

Resources for Doula Service Providers



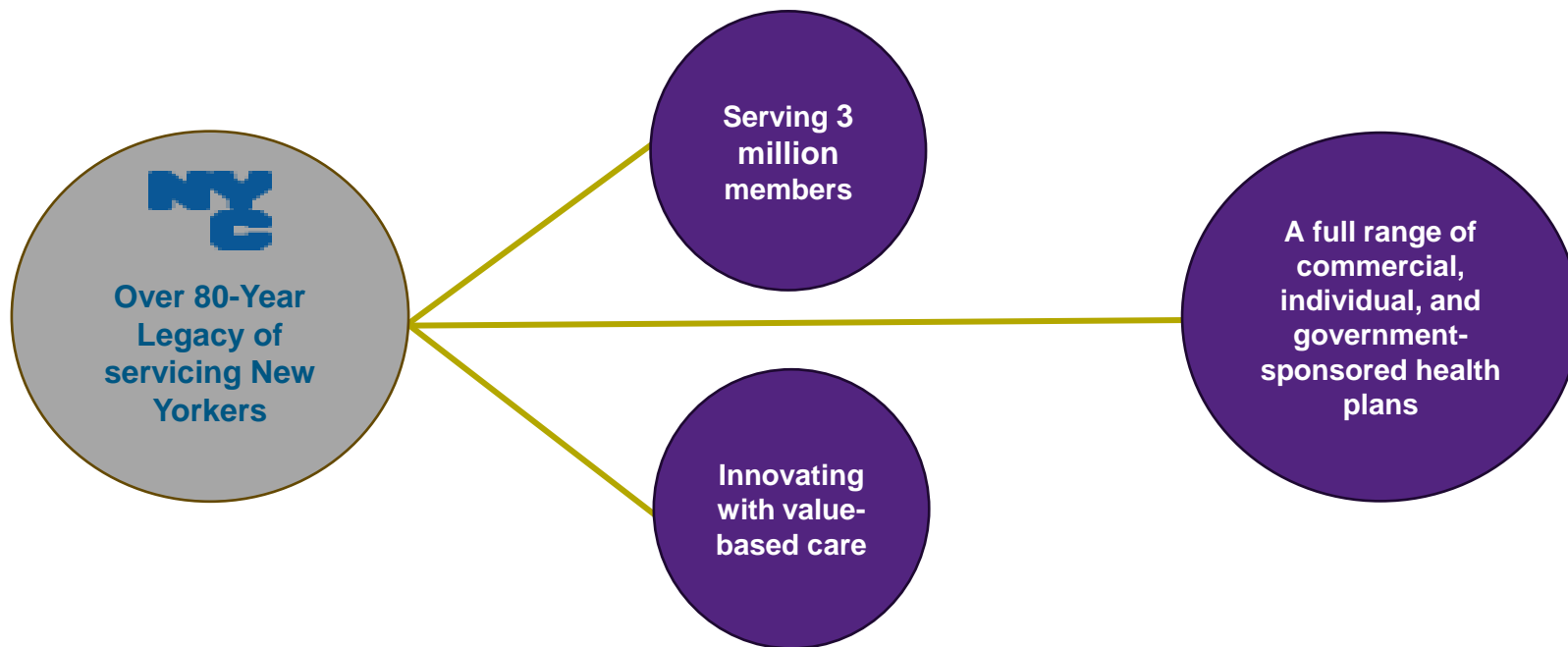
Agenda

During this presentation, we will share information about:

- Who we are.
- Partnering with us.
- Member ID cards.
- Billing for doula services.
- Resources for you.
- FAQs.
- Links.



Who We Are



EMBLEMHEALTH IS ONE OF THE NATION'S LARGEST NONPROFIT HEALTH PLANS, SERVING MORE THAN 3 MILLION MEDICAL, DENTAL, AND VISION MEMBERS WHO LIVE AND WORK ACROSS THE NEW YORK TRISTATE AREA. • TO OUR MEMBERS, PROSPECTS, AND PARTNERS, EMBLEMHEALTH HELPS TO GUIDE HARDWORKING INDIVIDUALS NAVIGATE THE MEDICAL SYSTEM, OFFERING STRAIGHTFORWARD SOLUTIONS, AND MAKING BETTER HEALTH MORE ACHIEVABLE.

Confidential Information- Do not distribute

Partnering with EmblemHealth for Doula Services



How to Join EmblemHealth's Network

- To become an Emblem Provider:
 1. Doulas must be **enrolled** as New York State Medicaid fee-for-service providers.
 2. Once enrolled with Medicaid, to express interest in partnering with EmblemHealth, please contact **medicaidproduct@emblemhealth.com**.
 3. Interested doulas will be contacted within 1-2 business days with next steps.



Who Is Covered?

As of **April 1, 2025**, EmblemHealth is covering doula services in hospital, clinic, and community settings for Medicaid, Health and Recovery Plan (HARP), VIP Dual Enhanced (HMO D-SNP) and Essential Plan members who are pregnant, birthing, and postpartum (for up to 12 months after the delivery date).



Provider Network

Company	Provider Network/Program
Health Insurance Plan of Greater New York (HIP) – EmblemHealth	<u>Enhanced Care Prime Network</u> <ul style="list-style-type: none">• Enhanced Care (Medicaid)• Enhanced Care Plus (HARP)• Essential Plan (EP)• VIP Dual Enhanced (HMO D-SNP)




Sample Member ID Cards



Sample Medicaid Member ID Card

Generic ID card with each part explained

- Pay attention to logos and instructions on back of ID card
- Member must be eligible for coverage on the date of service (If you have questions on coverage call 866-447-9717, 8 a.m. to 6 p.m., Monday to Friday)

 **EmblemHealth**

Enhanced Care

MEMBER: Sample Card
ID NUMBER: XXXXXXXXXXXX

Network: Enhanced Care Prime

PCP Name: **Not Selected** PCP Phone: **800-447-8255**
Copay: **PCP \$0 SPEC \$0 ER \$0 Dental: \$0**
Rx BIN: 004740
NYPx Support: **800-343-9000**

Go Paperless - Visit emblemhealth.com/members

MEMBERS AND PROVIDERS: Network providers must provide or arrange nonemergency care. Call **866-447-9717** to request prior approval and confirm eligibility.


Customer Service: **855-283-2146** (TTY/TDD: 711)
Claims Questions: **866-447-9717**
Emblem Behavioral Health Services: **888-447-2526**
Dental (Healthplex): **855-910-2406**
Vision (EyeMed): **877-324-2791**


Emblem Health Customer Service: 55 Water St, New York, NY 10041
Claims Submission: EmblemHealth, PO Box 2845, New York, NY 10116
Behavioral Health claims to: Emblem Behavioral Health Services, PO Box 1850, Hicksville, NY 11802

Underwritten by Health Insurance Plan of Greater New York
Fully insured coverage





Sample HARP Member ID Card

	EmblemHealth®	Enhanced Care Plus
MEMBER: Sample Card		
ID NUMBER: XXXXXXXXXXXX		
<hr/>		
Network: Enhanced Care Prime		
PCP Name: Sample Card, MD		PCP Phone: 000-000-0000
Copay: PCP \$0 SPEC \$0 ER \$0 Dental: \$0		
BIN#: 004740		
NYRx Support: 800-343-9000		

Go Paperless - Visit emblemhealth.com/members
MEMBERS AND PROVIDERS: Network providers must provide or arrange nonemergency care. Call 866-447-9717 to request prior approval and confirm eligibility.
Customer Service: 855-283-2146 (TTY/TDD: 711)
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Behavioral Health claims to: Emblem Behavioral Health Services, PO Box 1850, Hicksville, NY 11802
Underwritten by Health Insurance Plan of Greater New York Fully insured coverage






Sample VIP Dual Enhanced (HMO D-SNP) Medicaid Member ID Card

	VIP Dual Enhanced (HMO D-SNP) Enhanced Care (Medicaid) No Referral Required
MEMBER: Sample Card ID NUMBER: K0000000000	
Network: VIP Bold PCP Name: Sample Card, MD PCP Phone: 000-000-0000	 Rx BIN#: 400023 Rx PCN#: 0020050403 Rx GRP#: KHYA CMS#: H5991-013-000 CIN#: AB12345C Comprehensive Dental
Copay: PCP \$0 SPEC \$0 Urgent: \$0 ER \$0	

Customer Service: 877-344-7364 (TTY: 711) Behavioral Health: 888-447-2526 Pharmacy: 877-444-7097 Dental (Healthplex): 855-933-4033 Routine Vision (EyeMed): 844-790-3878	emblemhealth.com/medicare
PROVIDERS: Use emblemhealth.com/providers to check eligibility, find network providers, and see all preauthorization requirements and UM programs.	
Provider Service: 866-447-9717 Medical/Hospital Claims: EmblemHealth, PO Box 2845, New York, NY 10116-2845. Payor ID: 55247. Behavioral Health Claims: Emblem Behavioral Health Services, PO Box 1850, Hicksville, NY 11802. Underwritten by Health Insurance Plan of Greater New York (HIP) 	




Sample VIP Dual Enhanced (HMO D-SNP) HARP Member ID Card


 EmblemHealth	VIP Dual Enhanced (HMO D-SNP) Enhanced Care Plus (HARP) No Referral Required
MEMBER: Sample Card ID NUMBER: K0000000000	
Network: VIP Bold PCP Name: Sample Card, MD PCP Phone: 000-000-0000 Copay: PCP \$0 SPEC \$0 Urgent: \$0 ER \$0 AdvantageCare Physicians	 Rx BIN#: 400023 Rx PCN#: 0020050403 Rx GRP#: KHYA CMS#: H5991-013-000 CIN#: AB12345C Comprehensive Dental

Customer Service: 877-344-7364 (TTY: 711) Behavioral Health: 888-447-2526 Pharmacy: 877-444-7097 Dental (Healthplex): 855-933-4033 Routine Vision (EyeMed): 844-790-3878 PROVIDERS: Use emblemhealth.com/providers to check eligibility, find network providers, and see all preauthorization requirements and UM programs.	emblemhealth.com/medicare
Provider Service: 866-447-9717 Medical/Hospital Claims: EmblemHealth, PO Box 2845, New York, NY 10116-2845. Payor ID: 55247. Behavioral Health Claims: Emblem Behavioral Health Services, PO Box 1850, Hicksville, NY 11802. Underwritten by Health Insurance Plan of Greater New York (HIP)	



Sample Essential (EP) Plan ID Card

 EmblemHealth	Essential Plan 4 No Referral Required
MEMBER: Sample Card ID NUMBER: K0000000000	
<hr/>	
Network: Enhanced Care Prime	
Deductible: \$0	
Copays: PCP \$0 SPEC \$0 Urgent Care \$0 ER \$0	
Rx \$0/\$0 NF \$0 Dental \$0 Vision \$0	
BIN#: 400023 PCN: 01071998	

Go Paperless - Visit my.emblemhealth.com
PROVIDERS: Network providers must provide or arrange nonemergency care. Call 866-447-9717 to request prior approval, confirm eligibility and check claim status.
Customer Service: 888-447-7703 (TTY: 711)
Emblem Behavioral Health Services: 888-447-2526
EmblemHealth Pharmacy Services: 855-283-2150
24-Hour Nurse Advice Line: 877-444-7988
Dental (Healthplex): 855-910-2406 Vision (EyeMed): 877-324-6211
Emblem Health Customer Service: 55 Water St, New York, NY 10041
Claims Submission: EmblemHealth, PO Box 2845, New York, NY 10116
Behavioral Health claims to: Emblem Behavioral Health Services, PO Box 1850, Hicksville, NY 11802
Underwritten by Health Insurance Plan of Greater New York Fully insured coverage




Billing Codes for Doula Services

HCPCS Code	Diagnosis Code	Code Description	Service Description	Per Pregnancy Allowance	Reimbursement Rate
T1032	Z32.2 (prenatal/pregnancy) Or Z32.3 (Postpartum)	"Services provided by a doula birth worker"	Perinatal Service: Prenatal or postpartum doula support (minimum of 30 minutes)	Up to and including 8 times	\$93.75 per visit
T1033	Z32.2	"Services provided by a doula birth worker, per diem"	"Labor and Delivery: In-person doula support during labor and birth (no time minimum, must be present for the birth)"	Up to and including 1 Time	\$750.00



Claims Submissions

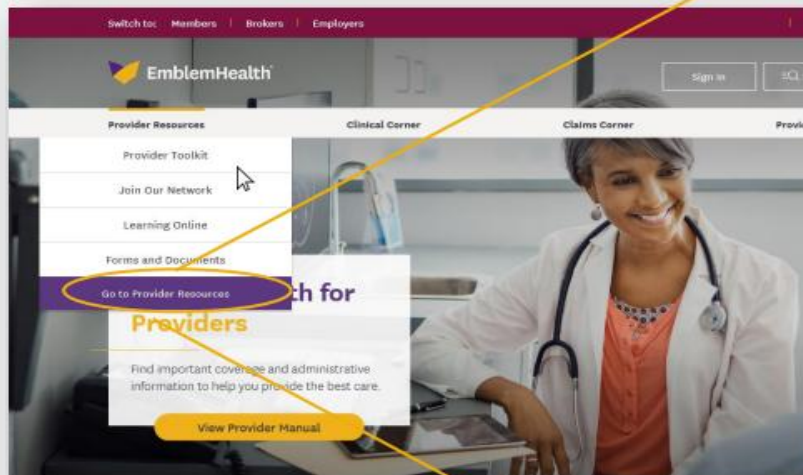
Claims can be submitted electronically **or** as a paper claim on a CMS-1500 form.

- EDI/Payor ID: 55247
- Our billing platform is Facets
- **Submit Electronic Claims using:**
 - Practice management system vendors, billing services, **or** clearinghouses
- **Submit Paper Claims to:**
 - EmblemHealth
PO Box 2845
New York, NY 10116-2845



EMBLEMHEALTH.COM/PROVIDERS

Provider Resources



Get the most out of EmblemHealth

Have questions about your plan, what it covers, or how it works? We're here to help you understand health insurance and take full advantage of your coverage.

Provider Toolkit

A dedicated page of useful materials you can give to your EmblemHealth patients to help manage their care and keep their costs down.

[Go to Provider Toolkit](#)

Join Our Network

Working with us means you can work with patients from GHI, HIP and EmblemHealth Plans.

[Go to Join Our Network](#)

Learning Online

You've come to the right place to find training presentations and other learning opportunities for providers, many of them free of charge.

[Go to Learning Online](#)

Provider Newsletters

[Go to Provider Newsletters](#)

How Do I...

Help and support to help providers manage their EmblemHealth patients: SPT, ERA, Remit, S35, Electronic Funds Transfer, Electronic Admittance Advice, ECHO, Claims Payment, ACM

[Go to How Do I...](#)

Providers

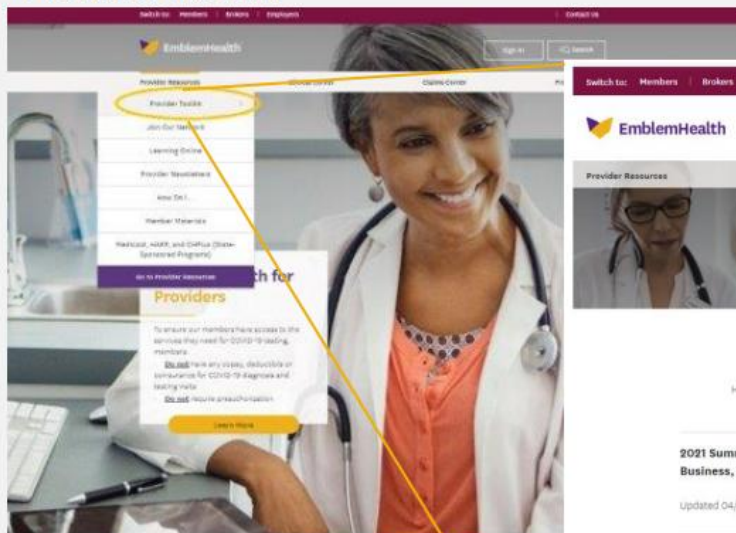
Sign in to your EmblemHealth provider portal or register for access.

[Go to Providers](#)




PROVIDER RESOURCES

Provider Toolkit

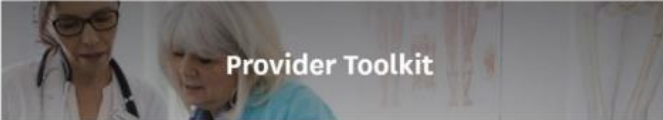


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[Sign In](#) | [iQ Search](#)

[Provider Resources](#) | [Clinical Corner](#) | [Claims Corner](#) | [Provider Manual](#)



Provider Toolkit

Welcome to EmblemHealth

Here is some information to help you get to know us and help you best serve our members, your patients.

2021 Summary of Companies, Lines of Business, Networks and Benefits Plans
Updated 04/15/2021

[Download PDF](#)

2021 Benefit Plans That Do Not Require A Referral
Updated 04/15/2021

[Download PDF](#)

Medicaid/HARP/CHP Resource Guide
Anticipated 2021 Changes, 2020 News Recap, & Medicaid Compliance Requirements

[Download PDF](#)



EMBLEMHEALTH.COM/PROVIDERS

Clinical Corner

EmblemHealth

Sign In

Provider Resources Clinical Corner Claims Corner

UM and Medical Management

Medical Policies

Dental Providers

Behavioral Health

Go to Clinical Corner

EmblemHealth for Providers

Find important coverage and administrative information to help you provide the best care.

View Provider Manual



Utilization & Medical Management

EmblemHealth is simplifying our utilization management (UM) rules. We are reducing your need to seek pre-authorization (PA) based on the member's type of plan (Commercial, Medicaid and Medicare) and the selected site of service.

[Read More](#)

Medical Policies

Clinical review criteria to determine medical necessity.

[Read More](#)



Behavioral Health

Caring for your patients with behavioral health issues is important to their overall health. We are here to help you understand and address their health care needs.

[Read More](#)



Dental

Find all you need to know about our dental plans and networks, including our policies on claims and X-ray submissions, predeterminations, standard exclusions and limitations, and coordination of benefits.

[Read More](#)



Claims Corner



Benefits

Information on changes to plan benefits that may have an impact on your claims.

[Read More](#)



Policies & Procedures

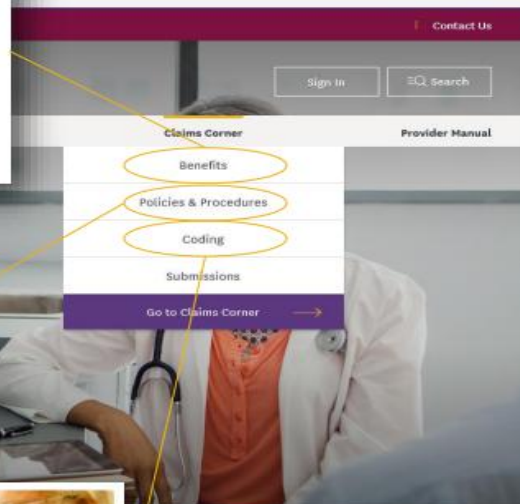
Policies and procedures for the coordinated care of our members.

[Read More](#)

Coding

The proper coding of procedure and diagnosis for billing purposes.

[Read More](#)



Frequently Asked Questions

1. What clearinghouse does EmblemHealth use?
 - EmblemHealth uses TriZetto. If you already use a clearinghouse, such as Ability, SSI, Availity, or Claim Logic, your claims will still be sent to EmblemHealth.
2. Is Availity Essential Plus required for doula billing through Availity?
 - No. Availity Essential Plus is not required for doula billing through Availity.
3. Does Emblem require contracted providers to use a specific platform for telehealth visits?
 - EmblemHealth does not have a specific platform that doula providers are required to use for telehealth visits. Doula providers should make sure their platform of choice allows both audio and video communication, and that telehealth services are provided via a HIPAA compliant telehealth platform.



Helpful Links

Plan Resources

- [EmblemHealth Guide for Electronic Claims Submissions | EmblemHealth](#)
- [Claims Contacts | EmblemHealth](#)
- [Claims Corner | EmblemHealth](#)
- [Provider Toolkit | EmblemHealth](#)
- Contact Us: [Directory | EmblemHealth](#)

State Resources

- [Provider Enrollment – Doula](#)
- [Doula Policy Guidelines.pdf](#)
- Telehealth Policy Manual: [PDN Manual](#)



For Customer Service Assistance

If you have questions, please sign in to:

emblemhealth.com/providerportal

Use our live agent chat or Message Center to contact us.

A Provider Customer Service Representative will be happy to help.



Thank you!

