The MAMA Campaign 2015: A New Foundation for Federal Recognition of CPMs
Primary Goal: to amend the Social Security Act, which houses the Medicare and Medicaid laws, to mandate federal Medicaid reimbursement for CPM services

- Extends Medicaid reimbursement to all licensed CPMs
- Is a linchpin for healthcare professions in the U.S.
- Opens doors for inclusion in the systems of care and reimbursement that define the delivery of health care in our country.
Why does federal recognition matter?

Opening doors for Midwives and Mothers

- Increasing all women’s access to CPMs
- Improving birth outcomes for women & babies
- Medicaid reimbursement for all licensed CPMs
- Support for Tricare & private payer reimbursement
- Participation in student loan repayment programs
- Access to National Health Service Corps
- Employment in Federally Qualified Health Centers
- Support for licensing CPMs in all 50 states
A Brief History of the MAMA Campaign

• **2007-2009**: NACPM building capacity to engage in healthcare reform as a vehicle
• **2009**: NACPM invitation to CfM, ICTC, MANA, MEAC & NARM
• **2009** on Mother’s Day: MAMA meeting in DC to launch Campaign
• Effort to include our provision in the **Affordable Care Act**
• “**Partial Victory**” in the ACA, thanks to Senator Cantwell (D-WA)
• **2011**: Introduction of H.R. 1054, the Access to Certified Professional Midwives Act by Congresswomen Chellie Pingree (D-1-ME)
• **2013**: Introduction of H.R. 1976
• Adding bill **co-sponsors** during these two Congresses
Strength and Challenges for Previous MAMA Campaign

Strength:

Role of CPMs in improving quality and reducing costs for maternity care

Challenges:

Effective opposition of other provider groups, ACOG in particular
No consensus on requirements for accredited education for CPM inclusion
New Strategy for Federal Recognition

• Aligning federal bill with US MERA accords

• An amendment to Medicare Act to include a definition of CPMs for Medicaid reimbursement

• A corresponding Medicaid Act amendment to mandate reimbursement

• Definition of CPMs in the Act:
  ~ Successful completion of a MEAC-accredited program
  ~ In the case where state law allows licensing without accredited education
    - The CPM has been certified by NARM by 2020
    - The CPM has completed the Midwifery Bridge Certificate
Can definition of CPM in federal statute undermine the authority of NARM?
- Medicare Act definitions are for purposes only of reimbursement
- Definitions do not supplant the function of the national certifying body to defined the credential

Is it appropriate to include a definition of CPMs, aligned with US MERA, in federal statute?
- All providers included in the federal Medicaid program are defined in the Medicare Act
- All definitions go beyond requirement to hold credential, frequently in detail about education and training
- All providers reimbursed in Medicaid have accredited education
- Unique opportunity to influence the definition of CPM to include the Midwifery Bridge Certificate
Advantages of Aligning Federal Bill with US MERA?

New Allies and New Opportunities!

• Previously impossible allies: ACNM & ACOG
• Access to and real bi-partisan interest from high-level Congressional offices
• Greater access for women around the country to urgently-needed services, especially in the most marginalized communities
• Breaking the barriers from state-only Medicaid reimbursement
• Increased access to the CPM model of care, including expansion of birth centers
Jesse Bushman
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