



Becoming a Certified Doula

New Mexico Department of Health Doula Certification Toolkit



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New Mexico Doula Program – January 2025

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Introduction

This guide will help doulas understand how they can meet the credentials needed to become certified with the Department of Health (DOH). Doulas who are certified with the DOH can go on to enroll with New Mexico Medicaid and become providers!

What is a Doula?

A doula is a trained, non-medical professional who provides services, including health education, advocacy or physical, emotional or social support, to a person during the preconception period, pregnancy, childbirth or the postpartum period, regardless of the birth outcome. Pregnant and birthing people receiving doula care are more likely to have improved health outcomes for both them and their infants, including fewer low birth weight babies, lower rates of cesarean births, and higher lactation initiation rates. Doulas can also help reduce the impacts of racism and racial bias in health care on pregnant people of color by providing individually tailored, culturally appropriate, and client-centered care and advocacy.

Doulas and Medicaid Reimbursement

Medicaid coverage of doula support is increasingly recognized as a promising model to improve maternal and infant health outcomes, improve the experience of and satisfaction with care, and improve health equity, while reducing or maintaining current levels of health spending. Several states have enacted legislation or are in the process of implementing state-wide coverage for doula care through Medicaid.

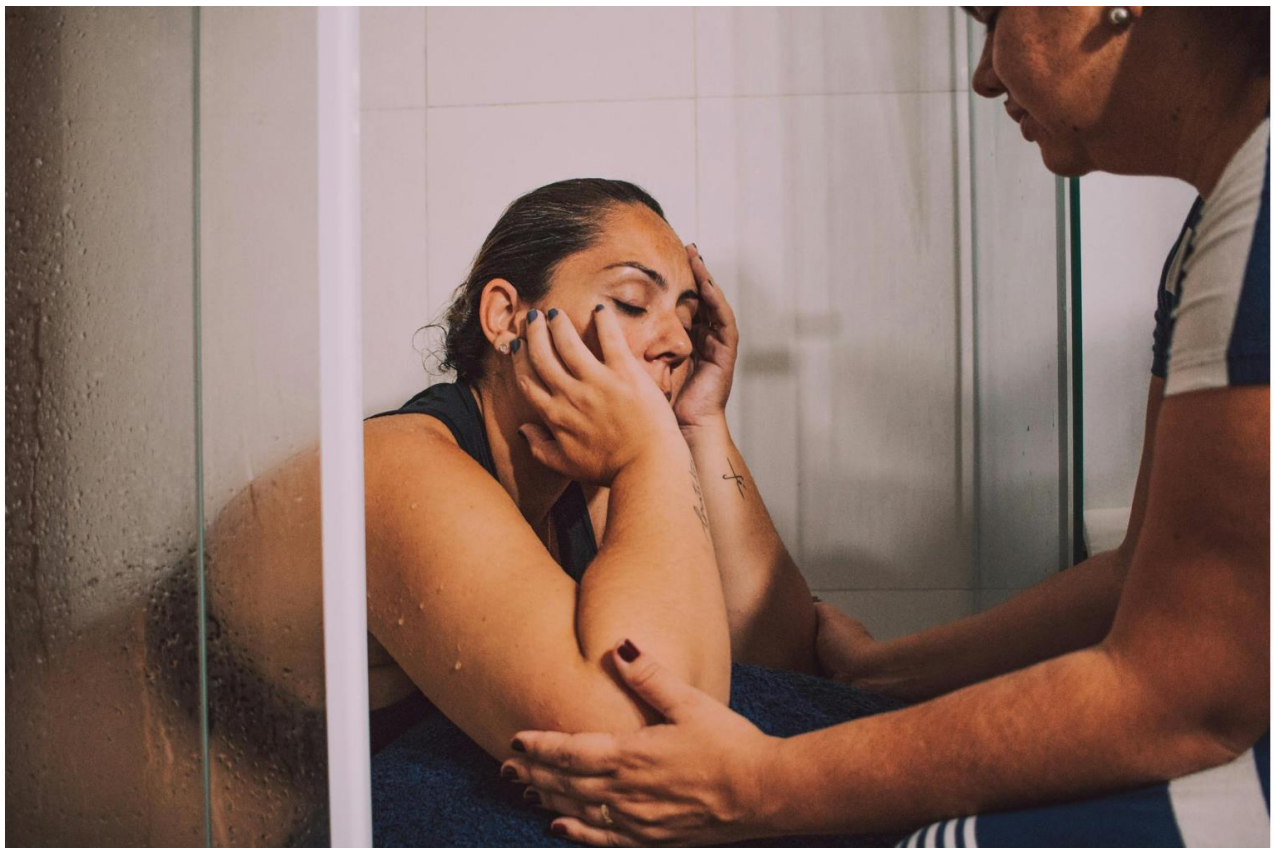
New Mexico is now one of them! New Mexico Medicaid will pay for Doula services. This allows a doula to receive payment reimbursements for Medicaid eligible individuals. Doulas, who wish to enroll as a Medicaid provider will have to first submit an application through the Department of Health towards becoming a Certified Doula.

About this Toolkit

This toolkit is designed to guide doulas through the process of certifying with the NM Department of Health. It also contains resources and links for doulas to become Medicaid providers.

Key Concepts

1. Pathway to becoming a Medicaid-Reimbursable Doula in New Mexico
2. NM Doula Certification requirements through NMDOH:
 - a. Please visit [the NM Department of Health – Maternal Health](#) website for more information on the certification process.
3. Medicaid Provider Enrollment and Billing
 - a. Reimbursable doula services are managed by the Medical Assistance Division and can be found here:
https://www.hca.nm.gov/about_the_department/medical_assistance_division

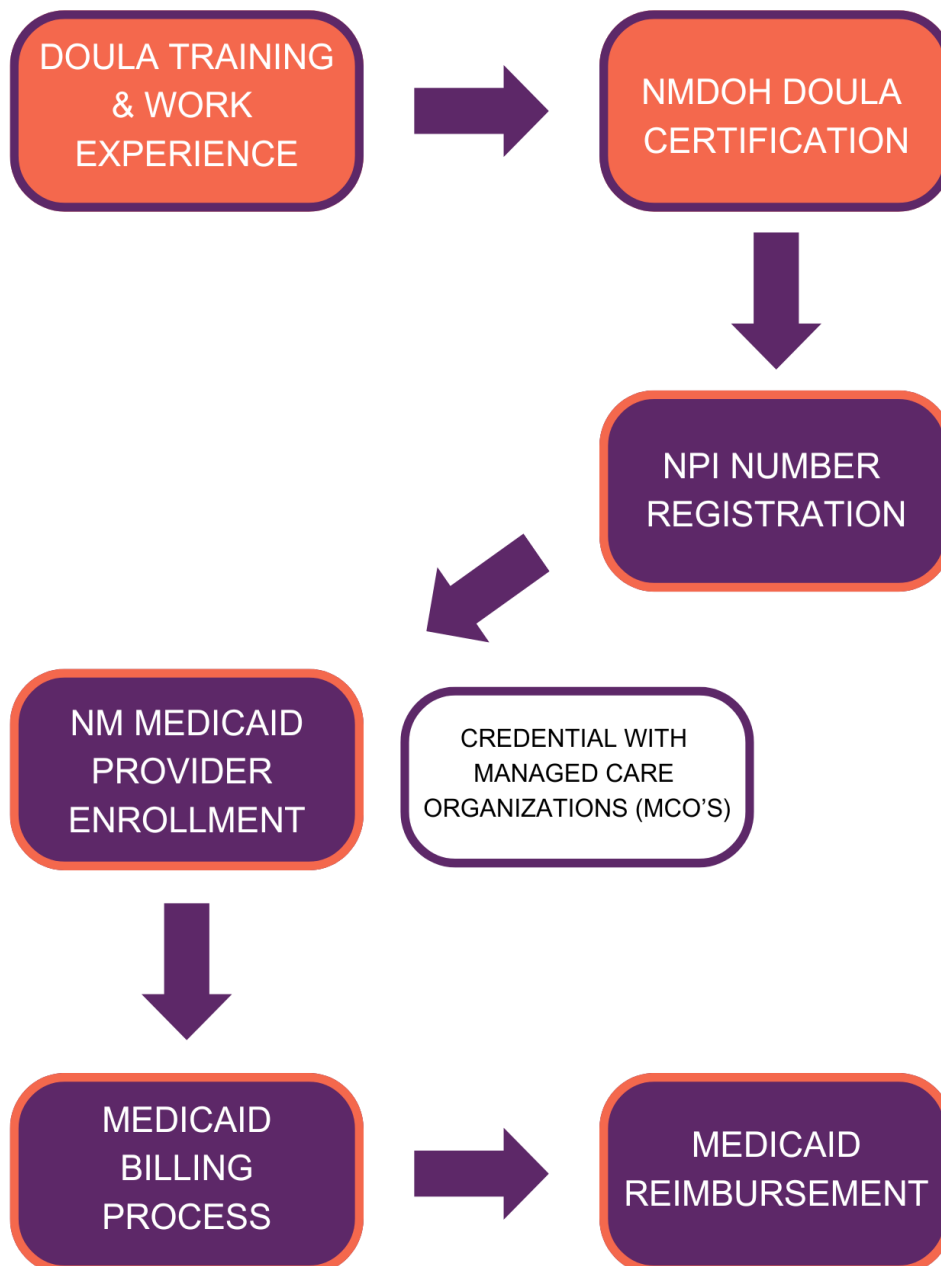


One of the key aspects of the involvement of doulas is that they provide emotional and other support by maintaining a “constant presence” throughout labor, providing specific labor support techniques and strategies, encouraging laboring women and their families, and facilitating communication between mothers and medical caregivers.

- *- HealthConnect One Issue Brief: Creating Policy for Equitable Doula Access*

Section A. Pathway to becoming a Medicaid Reimbursable Doula in New Mexico

1. Doulas gain training through a doula program or life experience.
2. Doulas will certify with NMDOH.
3. Obtain a NPI (National Provider Identification) number.
4. Doulas will enroll to become a Medicaid Provider.
 - a. Doulas will contract with each Managed Care Organization (MCO).
5. When each of the above steps has been completed, doulas are now able to begin to provide services for reimbursement.



Section B. NMDOH Doula Certification

Benefits of becoming a Certified Doula with the NMDOH

- Becoming a Certified Doula with the NMDOH has several advantages, including:
 - Recognition for your work in the community.
 - Acknowledgment of your diverse skills.
 - Medicaid Reimbursement

How to Get Certified

Each applicant will choose one of three pathways for certification.

Pathway 1 – Certify in an identified doula training.

Pathway 2 – Complete a doula training that meets the requirements for core competencies and provide attestation of the completion of services to three doula clients.

Pathway 3 – Provide three letters of recommendation attesting to the competency of the applicant's skills and experience as a doula and provide attestation of the completion of services to three doula clients.

Where to access applications

Applicants can access the online and manual application here: [Application](#)

Manual Applications: Doulas who need to access a manual application can pick one up in person at the NM-DOH/Maternal Health Program Building
2040 S. Pacheco Santa Fe, NM 87505
Or call (505) 231-6817

For general questions about certification, please send email inquiries to:
DOH-DoulaAccess@doh.nm.gov.

For more information visit the NMDOH Doula Program webpage: [Doula Program](#)

PART I. Becoming a Certified NM Doula with the NMDOH

Step 1: Go to the NMDOH Maternal Health Website:

<https://www.nmhealth.org/about/phd/fhb/mch>

Step 2. Click on the Doula Program link:

<https://prod.nmhealth.org/about/phd/fhb/mch/doula/>

Step 3. Access and Complete the Doula Registry Form.

Click the link for either the:

- [Online Application](#)
- [Manual Application](#)

Fill out all fields in the *Personal Information* section.

The form will ask general demographic questions of the applicants.

Fill out the *Eligibility Requirements for all Applicants* section.

Many of the items listed below will require that the doula is a legal business entity in the state of New Mexico. For more information see: [Appendix A: Starting A Doula Business in New Mexico](#)

All applicants are required to provide documentation for the criteria listed below:

1. Be at least 18 years old at the time the application is submitted.
2. Driver's License or state-issued identification card (issued within the 50 United States or the District of Columbia) of the provider, or person signing the application who has the authority to legally bind the applicant or provider.
3. Federal Employer Identification Number (FEIN) verification by submitting a current Internal Revenue Service (IRS) generated document.
4. New Mexico CRS Tax Certificate.
5. Local Business License for any city and/or county where business activities are conducted.
6. Completed W-9 form.
7. Provide proof of a current adult and infant cardiopulmonary resuscitation (CPR) Certification from the American Red Cross or American Heart Association. *(Please note that an in-person skills session is needed to obtain full certification.)*
8. Provide attestation that the applicant has completed an approved (or its equivalent) HIPAA training.

About the HIPAA training: The NM Department of Health has selected the following HIPAA training: *HIPAA Awareness - Module 1 (1047429)*

There is no cost for this training. To access this training, applicants can click the link on the virtual application, or go to the TRAIN NM website:

<https://www.train.org/nm/home>

1. Once you access the TRAIN NM website, create an account by clicking the link on the upper right corner of the screen. When your account is created the website will bring you to the main page.
2. Search for the training: *HIPAA Awareness - Module 1 (1047429)*
3. *Complete the course. Print the certificate of completion at the end of the course for your records.*
4. Once the requirement is met, check the box on the application form that attests to completion of the training.

Applicants are allowed to complete equivalent courses on HIPAA if they choose not to complete the TRAIN NM course. All HIPAA certifications have to be renewed on a yearly basis.

Step 4. Choose your Certification Pathway The application will show the requirements for each Pathway option. After reviewing the requirements, select the Pathway that is appropriate for you.

Option 1: PATHWAY 1 - CERTIFIED DOULA PATHWAY

For applicants who completed and certified in a doula training listed below. Check the box on the application of the training you complete.

BeboSia

International Center for Traditional Childbirth (ICTC)/Shafia Monroe Consulting

Birthing Project USA

Our Earth Full Spectrum Birth & Postpartum Attendant Program

CAPPA Doula Training

ProDoula

Commonsense Childbirth Institute

Raeanne Madison Indigenous Full Spectrum Doula Training/ Postpartum Doula Training

Doulas of North America (DONA) Doula Training

Taos Home Birth & Midwifery - Certified Birth Doula & Labor Support Program
Doula Trainings International

The Black Doula Inc., dba Birthing Advocacy Doula Trainings

HealthConnect One (or a HealthConnect One replication site)

Tewa Women United - Yiya Vi Kagingdi Full Spectrum Doula Training

International Childbirth Education Association (ICEA)

Zaagi'idiwin Full Spectrum Indigenous Doula Training

Fill in all required information.

Upload a copy of the applicants' Certified Doula Certificate
Sign and date the application. Submit the application.

Option 2: PATHWAY 2 - CORE COMPETENCIES PATHWAY

If the doula did not complete one of the identified Doula Trainings listed in Pathway 1, they can provide a Certificate of Completion for another doula training with a minimum of 15 total hours of training which demonstrates confirmation of completed core competencies through culturally specific training or education.

1. Fill in all required information for Pathway 2.
2. On the application, check off all core competencies completed:
 - a. Cultural Knowledge/Learnings in perinatal care
 - b. Foundations on anatomy and physiology of pregnancy and childbirth and postpartum.
 - c. Nonmedical comfort measures, support, and labor support techniques
 - d. Lactation Support
 - e. Developing a community resource list
3. Provide attestation of Doula Services - The doula applicant must provide an attestation that they have provided support at three births in the capacity of a doula in either paid or voluntary capacity. Check the box attesting to doula services provided.
 - a. Write the three dates of doula service on the application form.
4. Upload a copy of the Doula Training Certificate of Completion.
 - a. If the Certificate of Completion does not detail the total number of hours completed and topics covered or if the doula applicant does not have a Certificate of Completion, the doula applicant is required to provide a copy of a syllabus from the completed course(s) and complete the applicable attestation provided within the application attesting that they have satisfactorily completed course(s) covering the required topics above with the name of the organization providing the training course, the total number of hours completed and the date the course was completed.
5. *Sign and date the application. Submit the application.*



Culturally appropriate doula care significantly improves rates of lactation initiation. Doulas engage in conversations with their clients about their feeding goals and supporting their clients with basic lactation knowledge and resources to meet those goals.

Throughout the intrapartum and postpartum periods, doulas meet clients where they are at and offer non-judgmental care.

This level of peer to peer support truly makes a difference to families!

Option 3: PATHWAY 3 - EXPERIENCE PATHWAY

Doula Applicants who have experience providing doula services in either a cultural, professional, or volunteer capacity but have not gone through an approved provider training program listed in Pathway 1, or completed training with the identified core competencies listed in Pathway 2, can certify by providing the following:

1. Fill in all required information.
2. Provide attestation of Doula Services - The doula applicant must provide an attestation that they have provided support at three births in the capacity of a doula in either paid or voluntary capacity.
3. Write the three dates of doula service on the application form.
4. Write in the total number of years the applicant has been providing doula services.
5. Provide three written testimonial letters or professional letters of recommendation. Testimonial letter templates are provided by NMDOH and can be accessed on the Doula Program Webpage: [Pathway 3 Testimonial Letter Template](#)
6. Upload the three testimonial letters.
7. *Sign and date the application. Submit the application.*



Doulas encourage informed decision making with evidence and practiced-based information.



Doulas work to ensure that families receive the quality care and support they deserve.



Certified Doula Application Submission

All applications will be reviewed within 60 days of receipt. Any applicants that are missing information or forms will be notified and have two weeks from the date of the notification notice to provide the required information.

If information is missing from your application, you can access your original application by clicking on the link you received through email upon submission. You can edit and upload additional documents on your original application.

How To Submit a Manual Application:

All manual applications can be submitted through the two options below.

Those applicants who are utilizing a manual application are encouraged to make copies of their final submission for their records.

If the applicant has received notice that information is missing from their file, they can also send any copies of documents or information needed to the options below:

Option #1: Email all required items for submission to:

DOH-MaternalHealth@doh.nm.gov

Option #2: Mail hard copies of all required items for submission to the following:

NM-DOH/Maternal Health Program
2040 S. Pacheco Santa Fe, NM 87505

PART 2 - 4. Becoming a NM Medicaid Provider, Billing & Reimbursement

Upon receiving notification of their approval for Doula Certification from the NMDOH, Doulas must complete two more steps to become a Medicaid Provider.

Obtain an NPI Number - NPI stands for **National Provider Identifier**. It's like a special number for healthcare providers, kind of like your social security number. You need this to be able to bill Medicaid and register in the NM Medicaid Portal as a Doula who is a reimbursable provider.

Obtain a NPI (National Provider Identification) number by visiting:

<https://nppes.cms.hhs.gov/#/>

Enroll with NM Medicaid - Once you have your NPI, you can begin using it for enrollment, billing, claims processing, and other administrative purposes related to your practice as a Doula. Make sure to keep your NPI information up to date, especially if any of your personal or professional details change.

1. Go to the NM Medicaid Portal: <https://www.hca.nm.gov/>
2. Click on Providers link in menu at the top of the page
3. Click on the New Provider & PED Enrollment System on the menu on the left-hand side of the menu
4. Click on the link: [Creating a Provider and PED Enrollment System Provider Account](#).
5. Follow the directions to create the account on [YesNM](#).

Set up contracts with MCO or healthcare organizations

Each MCO and health organization will have their own provider contract process, see MCO websites for more information.

Medicaid Billing Process - Once you have your contract with the MCO's of choice, you can begin providing doula services as a Medicaid provider. Information about billing, claims processing, and other administrative purposes related to your practice as a Doula can be found at the NM Medicaid Portal: https://yes.nm.gov/s/yesnm-home-page?language=en_US

Doulas offer reassurance and validation to parents, helping them build confidence in their parenting abilities. By acknowledging parents' strengths and providing positive reinforcement, doulas empower families to trust their instincts and feel more self-assured in their roles as a parent.

*Empowering Families Through Postpartum Doula Care
March of Dimes, 2024*



Appendix A: Starting a Doula Business in New Mexico

All doulas who are choosing to become certified with the NMDOH must first have a legal business entity. Here are some steps for starting a doula business in New Mexico.

STEP 1: CHOOSE A LEGAL STRUCTURE

Learn more about the different legal structures that exist visiting the SBA's website:

<https://www.sba.gov/business-guide/launch-your-business/choose-business-structure>

STEP 2: FORM YOUR BUSINESS WITH THE STATE

If you are forming an LLC, partnership, non-profit, etc. you must form your business with the Secretary of State. Find out more by visiting: <https://enterprise.sos.nm.gov/forms/business>

STEP 3: OBTAIN A FEDERAL TAX ID NUMBER

You must obtain an Employer Identification Number (EIN) with the IRS for your business (unless you are a sole proprietorship). An EIN is free to obtain and may be filed electronically in most cases. Find out more on the IRS' website: <https://www.irs.gov/businesses/employer-identification-number>

STEP 4: OBTAIN A STATE TAX ID NUMBER

Anyone who engages in business in NM must register with the Taxation and Revenue Department. The Business Tax ID Number (BTIN) is also known as a CRS identification number and is used to pay Gross Receipt Taxes and other state taxes. Learn more about the number and apply for one on this website: [https://tap.state.nm.us/TAP/ /](https://tap.state.nm.us/TAP/)

STEP 5: OBTAIN LOCAL AND STATE LICENSES

Register with your City or County (depending on your location) to obtain a business license/registration. You can search on the web "*My City Business Registration*" to find the corresponding website/location where you should register your business.

REGARDING PERMITS: Although NMDOH **does not** require a permit for our application, it is important to note that NM Medicaid may require a permit. To find out more about enrollment requirements for NM Medicaid Providers, please visit: <https://www.hca.nm.gov/>

- New Mexico requires that several types of businesses obtain licenses. It also requires that practitioners of several professions obtain licenses. Learn if this applies to your business on the NM Business Portal: <https://biz.nm.gov/business-navigator/licenses-and-permits/>

NEW MEXICO BUSINESS RESOURCES

- New Mexico Small Business Development Center: <https://www.nmsbdc.org/starting-a-business/>
- Women's Economic Self-Sufficiency Team (WESST): <https://www.wesst.org/>
- New Mexico Business Portal: <https://biz.nm.gov/business-resources/>