

Doula Cost and Medicaid Coverage

Published doula packages in the US typically run \$450 to \$1,800, and 26 states plus Washington, DC reimburse doula care through Medicaid as of March 2026.

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Most US families pay their doula themselves, but coverage through Medicaid is growing fast. This guide sets out the published price ranges and where state coverage stands.

What doulas charge

Bornbir analysed the prices doulas publish on its platform (11,583 package prices from 4,289 providers, October 2026): a median flat-rate package of \$1,100, a typical range of \$450 to \$1,800, and a median hourly rate of \$45, typically \$35 to \$55. A separate look at 4,303 DoulaMatch profiles found a median birth package of \$1,600 and a median postpartum rate of \$47.50 per hour. Big cities sit well above the median: the NYC Doula Collective publishes member fees of \$500 to \$5,000.

Medicaid coverage by state

As of March 2026, 26 states and Washington, DC reimburse doula services through Medicaid, according to the NASHP state tracker, which state Medicaid officials review. Coverage is typically a package of prenatal visits, support during the birth and postpartum visits, billed by a doula enrolled with the state or your managed-care plan.

Coverage does not guarantee access. KFF Health News reported that fewer than 1 percent of Medicaid births in Virginia used a doula in the program's first two years, largely because few doulas had enrolled. Check the Medicaid doula coverage tool for your state, then ask any doula whether they are enrolled to bill.

Other ways to pay less

- Community doula programs provide free or low-cost support in many cities; filter this directory by "community doula programs" or "free or low-cost support".
- Some extended health plans and health spending accounts cover doulas, especially in Canada; ask your benefits provider.
- Newer doulas in training and doula collectives often charge less or offer payment plans.

Frequently asked questions

Does Medicaid pay for a doula?

In 26 US states and Washington, DC, yes, for eligible members, usually a package of prenatal visits, support at the birth and postpartum visits. Your doula must be enrolled with the state or your managed-care plan. Use the coverage checker for your state.

What is usually inside a birth package price?

Most birth doula packages include one or two prenatal visits, being on call around your due date, continuous support during labour and birth, and a postpartum follow-up. Ask each doula exactly what their package covers.

How do I find free or low-cost doula support?

Look for community doula programs, which provide free or low-cost care, ask doulas about sliding-scale fees, and check whether your insurance or a state Medicaid program covers doula services.

Sources

[Bornbir - How Much Does a Doula Cost? \(2026 Prices\)](https://www.bornbir.com/doula-cost) — <https://www.bornbir.com/doula-cost>

[NASHP - State Medicaid Approaches to Doula Service Benefits](https://nashp.org/state-tracker/state-medicaid-approaches-to-doula-service-benefits/) — <https://nashp.org/state-tracker/state-medicaid-approaches-to-doula-service-benefits/>

[KFF Health News - Many States Cover Doula Care, but Access to a 'Birthing Bestie' Is Often Out of Reach](https://kffhealthnews.org/public-health/doula-care-medicaid-access-expectant-parents-state-policy-virginia/) — <https://kffhealthnews.org/public-health/doula-care-medicaid-access-expectant-parents-state-policy-virginia/>