



Michelle Lujan Grisham
Governor

Gina DeBlassie
Interim Cabinet Secretary

New Mexico Department of Health

Frequently Asked Questions (FAQs):

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 pre-conception period, pregnancy, childbirth or the postpartum period to promote positive health outcomes.

What does it mean to become certified as a Certified Doula?

This allows a doula to receive payment reimbursements for Medicaid eligible individuals. Doulas, who wishes to enroll as a Medicaid provider will have to first submit an application through the Department of Health towards becoming a certified Doula. The applicant will complete all steps under their chosen pathway. Upon completion of their application, they will receive a Certified Doula certificate.

What is the scope of practice for doulas that is covered under this benefit?

Reimbursable doula services are managed by the Medical Assistance Division and can be found here www.hca.nm.gov/providers/fee-schedules/

What are the requirements to become a Certified Doula?

All applicants must complete and provide the following:

- Be at least 18 years of age
- Have a Driver's License or state-issued identification card
- Obtain a Federal Employer Identification Number (FEIN)
- Local Business License, Tax Certificate, and Permit
- Maintain a current adult and infant cardiopulmonary resuscitation (CPR) certification from the American Red Cross or American Heart Association.
- Provide attestation of completing HIPPA training (see application for types of trainings).
- Identify which pathway to certification you will apply for.



Michelle Lujan Grisham
Governor

Gina DeBlassie
Interim Cabinet Secretary

New Mexico Department of Health

What are the pathways and criteria towards becoming a Certified Doula?

There are three pathways towards becoming a certified Doula.

- Pathway 1 – Certify in an identified doula training.
- Pathway 2 – Complete a doula training that meets the requirements for core competencies and complete services to three doula clients.
- Pathway 3 – Provide three letters of recommendation and complete services to three doula clients.

Do applicants have to complete a background check?

There will not be a background check required from February 2, 2025, to June 30, 2025. Background checks will be implemented July 1, 2025, for new applications and renewals.

Do you have to be a New Mexico resident to become certified.

Doulas who are living within 100 miles of a New Mexico border are eligible to apply for certification.

Who determines eligibility requirements for becoming a certified Doula?

The NM Department of Health determines eligibility requirements for certified Doulas.

Will there be a fee for the application?

- There will not be a fee required from February 2, 2025, to June 30, 2025.
- Beginning July 1, 2025, there may be an application fee to become a certified doula.

What is the turnaround time from the time an application is turned in, to the time that applicants get informed that they have been approved.

Applications will be processed within 60 days from the date of application submittal. The process to enroll with Medicaid and with each MCO's will be a separate process and will fall outside of the 60-day timeframe.



Michelle Lujan Grisham
Governor

Gina DeBlasie
Interim Cabinet Secretary

New Mexico Department of Health

Can I get reimbursed for Doula services while my application is being processed?

No, certification and enrollment as a Medicaid provider are required before billing.

I do not have internet access, am I able to apply to become a certified through a paper application?

- Yes, applications are available for pick up at 2040 South Pacheco St, Santa Fe, NM.
- Applications can be requested to be mailed by contacting (505) 231-6817.

How long does my certification last? Do I have to reapply?

The doula certification period is two years from the date of certification approval at which time doulas will need to reapply for certification through the NM Department of Health.

Are CEU's required for recertification?

Yes, all doulas must complete twenty-four hours of continuing education in maternal, perinatal and/or infant care every two years to recertify.

Are Certified Doulas required to carry liability insurance?

No, it is not required, please contact the Health Care Authority for further details.

Could I be audited?

Yes. All providers may be subjected to auditing. Doulas must maintain clear, up-to-date records that substantiate the claims they have submitted for payment. Good records management will reduce the risk of delays in the audit process and possible financial penalties.



Michelle Lujan Grisham
Governor

Gina DeBlassie
Interim Cabinet Secretary

New Mexico Department of Health

How do I maintain client confidentiality?

Maintaining client confidentiality is an important part of effective records management. Doulas should choose a secure records management system that meets federal and state data security requirements. This may include locked storage for paper charts, restricted access to electronic data management systems, firewalls to protect Protected Health Information (PHI), and good practices to avoid sending PHI via email or other insecure means.

Information relating to billing/rates can be found at:

www.hca.nm.gov/providers/fee-schedules/

I don't see my question about becoming a certified Doula answered here. Who can I contact for assistance?

For general questions about certification, contact DOH-DoulaAccess@doh.nm.gov.