



DOULA MEDICAID REIMBURSEMENT PILOT

In partnership with Care Management Organizations, HMHBGA launched a Doula Medicaid Reimbursement Pilot that paired 175 clients across Georgia with doulas free of charge. Clients received up to 2 prenatal visits, labor and delivery support, and 2 postpartum visits.

Pilot Goals

Goal 1: To examine the relationship between doula care and maternal-infant health among Medicaid recipients involved in the pilot living in the State of Georgia.

Goal 2: To understand the process between Medicaid reimbursement systems, and the impact on doulas' economic security that participate in the pilot in the State of Georgia.

Objective a: Establish an effective doula reimbursement system recommendation through Medicaid in Georgia

Objective b: Increase the number of doulas offering services/care through Medicaid.

WHAT IS A DOULA?

Doulas are trained professionals who provide continuous physical, emotional, and informational support to a birth giver before, during, and after childbirth to help achieve the healthiest, most satisfying experience possible. Doulas are **NOT** medical providers and cannot deliver babies or perform medical tasks. A doula is your advocate, educator, and support for you and your family. A doula can help offer:

- Physical comfort through massage and breathing techniques
- Emotional reassurance and encouragement
- Explanations about the labor process and postpartum period
- Assistance with breastfeeding and more

IMPORTANCE OF DOULA CARE

A doula can provide families with comfort and encouragement of knowing they have someone with them throughout their pregnancy, labor, birth, and postpartum period. Doulas provide specific labor support techniques and strategies, empower families to communicate their preferences and needs, and help to actualize their dream of a healthy, positive birth experience. Data has shown that doula support has the potential to mitigate the experience of birth trauma and increase the rate of breastfeeding success, while also providing physical, emotional, and partner support, as well as advocacy.

BENEFITS OF HAVING A DOULA

INCREASED

Vaginal deliveries

Breastfeeding Success

Positive Birth Experiences

DECREASED

Need for Pitocin

Pain Medication Use

Labor time

DOULAS PROVIDE...



Information



Resources



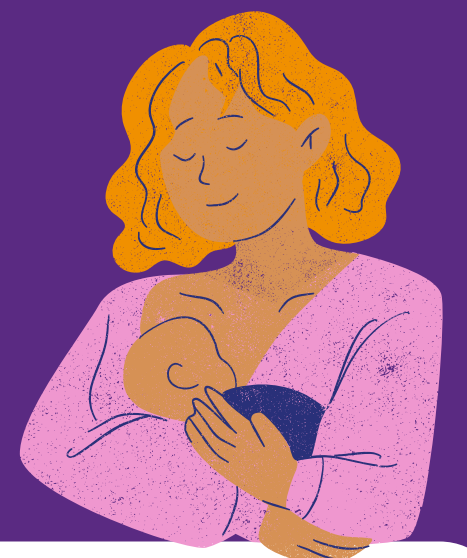
Support



Advocacy



Communication



DOULA MEDICAID REIMBURSEMENT PILOT

★ **120+** ★
FAMILIES REACHED

The average age for all clients = 30.72



Racial Demographics

Black: **72%**

White: **14%**

Hispanic: **6%**

Other: **9%**

Black women in the state of Georgia are **3x** more likely to die from pregnancy-related complications than white women are (Georgia MMRC, 2020).



88%

BIRTH WEIGHT

88% of babies born to birth givers in the pilot were born at a normal birth weight.

87%

BREASTMILK

87% of babies born to birth givers in the pilot received some form of breastmilk.

7.2 / 10
8.5 / 10

APGAR SCORES

The Apgar score is based on a total of 10, the higher the score, the better the baby is doing after birth. A score of 7,8,9 is normal and a sign of good health. The first score is one minute after birth and the second score is five minutes after birth.



Client Feedback on Doula Care

“ I just know for a fact that I felt more empowered to advocate and speak up for myself with my doula. ”

“ She was so awesome. I felt like I had a family member checking on me, speaking on my behalf... she was absolutely wonderful. ”

“ I was really scared. You always hear that Black women are disproportionately having adverse outcomes when it comes to babies. That just made me a little afraid, but just to have another person in my corner made me feel good. **I just wanted to make it out alive.** ”

Client Ratings



4.76 / 5 "My doula encouraged my participation in decisions."

4.65 / 5 "My doula respected my ideals and choices."

4.76 / 5 "My doula was supportive of my cultural needs"

Doula Excerpts from the Pilot

“ It's a lot of people who are out here without help that necessarily cannot afford it — I wanted to try to put boots on the ground to help as much as I could, so that maybe everyone can get access. ”

“ A lot of my moms were extremely grateful for the program. They don't understand that for me it's about a \$300 loss that I took, taking them through this program. 3x5, that's 15, so basically, I lost \$1,500. They don't understand that side. ”