



KANCARE MATERNAL HEALTH TEAM

Supporting Healthy Pregnancies, Births and Postpartum Care in Kansas

Introduction

Recent updates to Kansas Medicaid (KanCare) policies and Managed Care Organization (MCO) contracts have expanded the maternal care team and added services for beneficiaries who are pregnant. KanCare operates under a Medicaid managed care model, meaning MCOs are responsible for providing services to KanCare members, including pregnant individuals.

Under KanCare 3.0, new MCO contracts have expanded services for maternal care, requiring coverage of key prenatal and postpartum services and continuous supports such as care coordination, mental health services and parent education, with expanded services required for high-risk pregnancies. MCOs may also offer value-added benefits that go beyond required services to support Kansas families. Recent state policy changes have added new professionals to the maternal care team and increased reimbursement rates for existing providers. These changes reflect a shift toward a more comprehensive care team approach under KanCare, which creates a stronger foundation for maternal care services available for KanCare beneficiaries.



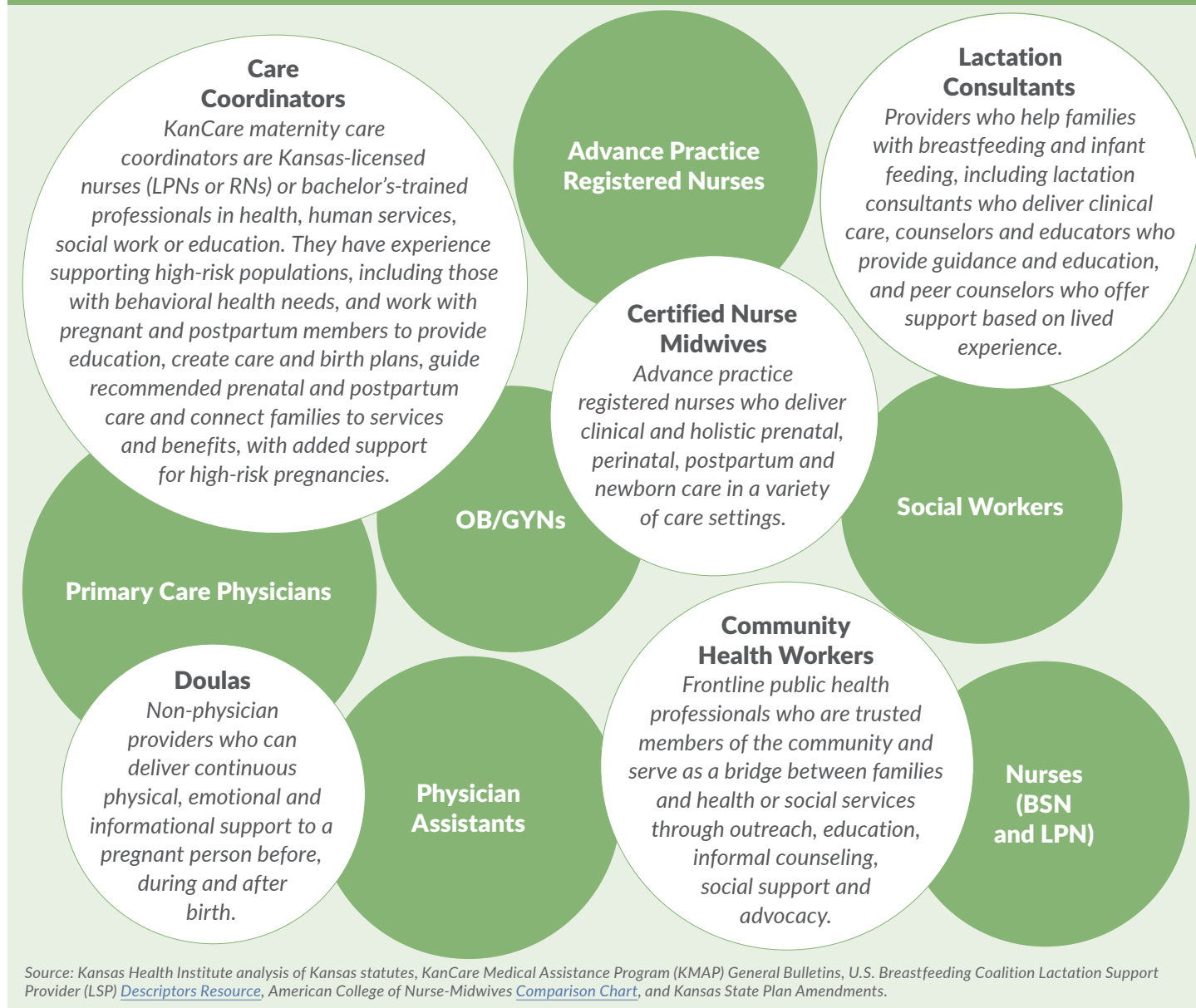
Who Is on the Maternal Care Team?

The KanCare maternal care team includes traditional and community-based health care providers (*Figure 1*, page 2). They support individuals through pregnancy, birth and postpartum. In recent years, KanCare has expanded the types of providers to include more community-based roles that extend care beyond the doctor's office. The expanded provider options increase opportunities for access to services that support every phase of pregnancy.

KEY POINTS

- ✓ Policy changes in KanCare have extended postpartum Medicaid coverage from 60 days to 12 months for beneficiaries and have expanded the care team by allowing reimbursement for services provided by lactation consultants, community health workers and doulas. Reimbursement rates were also increased for community health workers and Certified Nurse Midwives.
- ✓ KanCare is required to provide federally mandated maternal services, including prenatal, perinatal and postpartum care.
- ✓ New Managed Care Organization (MCO) contracts, effective in 2025, build on federal requirements by adding care coordination, mental health supports and parent education, with additional services for high-risk pregnancies.
- ✓ MCOs may also offer value-added benefits, including grocery and breastfeeding support, transportation and parenting programs, that go beyond required services to help meet the social and practical needs of families.

Figure 1. KanCare Maternal Care Team



What Policies Shape the Expanded Care Team?

Starting in 2018, significant policy changes have been implemented to increase access and improve outcomes for KanCare beneficiaries. Effective April 1, 2022, Kansas extended postpartum coverage for those who are pregnant with Medicaid or Children's Health Insurance Program (CHIP) coverage. The coverage now lasts 12 months, compared to the previous two-month limitation. This marks a significant policy change to help expand access to care, improve postpartum health outcomes and reduce health disparities. Since then, KanCare has increased reimbursement rates for Certified Nurse Midwives (CNMs) and added new maternal care

team members who can bill KanCare for services provided (Figure 2, page 3).

How MCOs Are Supporting Maternal Health

While core maternal care services, such as prenatal, perinatal and postpartum care, are federally mandated, Kansas' new MCO contracts, effective Jan. 1, 2025, place greater emphasis on maternal health by explicitly detailing these services and including requirements for care coordination and education. In addition to these core services, MCOs have the option to provide additional services to their beneficiaries (Figure 3, page 4).

Figure 2. Select KanCare Policy Changes Related to Maternal Care

Policy	Effective Date	Overview
Postpartum Coverage Extended to 12 Months	April 1, 2022	Kansas extended Medicaid postpartum coverage from 60 days to 12 months, ensuring continuous eligibility for pregnant individuals to support maternal health and reduce gaps in care.
Lactation Consultants		
Non-Physician 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 allowed additional places of service 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.
Community Health Workers (CHWs)		
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.
Doulas		
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.
Certified Nurse Midwives (CNMs)		
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.

Note: Policies included in the figure above may not be reflective of all policy changes related to maternal care and KanCare.

Source: Kansas Health Institute analysis of KanCare Medical Assistance Program (KMAP) General Bulletins and Kansas Department of Health and Environment (KDHE) Policy and Billing Guidance documents from 2018 to 2025.

Final Thoughts on Integrating Policy and Practice for Maternal Care

In recent years, KanCare policies have been implemented that expand the maternal care team to include doulas, community health workers and lactation consultants. Policy changes also include increasing reimbursement for Certified Nurse Midwives. Working in partnership with clinical care

team members, this expanded team can provide more holistic and community-based care that extends beyond the doctor's office. By combining policy changes, expanded managed care organization contract requirements, and additional services offered by MCOs through Value Added Benefits, KanCare is positioned to better support pregnant and postpartum individuals with both clinical and non-clinical care. These efforts help address the medical, social, emotional and logistical needs of those who are enrolled in KanCare.

Figure 3. Value-Added Benefits by KanCare Managed Care Organization (MCO), July 2025



Breastfeeding Support

- B** Members can receive a \$75 gift card to purchase items to support healthy breastfeeding, such as a nursing support pillow, disposable nursing pads, extra milk storage bags and bottles, a nursing cover, a microwave sterilizer and more.

Prenatal Incentives

- B** Pregnant members who complete a prenatal visit within the first trimester of pregnancy are eligible to receive \$100 to purchase items such as folic acid supplements, maternity support belts and maternity compression stockings.
- U** Pregnant members who complete their first prenatal exam within the first trimester and submit an Obstetrics Risk Assessment Form (OBRAF) can earn a \$75 reward on an Over-the-Counter (OTC) Network® reloadable card for health or baby items.

Food/Grocery Support

- B** Pregnant members can receive a \$75 Healthy Grocery Card per pregnancy.
- U** High-risk pregnant members engaged in care coordination receive \$145 credit per month for healthy food items during the last trimester of pregnancy and first month postpartum.

Car Seat Equipment

- S** Members engaged in the Start Smart for Your Baby program can obtain one safety-certified car seat or booster seat reward for attending key prenatal appointments.

Parenting Education and Support

- S** The Start Smart for Your Baby program provides nursing support, education and gifts. It also helps with benefits and community services, a special texting program, baby showers, car seat safety education, WIC connection, birthday programs and rides to WIC appointments. Enrolled individuals can receive \$15 for notifying the program of a new pregnancy.
- U** Members can enroll in the Babyscripts program (nutrition, exercise, newborn care, pregnancy stages) and earn up to \$75 in Walmart Healthy Living e-gift cards for completing program activities.
- U** WellHop provides virtual group prenatal and postpartum sessions with trained facilitators and peers.
- U** Members can receive an annual membership to a support program for parents/caregivers of infants and toddlers at risk for behavioral health conditions. The membership includes calls, one-on-one support and access to conferences and support groups.

Infant Supplies

- B** During the postpartum period, individuals who complete their child's first well-child visit can receive one package of diapers each quarter until the age of 1, up to 800 diapers.
- B** Pregnant members who complete a postpartum visit can receive \$100 to purchase items such as a baby monitor, baby proof items, a convertible car seat, diapers, a highchair or portable crib.
- U** Pregnant members who attend a Community Baby Shower receive a pack-and-play valued at \$75.

Transportation

- B** Members can get up to 30 roundtrip rides per year for WIC appointments, prenatal classes, lactation counseling appointments, pharmacy visits, job interviews, career coaching courses, shopping for work attire, community health events and more.
- S** Enhanced Transportation Benefit: Members can access up to 12 roundtrips per year for local events related to food, housing, employment, pharmacy visits and health education/support groups.
- U** Members can get up to 24 total roundtrip rides (within a 10-mile radius) per year, to the pharmacy, grocery store, a food bank, WIC, prenatal classes, support groups, job interviews, training or shopping for work clothes.

Source: Kansas Health Institute analysis of [KanCare Value Added Benefits for 2025](#).

ABOUT THE ISSUE BRIEF

This brief is based on work by Shelby C. Rowell, M.P.A., Valentina Blanchard, M.P.H., M.S.W., and Crystal Presser, RN, APRN. It is available online at khi.org/articles/kancare-maternal-health-team/.

KANSAS HEALTH INSTITUTE

For 30 years, the Kansas Health Institute has believed evidence-based information, objective analysis and civil dialogue enable policy leaders to be champions for a healthier Kansas. Established in 1995 with a multiyear grant from the Kansas Health Foundation, KHI is a nonprofit, nonpartisan educational organization based in Topeka.

Copyright© Kansas Health Institute 2025. Materials may be reprinted with written permission. Reference publication number KHI/25-71.

