birthing members or their families.

Glossary

Explore the glossary of healthcare terms doulas need to know.

A

Additional recommendation

Written approval from a licensed provider that allows a member to receive up to nine additional postpartum doula visits.

All Plan Letter (APL)

Official guidance from the Department of Health Care Services (DHCS) that tells health plans and providers about new or updated rules they must follow.

APL 23-024

A specific All Plan Letter that explains current rules for Medi-Cal doula services and replaces older guidance.

Authorized Visits

The number and types of doula visits that are approved for a member based on a recommendation.

B

Behavioral health services

Care and support for mental health, emotional health, or substance use needs.

Birth Outcome Report

A form used by doulas to report required information about a member's birth outcome to Blue Shield Promise.

C

Care coordination

Support to help different providers and services work together for a member's care.

Care management

Support that helps members understand their health needs, create a care plan, and connect with healthcare and community services.

Claim denial

A health plan's decision not to pay a claim because it does not meet payment requirements.

Claim

A request sent to a health plan asking to be paid for healthcare services.

Community Supports (CS)

Services that help with health-related social needs, such as housing, food, or transportation, and are covered by Medi-Cal.

Covered service

A healthcare service or benefit the health plan will pay for when coverage rules are met.

D

Department of Health Care Services (DHCS)

The California state agency that runs Medi-Cal and sets the rules for covered services, including doula services.

Doula Visit Detail Log

A form used to record information about each doula visit.

E

Enhanced Care Management (ECM)

A Medi-Cal benefit that provides extra support for members with complex health or social needs.

Evidence-based

Using the best available research, experience, and feedback to guide decisions, instead of opinions or guesses.

F

Full-spectrum doula care

Doula support before and after birth, during labor and delivery, and for miscarriage, stillbirth, or abortion. This care is non-medical and includes physical and emotional support.

H

Health Equity

Making sure everyone has a fair chance to achieve good health, no matter who they are or where they live.

Health navigation

Help for members to understand the healthcare system and get the services they need.

Healthcare Effectiveness Data and Information Set (HEDIS)

A set of measures used to check how well health plans and doctors provide care, including access to care, quality of care, and patient experience.

HIPAA

HIPAA stands for the Health Insurance Portability and Accountability Act. HIPAA is a federal law that limits who can see or share members' health information.

I

Initial Recommendation

The first recommendation that allows a member to start receiving doula services.

Intimate Partner Violence (IPV)

Abuse or harmful behavior by a current or former intimate partner. It may include physical, emotional, sexual, or financial harm.

M

Managed Care Plan (MCP)

A health plan that works with a network of providers to deliver care. Blue Shield Promise is an MCP.

Maternity Care Management Program

A Blue Shield Promise program that helps pregnant and postpartum members get coordinated care and support services.

Medi-Cal

California's public health insurance program, which provides free or low-cost healthcare to people with limited income. (Know as Medicaid in other states.)

Member appeal

A request from a member asking the health plan to review and change a decision that was denied or limited.

Member grievance

A complaint a member files when they are unhappy with their health plan or services.

N

National Provider Identifier (NPI)

A unique number assigned to healthcare providers that is used for billing and record-keeping.

P

Perinatal period

The time surrounding birth, starting at 20 to 28 weeks of pregnancy and lasting up to a full year after delivery.

PHI

PHI stands for Protected Health Information. PHI is any information that can identify a member and relates to their

health or care.

Postpartum period

The time after a baby is born, when the birthing person is recovering and adjusting.

Prenatal period

The time during pregnancy before the baby is born.

Primary Care Provider (PCP)

A doctor or other healthcare professional who provides routine care and helps coordinate a member's health services.

Provider Connection

Blue Shield's provider website, where registered providers can access resources and check member eligibility and benefits.

R**Reimbursement**

Payment received for healthcare services that were provided and billed.

Recredentialing

The process of reviewing a provider's qualifications and updated documents again to confirm they still meet participation requirements.

Referral

A request or direction that connects a member with another provider, program, or service for care or support.

S**Second Recommendation**

An additional recommendation required if a member needs more postpartum visits beyond the initial amount.

Social determinants of health

Also called "social drivers of health" or "social domains of health." Conditions in a person's life that can affect health, such as housing, food, transportation, income, education, and access to care.

Statewide Standing Doula Recommendation

A DHCS-issued recommendation stating that all eligible pregnant and postpartum Medi-Cal members can receive doula services without getting an individual written recommendation first.

T**Telehealth**

Healthcare services provided by phone or video instead of in person.