New Payment Policies for Doula and Lactation Consultant Services

Arkansas Blue Cross and Blue Shield is implementing new payment policies for Doula Services and Lactation Consultant Services. The policies establish reimbursement guidelines for these services when they are included in the member's benefit plan. The policies will be fully implemented on 12/1/2026 with an effective date of September 1, 2026.

Eligible Doula and Lactation Consultants will need to complete a request for application (RFA) at the following link: https://hub.veritystream.cloud/app/39307/ApplicationRequest. Once the request for application has been received and accepted, an email with a link to complete the full provider application will be sent to the email provided on the RFA. Provider will need to complete the application and sign all forms/contracts and submit the application. Once submitted the credentialing process to verify credentials and present to the credential committee for approval will start, this process can take up to 90 days. Once the provider application has been approved, the provider will receive an email with a welcome letter and copies of their executed contract. Please verify that provider is set up as participating at the following, before submitting claims: https://providersearch.arkbluecross.com/index.html. Additional information, including Credentialing Standards, can be found on the Arkbluecross.com website.

The Doula Services Payment Policy #32 provides guidance for reimbursement of services provided by certified doulas during the prenatal, labor and delivery, and postpartum periods. The policy includes requirements related to eligible providers, covered service periods, billing, and reimbursement.

The Lactation Consultant Services Payment Policy #33 provides guidance for reimbursement of lactation support provided by eligible credentialed professionals, including International Board-Certified Lactation Consultants (IBCLCs), Certified Lactation Counselors (CLCs), and Certified Breastfeeding Counselors (CBCs), subject to applicable policy requirements.

Coverage for doula and lactation consultant services is dependent upon the member's specific benefit plan. Providers should verify member eligibility and benefits before rendering services.

Providers are encouraged to review the applicable Payment Policy for complete information regarding provider requirements, eligible services, coding and billing requirements, service limitations, and reimbursement guidelines.