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<Date>

<Entity Name>

<First name> <Last name>, <Title> or Administrator

<Address>

<City>, <State> <ZIP>

## **Earn 2026 incentives for improving member outcomes with your doula services.**

Dear <Title>. <Last Name> or Administrator:

We're announcing a 2026 incentive opportunity for doula providers who deliver timely, effective care coordination to eligible Medi-Cal members. This program recognizes your role in improving member outcomes and supports the state's doula benefit requirements.

### **Program overview**

Doula providers can earn incentive payments for services delivered between January 1, 2026, and December 31, 2026.

Incentive payments are separate from any direct *Provider Participation Agreement* with Health Net\* or subcontractor arrangements with participating physician groups or medical groups.

### **Eligibility criteria**

To qualify, doula providers must:

- Be in good standing with Health Net.
- Contract directly with Health Net as a participating doula provider.
- Accept and have capacity to serve new Medi-Cal enrollees eligible for doula services.

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### Payment timeline

Incentive payments will be issued by October 31, 2027, based on services provided during the 2026 calendar year.

### Incentive measures<sup>1</sup>

A serviced member is an eligible member who has received a service, and Health Net has received a claim or encounter.

Measure	Target	Amount
Coordinate care for members to support them with being compliant with Timeliness of Prenatal Care measure	>= 50% of members serviced are compliant with Timeliness of Prenatal Care measure <sup>2</sup>	\$50 for each member serviced within measurement year
	< 50% of members serviced are compliant with Timeliness of Prenatal Care measure <sup>2</sup>	\$0 for each member serviced within measurement year
Coordinate care for members to support them with being compliant with Postpartum Care measure	>= 50% of members serviced are compliant with Postpartum Care measure <sup>3</sup>	\$50 for each member serviced within measurement year
	< 50% of members serviced are compliant with Postpartum Care measure <sup>3</sup>	\$0 for each member serviced within measurement year

### Questions?

If you have questions about the program, please contact your assigned Health Net representative or call Provider Services at 800-675-6110.

Sincerely,

Dorothy Seleski  
Medi-Cal President

<sup>1</sup>The incentive program conditions and data requirements are subject to change at Health Net's discretion as the doula benefit and program matures.

<sup>2</sup>*Timeliness of Prenatal Care.* The percentage of deliveries that received a prenatal care visit in the first trimester on or before the enrollment start date or within 42 days of being eligible with our health plan (definition based on NCQA).

<sup>3</sup>*Postpartum Care.* The percentage of deliveries that had a postpartum visit on or between 7 and 84 days after delivery (definition based on NCQA).