



KHI POLICY SERIES



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Exploring Maternal Health in KanCare: *The Care Team*

Sept. 9, 2025

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Who We Are



- Nonprofit, nonpartisan educational institution based in Topeka.
- Established in 1995 with a multi-year grant from the Kansas Health Foundation.
- Committed to convening meaningful conversations around tough topics related to health.



Hello!



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Agenda

- **Welcome**
- **Maternal Care Team Overview**
Informational Presentation
- **State Perspective**
A Conversation with KDHE
- **KanCare Conversation**
A Conversation with Managed Care Organizations
- **Voices From the Care Team**
A Panel Discussion with Care Team Members
- **Closing**



Session Materials



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resources in
the chat!



We Want to Hear From You!

You can be anywhere today. What brings you to today's session?



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Hello!



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Maternal Care Team Overview

Informational Presentation



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Acknowledgments



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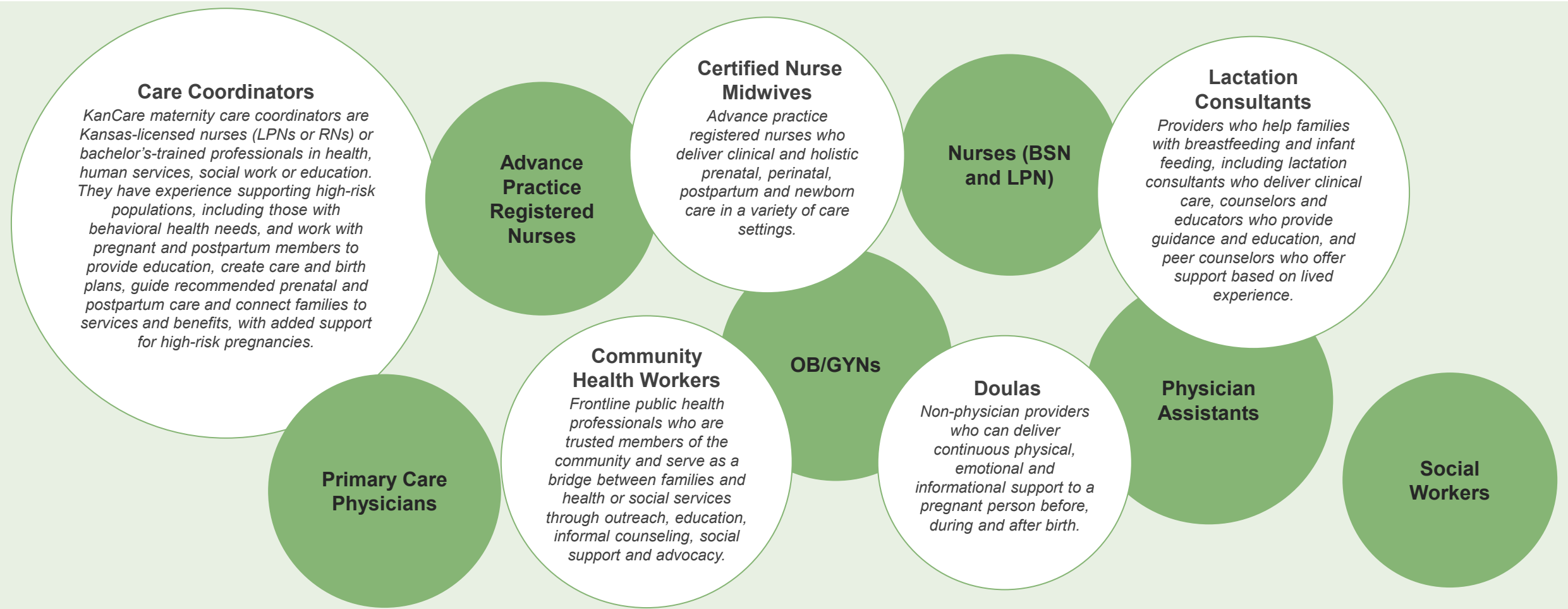
Valentina Blanchard, M.P.H., M.S.W.
Analyst



Crystal Presser, RN, APRN
Intern



Who Is On the Maternal Care Team?



Overview of Policies Shaping the Expanded Maternal Care Team



Policy Changes

Extended Postpartum Coverage: As of April 1, 2022, Medicaid and CHIP postpartum coverage increased from two months to 12 months.

Services Provided by New Care Team Members Became Billable: Policy changes between 2018 and 2024 established reimbursement pathways in KanCare for services provided by lactation consultants (2018), community health workers (2023), and doulas (2024).

Expanded Team Support: In 2024, KanCare increased reimbursement rates for certified nurse midwives and community health workers.



Maternal Care Related KanCare Changes: *Lactation Consultants*

Lactation Consultants		
Policy	Effective Date	Overview
Nonphysician Lactation Consultant Services Made Reimbursable	Oct. 1, 2018	Services provided by non-physician lactation consultants for lactation counseling became reimbursable under KanCare. To qualify for reimbursement, each service must be one-on-one and last no less than 30 minutes. Services are billed under code S9443, with up to five counseling sessions per child (extendable for medical necessity).
Increased Reimbursement Rate and Added Places of Service For Lactation Counseling	Oct 1, 2023	Provided a rate increase for lactation counseling and expanded to allow additional places of services to be reimbursed, including local health departments.
Telehealth Coverage For Lactation Services	April 1, 2023	Telehealth lactation services provided by non-physician lactation consultants became reimbursable under KanCare using telehealth place-of-service codes.



Maternal Care Related KanCare Changes: *Community Health Workers*

Community Health Workers		
Policy	Effective Date	Overview
Community Health Worker Services Made Reimbursable	July 1, 2023	Services provided by certified CHWs became reimbursable under KanCare. These services include screening and assessment, health promotion and coaching, health system navigation and resource coordination, health education and training, and care planning, which must be delivered face-to-face.
Increased Rates For Community Health Workers Services	July 1, 2024	KanCare increased CHW service rates for codes 98960-98962. These billing codes cover education and training for patient self-management, for individuals and groups of patients. The billing process and supervision requirements did not change.



Maternal Care Related KanCare Changes: *Doulas*

Doulas		
Policy	Effective Date	Overview
Doula Enrollment Requirements Established	June 1, 2024	KanCare established training, attestation and documentation requirements for doulas to enroll as Medicaid providers. With the new requirements, doulas were permitted to start enrolling as Medicaid providers prior to the official launch date of covered doula services under KanCare.
Doula Services Covered For Reimbursement	July 1, 2024	Doulas were officially added as non-physician providers eligible for reimbursement for prenatal, labor, delivery and postpartum services. Coverage applies to multiple types of doulas, including community-based doulas, prenatal doulas, labor and birth doulas, and postpartum doulas. To receive reimbursement, a physician or other licensed health care provider must recommend doula services.



Maternal Care Related KanCare Changes: *Certified Nurse Midwives*

Certified Nurse Midwives		
Policy	Effective Date	Overview
Reimbursement Parity For Certified Nurse Midwives	Oct 1, 2024	Certified Nurse Midwives reimbursement increased from 75 percent to 100 percent of the physician rate for maternity and home visit codes, eliminating the 25 percent mid-level practitioner reimbursement reduction. The current role, responsibilities and coverage of CNMs did not change.



Overview of Maternal Care in KanCare 3.0



KanCare operates under a **managed care model**, with MCOs delivering services to pregnant beneficiaries.



Policy changes allowed for **reimbursement for services provided by additional care team members** and **raised reimbursement rates for certain members**, strengthening a team-based approach to care.



In addition to federal requirements for prenatal, perinatal and postpartum coverage, new contracts put more emphasis on providing maternal health services, such as **care coordination, mental health and education** — with added supports for high-risk pregnancies.



MCOs are offering **extra benefits called Value Added Benefits (VAB)** beyond required services, such as transportation, nutrition support or parenting resources, to better support Kansas families.



Federal Requirements For Maternal Care and KanCare 3.0 Contract Requirements

Federal Requirements for Maternal Care Services

Prenatal Care – Care and services during pregnancy

Perinatal Care – Services provided around the time of birth

Postpartum Care – Services following delivery

KanCare 3.0 Contract Additions Effective Jan. 1, 2025

Explicit Detail of Services – Maternal health services are clearly written into **new contracts**.

Care Coordination Requirement – MCOs must provide ongoing coordination of care for members.

Parent Education Requirement – MCOs must provide education for parents as part of maternal health services.



Overview of MCO Value Added Benefits (2025 – 2026)

Benefit Category	Healthy Blue	Sunflower Health Plan	UnitedHealthcare Community Plan
Breastfeeding Support	✓		
Car Seat Equipment		✓	
Food/Grocery Support	✓		✓
Prenatal Incentives	✓		✓
Infant Supplies	✓		✓
Parenting Education & Support		✓	✓
Transportation	✓	✓	✓



Hello!



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State Perspective

A Conversation with KDHE



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State Perspective



Shalae Harris, M.P.A. B.S.N.

*Deputy Director of Medical Bureau-
Kansas Medicaid*

Kansas Department of Health and
Environment





Kansas Medicaid Maternal Health Care Update
Shalae Harris | September 9, 2025

Updates to Medicaid Maternal Health Care Services

2020



2025

2020



- Midwife reimbursement for newborn home visits.
- Use of code 99502 by a registered nurse or other qualified healthcare professional

2021

- Obstetrics global codes first reimbursement increase for:
 - 59400-Vaginal delivery
 - 59510-C-section delivery
- Allowed to bill unlimited maternal depression screenings



2022



- Extended postpartum healthcare coverage for one year.
- Outcomes expected:
 - Improved maternal health.
 - Stable coverage for hidden gaps in care.
 - Continuity of care.

2023

- Allowance of lactation counseling via telemedicine.
- Coverage of A4670 for gestational hypertension.
- Second reimbursement increase OB global codes.
- Rate increase for lactation counseling.
- Coverage of RSV vaccines for pregnant women.
- Coverage of Community Health Worker services, including maternal care navigation & screenings.

2024

- Third reimbursement increase for OB global codes
 - Expands other pregnancy codes
 - Increased to 75% of Medicare
- Doula Coverage
- Certified Nurse Midwife reimbursement increase, certain delivery codes, from 75% → 100%
- CHW reimbursement increase for all services

Maternal and Infant Health Workgroup



Mission: Build a roadmap to develop recommendations around maternal/infant health initiatives that would need Medicaid support and Public Health infrastructure to implement.

Maternal and Infant Health Workgroup

2024-2025 Outcomes:

- Allowed more provider types for mental health telehealth services
- Medicaid as primary payer for special formulas
- Exploring our data use agreements across Divisions in the agency
- Increase OB global codes
- Increase CNM rates for home visits
- Establish a cross collaborative public health and Medicaid inter-agency workgroup

Transforming Maternal Health (TMaH) Model Grant

- Kansas selected as 1 of 15 states
- Grant award is \$17 million over 10 years
- Designed to address three key areas:
 - Access, infrastructure and workforce
 - Quality improvement and patient safety
 - Whole-Person Care Delivery



Transforming Maternal Health (TMaH) Model Grant

Ten Required Elements:

- Increase access to midwives and birth centers.
- Cover doula services.
- Improve data infrastructure.
- Develop payment model.
- Support AIM patient safety bundles.
- Support birthing friendly hospitals.
- Increase risk assessments and screenings.
- Increase home monitoring of diabetes and HTN.
- Develop health equity plan.

Transforming Maternal Health (TMaH) Model Grant

Updates:

- Project director is building a team to support these grant activities.
- Creating a landing page on the KanCare website.
- Contact: Heidi X. Hartner – Project Director at Heidi.X.Hartner@ks.gov

Thank you/Questions



KanCare Conversations

A Conversation with Managed Care Organizations



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KanCare Conversations



Stephanie Jerguson, B.S.N., R.N., C.C.M.
Healthy First Steps Maternal Program Coordinator
United Healthcare Community & State Kansas



Thamara Subramanian, M.P.H.
Health Equity Director
Healthy Blue

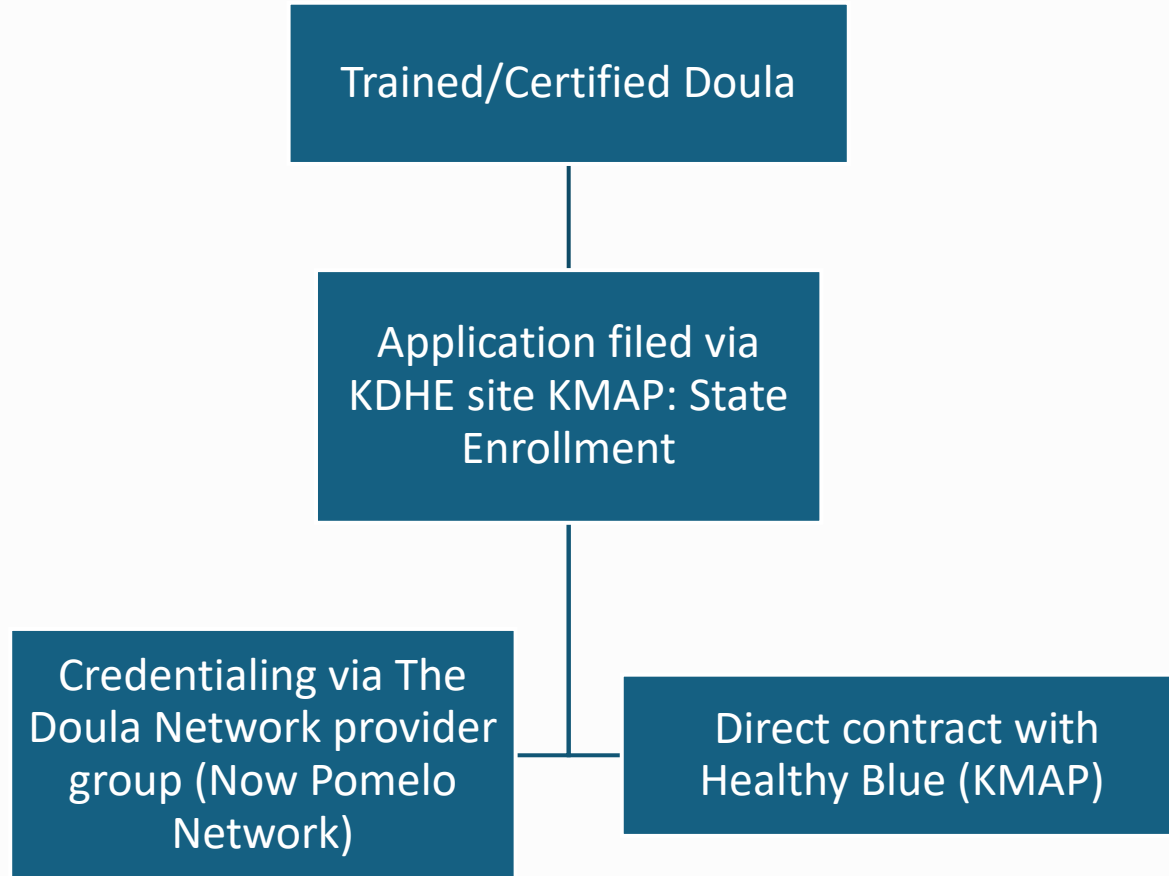


Maternal Child Health Resources: Our Programs



Internal Resources	Provider Group Resources	CBO Resources that Healthy Blue
<ul style="list-style-type: none">• Concierge Care• OB Care Coordination• OB Quality Incentive Program	<ul style="list-style-type: none">• Pomelo Care- virtual OB Telemedicine• The Pomelo Network (doula provider group, 7/15)	<ul style="list-style-type: none">• NurtureKC• KU CRIBS• KDHE New Mom Program• Whole Parent Foundation• KS Birth Justice Society

Doula contracting Options Via Healthy Blue



Requirements:

- Kansas Medicaid Provider Identification Number (from KMAP)
- NPI number
- Adult & Infant CPR & First Aid Certification
- Complete background screening
- Liability Insurance not required

[Job Application for Doula \(Kansas\) at The Doula Network](#)

[New Enrollment- KDHE](#)



Voices from the Care Team

Panel Discussion with Care Team Members



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Voices from the Care Team

Moderator

Shelby Rowell, *Analyst*, Kansas Health Institute

Featured Panel:

- **Brenda Bandy, IBCLC**, *Executive Director*, Kansas Breastfeeding Coalition
- **Mariah Chrans, Ph.D.**, *Programs Director*, Community Health Council of Wyandotte County
- **Sapphire Garcia, B.S.**, *Executive Director*, Kansas Birth Justice Society
- **Sharla Smith, B.S., M.P.H., Ph.D.**, *Associate Professor*, University of Kansas Medical Center
- **Terrah A. Stroda, C.N.M., M.S., A.P.R.N.**, *OB/GYN*, Stormont Vail Flint Hills, OBGYN Department



We Value Your Feedback!



 bit.ly/4gh5wtR



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A Look Ahead:

Dec. 9:

Medicaid Populations:

*Reaching Individuals Who
Are Unhoused*



bit.ly/41Ad054

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