



Health Net of California, Inc.
Health Net Community Solutions, Inc.
Health Net Life Insurance Company
21281 Burbank Boulevard
Woodland Hills, California 91367-4975
Mailing Address: Post Office Box 9103
Van Nuys, California 91409-9103
healthnet.com

<Date>

<Entity Name>

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

<Address>

<City>, <State> <ZIP>

Earn 2025 incentives for improving member outcomes with doula services

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

We want to recognize and reward doula providers who show effective and timely outreach to eligible members. See below on how improving member outcomes through care coordination can help you earn incentives in 2025.

Incentive payment criteria

Payments earned from the doula provider incentive are not tied to:

- Any direct Provider Participation Agreement with Health Net*, or
- Your agreement as a subcontractor with a participating physician group (PPG) or medical group.

The Doula provider incentive aligns with state requirements around the doula benefit and program.

Are you eligible?

To be eligible for the doula provider incentive, a doula provider must:

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

*Health Net of California, Inc., Health Net Community Solutions, Inc. and Health Net Life Insurance Company are subsidiaries of Health Net, LLC and Centene Corporation. Health Net is a registered service mark of Health Net, LLC. All other identified trademarks/service marks remain the property of their respective companies. All rights reserved.

Incentive timeline

- Incentives are for members serviced from **January 1, 2025, through December 31, 2025**, despite when a provider contracts with Health Net.
- Payments will be made on **October 31, 2026**.

Incentive measures¹

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	\$50 for each member serviced within measurement year
	< 50% of members serviced are compliant with Timeliness of Prenatal Care measure	\$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	\$50 for each member serviced within measurement year
	< 50% of members serviced are compliant with Postpartum Care measure	\$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
Senior Vice President, Medi-Cal Product

¹The incentive program conditions and data requirements are subject to change at Health Net’s discretion as the doula benefit and program matures.