



# Becoming a Certified Doula

New Mexico Department of Health Doula Certification Toolkit



June 2025

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## New Mexico Department of Health Doula Certification Toolkit

New Mexico Doula Program – June 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](https://www.nm.gov/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](https://www.hca.nm.gov/about-the-department/medical-assistance-division)

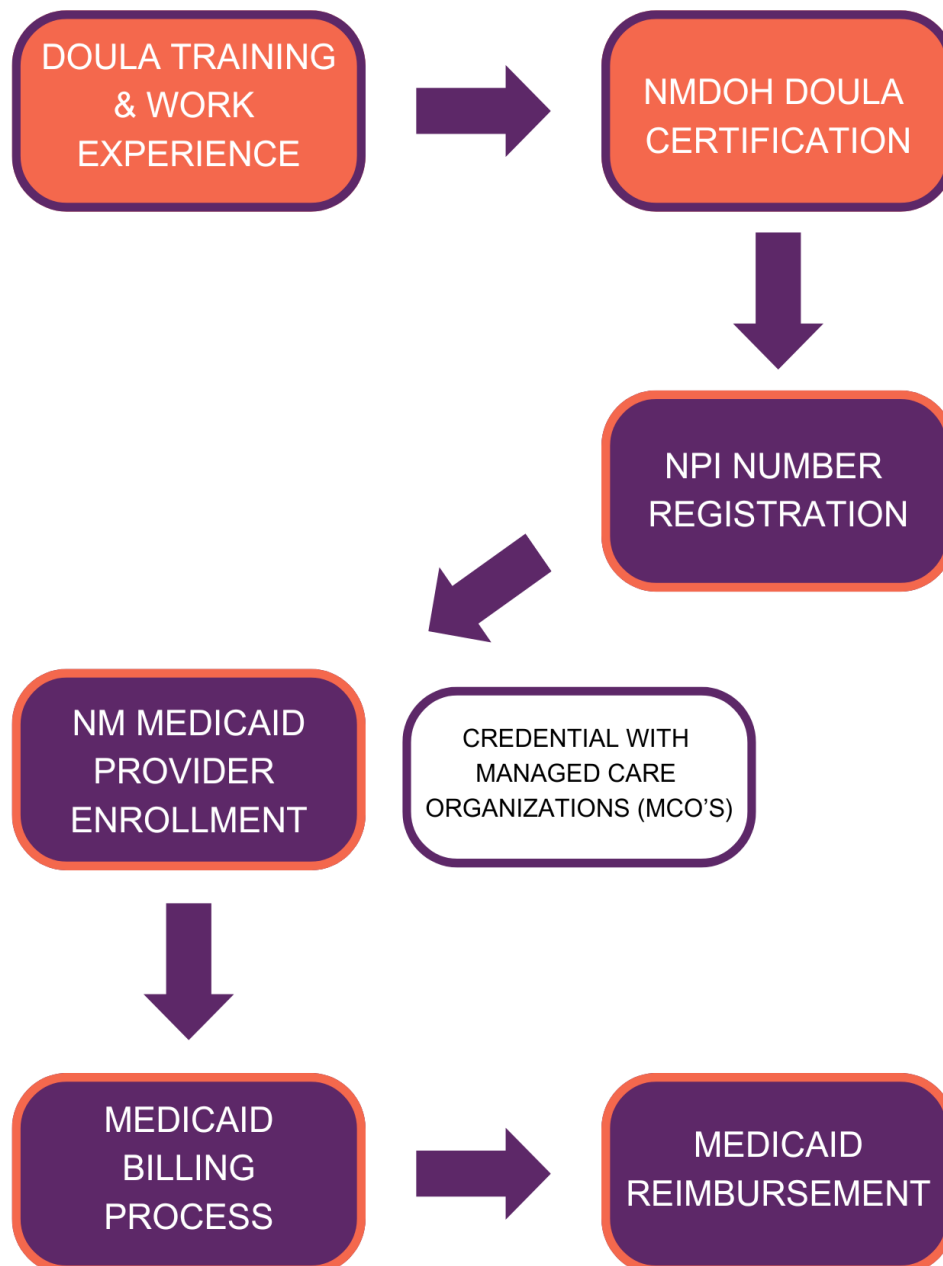


One of the key aspects of the involvement of doulas is that they provide emotional and other support by maintaining a “constant presence” throughout labor, providing specific labor support techniques and strategies, encouraging laboring women and their families, and facilitating communication between 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](mailto:DOH-DoulaAccess@doh.nm.gov).

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



# 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/>

The screenshot shows the 'Doula Program' page on the NMDOH website. The header includes the NMHealth logo and navigation links: WHAT WE DO, YOUR HEALTH, MOST POPULAR, LOCATIONS, ABOUT NMHEALTH, and A TO Z. A search icon is in the top right. The left sidebar contains a 'MENU' with 'Doula Program' highlighted, 'CONTACT INFORMATION' with contact details for Jessica Lujan, and 'NEED SOME HELP?' with a troubleshooting link. The main content area is titled 'Doula Program' and features three buttons: 'FORMS', 'DOULA CERTIFICATION TOOLKIT', and 'FREQUENTLY ASKED QUESTIONS'. Below these are sections for 'Background', 'Medicaid Reimbursement', and a list of services including prenatal and post-partum support. A 'Show desktop' button is visible in the bottom right corner.

## Step 3. Access and Complete the Doula Certification Application Form.

Click the link for either the:

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

### Documents

#### Forms

Here you will find the forms that are required when completing your application.

- [Online Application: NMDOH Certified Doula Application](#)
- [Manual Application: NMDOH Certified Doula Application](#)
- [Pathway 3 - Letter of Recommendation Form](#)

#### Doula Certification Toolkit

The NM Department of Health has created a toolkit to support doulas in their certification journey. Please click the link below to access the toolkit:

- [Becoming a Certified Doula Toolkit \(2025\)](#)

#### Frequently Asked Questions

- [Doula Frequently Asked Questions](#)
- [Doula Certification Q&A Video](#)



# Instructions for Submitting a Manual Application

1. Review the Eligibility Requirements
2. Fill out all required sections in Personal Information Section.
3. Check Attestation of Completion of HIPAA training.
4. Choose Doula Pathway and fill out all required sections.
5. Sign and Date application.
6. Compile all required documents for your application.

All manual applications can be submitted through the two options below. Option #1: Email all required items for submission to:

[DOH-MaternalHealth@doh.nm.gov](mailto:DOH-MaternalHealth@doh.nm.gov)

- Option #2: Mail hard copies of all required items for submission to the following:
  - NMDOH/Maternal Health Program 2040 S. Pacheco Santa Fe, NM 87505

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

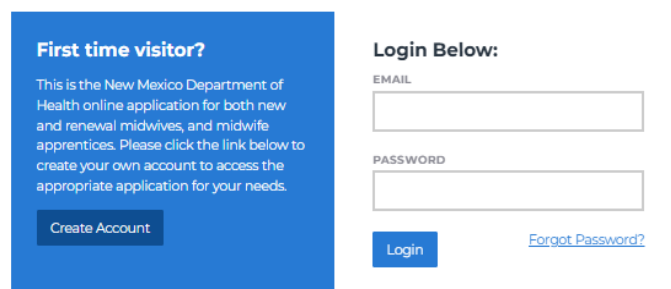


# Instructions for Submitting an Online Application

## Step 1: Create an account

If you are a new user to the system, please follow the steps below to create a new account and begin your application process.

1. To create a new account, select the Create Account button on the login screen.
2. Fill out all required information on the Create Account screen.
3. When complete, check: ☒ Save



The screenshot shows a login interface. On the left, a blue box titled 'First time visitor?' contains text about the New Mexico Department of Health online application for midwives and apprentices, and a 'Create Account' button. On the right, under 'Login Below:', there are input fields for 'EMAIL' and 'PASSWORD', a 'Login' button, and a 'Forgot Password?' link.

## Forgot Password

If you forgot your password for your Doula account, you can use the Forgot Password link on the homepage to setup a new one.

1. To do this, click Forgot Password on the login page. This will open a window to enter the email address associated with your account.
2. Enter your email address in the field and click the Recover Password button. This will send an email to the email you specified with a link to reset your password.
3. Check your email for the password reset email. Once you have received the email, click the link. This will direct you to the Doula password reset screen.

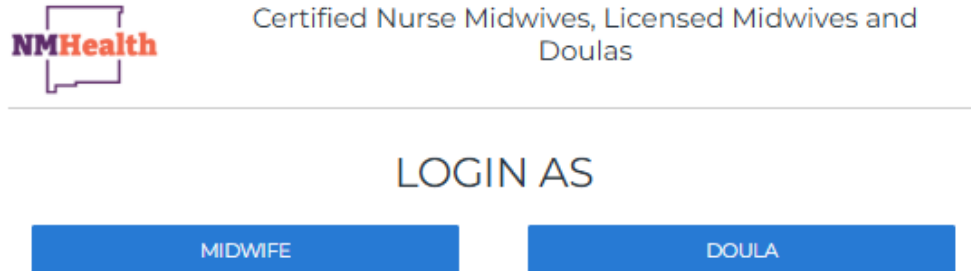
## Recover Password

\* PLEASE TYPE YOUR EMAIL ADDRESS

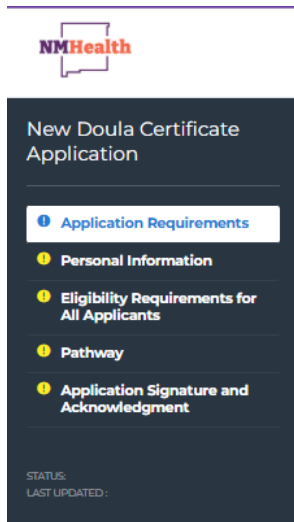
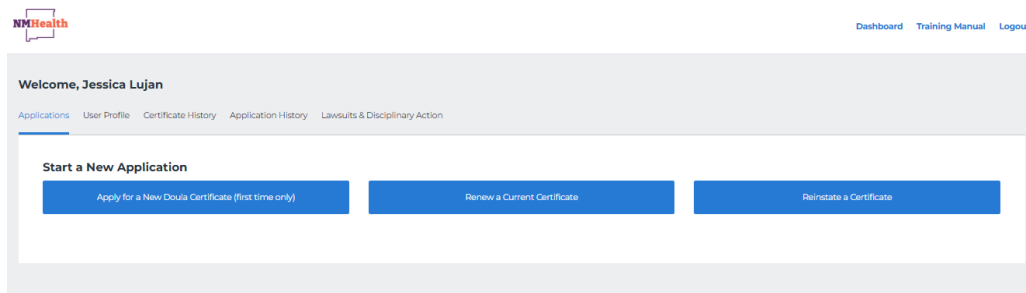
Recover Password Cancel

**Step 2: Once your account has been created, you will be directed to the “Certified Nurse Midwives, Licensed Midwives and Doulas” homepage.**

1.Login as a “Doula”



2.Choose “Apply for a New Doula Certificate (First Time Only)”



3.You will be directed to the main application screen. The Menu Bar is on the left-hand side. You will use this Menu Bar to help you navigate each section of the application.

### Step 3: Application Requirements

1. Read through application requirements.
2. When complete, check:
  - ☒ I have read and understand the requirements for this application.
  - ☒ Save

#### Application Requirements

**INSTRUCTIONS**

1. Be at least 18 years old at the time the application is submitted.
2. Provide a valid Driver's License or state-issued Identification card, issued within the 50 United States or the District of Columbia, belonging to the provider or the person legally authorized to sign the application on behalf of the applicant or provider.
3. Review the Doula rule (insert applicable rule number here).
4. Complete all questions on the application; enter **N/A** for any fields that are not applicable.
5. Sign and date the application electronically.
6. Complete and sign the Pathway section corresponding to your chosen Pathway.
7. Upload proof of required documentation for the Pathway you have selected.
8. Upload proof of current adult and infant CPR Certification from the American Red Cross or American Heart Association. (Note: Certification must include an in-person skills session.)
9. Attest to the completion and approval of HIPAA training or an equivalent training.

**Is this section complete?**

☒ I have read and understand the requirements for this application.

Save

### Step 4: Personal Information

1. Click on the Personal Information tab on the Menu Bar.
2. The form will ask general demographic questions.
3. When all sections on this page are complete, check:
  - ☒ I confirm that the information above is up to date.
  - ☒ This section is complete and ready to submit.
  - ☒ Save

*Special note: This section must be completed in full in order to “Save” your progress and complete the next section.*

#### Individual Details

* FIRST NAME	MIDDLE NAME	* LAST NAME	TITLE
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

\* DATE OF BIRTH

\* RACE

☐ White

☐ Black or African American

☐ Asian

☐ Middle Eastern or North African

☐ Native Hawaiian or Other Pacific Islander

☐ American Indian or Alaska Native

☐ Other

\* ETHNICITY

☐ Hispanic or Latino

☐ Not Hispanic or Latino

☐ Other

#### Contact Information

* HOME/CELL PHONE	* EMAIL ADDRESS
<input type="text"/>	<input type="text" value="jessica.lujan+Test22@doh.nm.gov"/>

## Step 5: Eligibility Requirements for all Applicants

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

1. 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.
2. 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.*)

The screenshot shows a web application for a 'New Doula Certificate Application'. On the left is a dark sidebar with a menu: 'Application Requirements' (green), 'Personal Information' (green), 'Eligibility Requirements for All Applicants' (blue, selected), 'Pathway' (yellow), and 'Application Signature and Acknowledgment' (yellow). Below the menu, it says 'STATUS: PENDING' and 'LAST UPDATED: 12/02/2025 12:27 PM'. The main content area has a breadcrumb 'Dashboard > New Application for Doula Certificate'. It contains three sections: 'Requirements' with a checkbox for HIPAA training and a 'DATE OF TRAINING' dropdown set to 'mm/dd/yyyy'; 'Required Documents' with a 'DRIVER'S LICENSE OR STATE ID' section containing a 'Choose File' button and 'No files found' text, and a 'CPR CERTIFICATION' section with a 'Choose File' button and 'No files found' text; and 'MISCELLANEOUS DOCUMENTS' with a 'Choose File' button and 'No files found' text.

3. 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)*

The screenshot shows the 'TRAIN New Mexico' website. The header includes the 'NMHealth' logo and a search bar. The navigation menu has links for 'HOME', 'COURSE CATALOG', 'YOUR LEARNING', 'CALENDAR', 'RESOURCES', 'DISCUSSIONS', and 'HELP'. The main content area is titled 'HIPAA Awareness - Module 1 (1047429)'. Below the title is a 'Back' link and a course icon showing a globe on an open book. To the right of the icon are buttons for 'History', 'Launch', and 'Certificate'. Below these are course details: 'Completed' (green), 'Verified' (green), 'Web-based Training - Self-study' (blue), 'ID 1047429', 'Skill level: Introductory', and '0.25h'. The 'Course Number 1047429' is also displayed. A star rating of 5 stars (27012 reviews) is shown. The description states: 'This 20-minute HIPAA Awareness Training was developed by the Kansas Department of Health and Environment and is provided for the convenience of Kansas public health and healthcare agencies. We recommend this course for new employees, employees who have not had HIPAA training in the past or as a refresher course. The healthcare and public health workforce should complete HIPAA Module 2 and 3, to have a total understanding of the HIPAA law responsibilities: HIPAA - Accessible Disclosure and Safeguards - Module 2 (1047429)'. A 'Show more' link is at the bottom.

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, you can 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 must be renewed on a yearly basis.

**4. When all sections on this page are complete, check:**

☒ This section is complete and ready to submit.

☒ Save

*Special note: This section must be completed in order to “Save” your progress and complete the next section.*

## Step 6. Certification Pathway

Review the requirements and select the pathway you are applying for.

- *Pathway 1: Training Pathway* – For Applicants who have completed an approved doula training program.
- *Pathway 2: Core Competencies Pathway* – For applicants who have completed other training programs that meet core competency requirements.
- *Pathway 3: Experience Pathway* – For applicants with at least two years of experience providing doula services without formal training.

The screenshot shows a web application interface for a 'New Doula Certificate Application'. On the left is a dark sidebar with a list of sections: 'Application Requirements', 'Personal Information', 'Eligibility Requirements for All Applicants', 'Pathway' (highlighted with a blue bar), and 'Application Signature and Acknowledgment'. At the bottom of the sidebar, it says 'STATUS: PENDING' and 'LAST UPDATED: 07/26/2025 12:27 PM'. The main content area has a breadcrumb trail 'Dashboard > New Application for Doula Certificate'. The 'Pathway' section is titled 'Pathway' with a sub-header '\* WHICH PATHWAY ARE YOU APPLYING FOR?'. Below this, it says 'Please select the pathway you are applying for: Pathway 1: Training Pathway - For applicants who have completed an approved doula training program, Pathway 2: Core Competencies Pathway - For applicants who have completed other training programs that meet core competency requirements, Pathway 3: Experience Pathway - For applicants with at least two years of experience providing doula services without formal training.' There are three radio button options: 'Pathway 1: Certified Doula Training Pathway', 'Pathway 2: Core Competency Pathway', and 'Pathway 3: Experience Pathway'. Below these is a section titled 'Is this section complete?' with a checkbox 'This section is complete and ready to submit.' and a blue 'Save' button at the bottom.

## **INSTRUCTIONS FOR EACH PATHWAY**

### **PATHWAY 1 - CERTIFIED DOULA PATHWAY**

1. Check the box on the application of the training you completed and certified in. Options include:
  - ☐ BeboMia
  - ☐ 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 and 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
2. Fill in all required information in this section.
3. **When all sections on this page are complete, check:**
  - ☒ This section is complete and ready to submit.
  - ☒ Save

## **PATHWAY 2 - CORE COMPETENCIES PATHWAY**

1. Fill in all required information for Pathway 2.
2. 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.
3. Check off all core competencies completed.
4. 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 and check the box that describes the type of doula service provided.
5. **When all sections on this page are complete, check:**
  - ☒ This section is complete and ready to submit.
  - ☒ Save

## **PATHWAY 3 - EXPERIENCE PATHWAY**

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. Check the box attesting to doula services provided.
  - a. Write the three dates of doula service on the application form and check the box that describes the type of doula service provided.
3. Provide three letters of recommendation. Testimonial letter templates are provided by NMDOH and can be accessed on the Doula Program Webpage: [Pathway 3 Testimonial Letter Template](#). All applicants must use the template provided by the NMDOH.
4. **When all sections on this page are complete, check:**
  - ☒ This section is complete and ready to submit.
  - ☒ Save



## Step 7: Application Signature and Acknowledgement

All applicants must complete this section for your application to be valid. Before submitting, please review all your responses carefully to ensure that all your required information and documents are included. If you need you can return to edit your application later using the email link provided.

1. Enter your Typed Signature
2. Enter the Date of Submission
3. **When all sections on this page are complete, check:**
  - ☒ This section is complete and ready to submit.

The screenshot shows the 'New Doula Certificate Application' interface. On the left is a dark sidebar with a menu: 'Application Requirements', 'Personal Information', 'Eligibility Requirements for All Applicants', 'Pathway', and 'Application Signature and Acknowledgment' (highlighted in blue). Below the menu, it says 'STATUS: PENDING' and 'LAST UPDATED: 10/02/2025 04:35 PM'. The main content area is titled 'Application Signature and Acknowledgment'. It contains a warning: 'YOUR SIGNATURE MAKES THIS APPLICATION VALID. THIS APPLICATION CANNOT BE PROCESSED UNLESS SIGNED. YOUR SIGNATURE ALSO IS AN INDICATION OF THE FOLLOWING:' followed by three bullet points. Below this are two input fields: '\* TYPED SIGNATURE' and '\* DATE OF SUBMISSION' (with a placeholder 'mm/dd/yyyy'). A note below the fields says: 'Before submitting, please review your responses carefully to ensure all required information and uploads are included. If needed, you can return to edit your application later using the email link provided.' There is a checkbox 'Is this section complete?' with the text 'This section is complete and ready to submit.' and a 'Save' button at the bottom.

## Step 8: Important Final Step: To full submit your application you must do the following:

1. Look at the Menu Bar on the left side of the screen.
2. Click on the BLUE Button that says: Review and Submit Application
3. You will have the choice to Print Your Application.
4. **When all sections on this page are complete, check:**
  - ☒ This section is complete and ready to submit.
5. Click the SUBMIT button

This is a close-up of the sidebar menu from the previous screenshot. It shows the same list of menu items: 'Application Requirements', 'Personal Information', 'Eligibility Requirements for All Applicants', 'Pathway', and 'Application Signature and Acknowledgment' (highlighted in blue). At the bottom of the sidebar is a blue button that says 'Review & Submit Application'.

You will be directed to the DASHBOARD page. Your screen should look like this:

The screenshot shows the 'Current Application in Progress' section of the dashboard. At the top, there is a navigation bar with links: 'Applications', 'User Profile', 'Certificate History', 'Application History', and 'Lawsuits & Disciplinary Action'. Below the navigation bar, the section is titled 'Current Application in Progress:'. It features a blue box with '100 %' and a white box with the text: 'Doula Certificate', 'Application Start Date: 07/02/2025', and 'Application Type: New Application'.

If your progress does not say 100% Complete, go back to your application and review which sections are incomplete.

### **DASHBOARD**

On the Dashboard applicants can:

- Create their User Profile (All applicants should complete their User Profile)
- Review Certificate History
- Review Application History
- Review Lawsuits and Disciplinary Action

## 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

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*



# Enrolling as a NM Medicaid Provider

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](#).

## Contracting with a Managed Care Organization (MCO)

For instructions on contracting with Managed Care Organizations please access the toolkit: [2025 Doula and Lactation Provider Care Managed Care Reference Guide](#)

Please note that 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](https://yes.nm.gov/s/yesnm-home-page?language=en_US)