

To: Keystone First OB/GYN Providers

Date: May 6, 2025

Re: Doula services available

Effective January 1, 2025, doula services are available to your Keystone First patients who request them. In-network doulas have been added to our online provider directory.

As described in the Pennsylvania Department of Human Services (DHS) Medical Assistance Bulletin (MAB)* that addresses Doula Services, “Perinatal doulas are non-medical, trained professionals who provide emotional, physical, and informational support and guidance during the perinatal period with the goal of improving health outcomes for pregnant and postpartum individuals and their infants.”

“Managed Care Organizations utilize maternity care teams to provide comprehensive maternity care services. These maternity care teams may include doulas and if available, doula services must be provided to any pregnant or postpartum beneficiary who requests them.”

*To read the MAB in its entirety, please visit www.keystonefirstpa.com -> Resources -> **Bright Start maternity program**.

Additionally, the MAB outlines the following:

- Doula services require the completion of the Doula Services Recommendation form completed and signed by a physician or any licensed provider.

Providers can support members requesting doula services by completing the Doula Services Recommendation form upon request. The Doula Services Recommendation Form is available on our website at www.keystonefirstpa.com -> Resources -> **Bright Start maternity program**.

To locate a participating doula service, please visit our online provider directory at www.keystonefirstpa.com. Thank you for your participation in our network and the continued care you provide to our members. If you need more information or have questions regarding this notice, please contact your Provider Account Executive.