

OK Rural Health Transformation Program



Doula Program
Applicant Webinar



Objectives for today

Introduce the Notice of Funding Opportunity for Doulas

Review applicant and program eligibility guidelines

Share application submission guidelines

Provide an overview of subrecipient responsibilities

All questions will be recorded and answered via publicly posted FAQs on the Oklahoma RHTP website after the webinar. Questions can be submitted through the website until 11:59 PM on July 8th, 2026.



The RHTP Doula Program will provide funding to expand access to doulas for rural Oklahomans, including doula training opportunities, provider and public education, and doula support networks

About the opportunity | \$2.5M in funding is available to fund the four distinct components of the doula program

- 1 Expand training opportunities to prospective doulas** who would serve rural communities in Oklahoma across pre-conception, pre-natal, birthing, and post-natal periods, using an approved curriculum and ensuring that trainees are credentialed, enrolled, and trained in Medicaid claims processes
- 2 Provide awareness-building and education for expecting parents** to better understand doula care, the support it provides, and the opportunities to have care covered via insurance
- 3 Build stronger partnerships between other maternal health providers (e.g., OB/GYN) and doula providers**, including education about the role of doulas, resources to clarify referral processes, etc.
- 4 Facilitate peer community and support for doulas across Oklahoma** to compare learnings and best practices (e.g., care strategies, support with billing), receive support from peers, and potentially provide shared services for independent doulas (e.g., billing co-op or shared resources for managing claims)

Timeline | The Doula Program NOFO was released on June 22nd, deploying \$2.5M+ of RHTP funding



Eligibility | Applicants must meet key requirements to apply

Applicants must...

- ✓ Demonstrate a track record of **successful doula programming and partnerships in rural communities**
- ✓ Deliver program **services supported by this award solely in eligible OK rural communities¹**, except for select remote services (e.g., online training modules)
- ✓ **Maintain relevant licenses and/or certifications** as required by the State of Oklahoma and its regulatory bodies **to perform proposed program activities** (e.g., training doulas), if applicable
- ✓ Have an active **Unique Entity Identifier** (UEI) & maintain registration in SAM.gov²
- ✓ **Not be suspended, debarred, or otherwise excluded** from receiving federal funds
- ✓ Have an active **Certificate of Insurance³**

*Applicants requesting exceptions to financial or administrative requirements should submit the Subrecipient Contract Requested Exceptions form, found in **Attachment D***

1. See Attachment A for a list of eligible communities and rural counties
2. Organizations may apply through a fiscal sponsorship arrangement, though the sponsored organization must still meet the above eligibility criteria. See NOFO for full details.
3. Insurance requirements vary by program activity. See Subrecipient Terms and Conditions for full requirements.

Application | Applications must be submitted via Smartsheet



The screenshot shows the top portion of a web application form. At the top left is the logo for the Oklahoma Rural Health Transformation Program, featuring a stylized house and a person. The title "Doula Expansion NOFO Application" is centered in a large, bold, dark font. Below the title, a note states "Fields marked with an asterisk (*) are required." The section is titled "Organizational Profile" and contains three input fields, each with a red asterisk indicating it is required: "Organization Name", "What is your mission?", and "What services do you provide?". The form is set against a light brown background with a subtle wood-grain pattern.

- **Submission details:** Submit all applications online at this link: [Link](#)
- **Q&A:** Submit all application questions here: [Link](#). Questions will be accepted via Smartsheet form and answered publicly on a rolling basis through 6/19.
- **Use a separate document to draft** your application—forms do not save progress
 - Reference Doula NOFO Application Body for all application questions
- **Upload limit:** Limit to 250 MB per file

Application component details on next slides...

Application | Applicants will submit one application per program component, each including the following materials

Component	Description	Needed Action
Smartsheet form	Provide organizational information and high-level program information	Submit , with all necessary documents attached
Attachment B	Overview of subrecipient responsibilities	Attest in Smartsheet form that you've reviewed & understand subrecipient responsibilities
Attachment C	Budget forms	Fill out Expenditures tab and upload into Smartsheet form
Attachment D	Grants management materials	See below (instructions also in Attachment D):
Attachment D document details	OSDH Subrecipient Terms and Conditions	Review, attest in Smartsheet form that you've reviewed & understand all clauses
	Subrecipient Contract Requested Exceptions	If requesting exceptions to OSDH contract clauses, fill out & upload into Smartsheet form (if applicable)
	Subrecipient questionnaire (SRQ)	Fill out and upload into Smartsheet form
	Certificate of Insurance	Upload into Smartsheet form
	Financial statements	Upload into Smartsheet form
Attachment F	Project plan – <i>detail to follow</i>	Fill out appropriate template and upload into Smartsheet form
Attachment G	Workplan	Fill out appropriate template and upload into Smartsheet form

Application | Project plans include two sections, with targeted questions to answer for each application component

Project plan sections

Organizational capacity and qualifications

- History implementing **successful doula programming** and serving **rural communities**
- **Staffing plan** for the proposed programming
- **Existing or planned partnerships** for program delivery
- Any **plans to sub-contract or partner** with other organizations

Program design

- Description of **plan to deliver proposed programming**
- Detailed description of the **approach, focus areas, and intended outcomes** for the selected component (training, provider education, etc.)
- Projected **high-level future budget** needs
- **Sustainability plan** to support long-term impact and funding

*A **comprehensive list of requirements** within each section is listed within the NOFO*

Application | Evaluation criteria

Criteria	Description	Point Value
Organization Capacity	The case that your organization is well-positioned to make use of the proposed investment, such as having a pre-existing rural service footprint, experience implementing doula programs, and strength of local partnerships.	20
Program Design	The extent to which the program is well-suited to support the goals of the RHTP, including the strength of the model, delivery approach, plan to address access barriers specific to rural settings, etc.	40
Impact and Sustainability	The ability to demonstrate the impact of doula expansion efforts after the initial investment, and as possible over a multi-year time horizon.	15
Workplan and Timeline	The clarity and feasibility of the applicant's plan to implement the program within the grant period.	10
Budget Reasonableness (Attachment C)	The degree to which the proposed budget is justified, reasonable, and appropriate for the scope of work.	15
Max Scoring Potential		100

Subrecipient role | As federal subrecipients, applicants should be aware of key expectations

During application & before award...

- **Review Attachment B**, the subrecipient responsibilities overview and OSDH contract in **Attachment D**
- **Fill out the SRQ** form (within **Attachment E**) with the most up to date information as diligently as possible & upload to application
- **Review Uniform Guidance** at 2 CFR Part 200
- **Register with the OK supplier portal** [here](#), if you are not already an OK supplier
- **Register for and maintain an active Unique Entity ID (UEI)**, if you do not currently have one



After application submission...

- **Attend the awardee webinar** if selected
- **Maintain financial controls** and documentation to show appropriate fund use
- **Ensure allowable spend** is in line with application
- Collect at least **3 quotes for purchases >\$15K**
- Follow the **OSDH invoice process**
- **Coordinate with OSDH** before using subcontractors or subrecipients. *Written approval is required and flow-down terms apply.*
- **Comply with requirements**, including OSDH grants mgmt. and reporting, and Single Audit req. when applicable

We're here for you—Awardees will receive a dedicated grants specialist to provide support

Recall – procurement preparation | Organizations interested in RHTP funding opportunities should prepare in advance

To be eligible for funding opportunities, applicants must:

- Have an active Unique Entity ID (UEI)
- Have a Certificate of Insurance that meets minimum requirements
- Be able to sign Oklahoma RHTP subrecipient agreement
- If awarded, must have an active Oklahoma vendor ID

Additional details can be found on the RHTP funding page:

[Oklahoma.gov/health/RHTP/RHTP-funding.html](https://oklahoma.gov/health/RHTP/RHTP-funding.html)

RHT Program Funding

Quick Links

> [Active Funding Opportunities](#)

> [General Procurement Information](#)

General Procurement Information

Types of Funding Opportunities

- **Notice of Funding Opportunity (NOFO):** An announcement of competitive grant program funding opportunities and application procedures. Awards made under a NOFO are generally to subrecipients, which means the funded entity typically has responsibilities related to program design and implementation.
- **Request for Proposal (RFP):** A solicitation for proposals from potential contractors and vendors to provide goods and services. An RFP is generally used for entities operating in their regular course of business as service providers or suppliers.
- **Request for Information (RFI):** An open inquiry used to gather preliminary information to guide procurement and/or grant funding strategy.

[General Eligibility Requirements](#) ▾

[Support Resources](#) ▾

[Points of Contact](#) ▾

FAQs | Eligibility & Application

- **If I am headquartered outside of Oklahoma, can I still apply for funding?**
 - **Yes!** Applicants are expected to demonstrate experience serving rural communities and explain plans to foster long-term partnerships in Oklahoma, but do not need to be located in Oklahoma currently.

- **I only offer doula training, can I still apply for funding?**
 - **Yes!** Applicants may apply for one or more components, and do not need to apply for all.

FAQs | Spend timeline and requirements

- **What does the spend deadline mean? Is it flexible if I can't spend the funding in time?**
 - All awardees will be expected to **spend and invoice funding by July 31st, 2027**, with the **exception of personnel, fringe, and travel costs**, which must be expended by **October 30, 2026**.
 - The **deadline is not flexible**, as it was set to ensure that all funds can be drawn down from CMS by the Year 1 deadline. Please plan procurement processes accordingly.
- **What is the disbursement structure for this award?**
 - This is a **reimbursement-based award**. Award recipients are expected to cover eligible costs up front and then submit documentation to OSDH for reimbursement.
 - If there are **extenuating circumstances** that would prevent the applicant from participating in a reimbursement-based program, **please specify them in the body of the application**.
- **Are personnel and fringe allowable expenses under this NOFO?**
 - **Yes, personnel and fringe are allowable expenses** and must be detailed in the budget submission.

FAQs | Fiscal and insurance information



What is a UEI number?

- **A UEI number is a Unique Entity Identifier and is required to receive federal funds**, including subawards. All applicants must have a UEI number at the time of application and can obtain a number at www.SAM.gov.



What if I don't have a UEI?

- **Apply for a UEI as soon as possible**, as timelines to receive a UEI vary significantly. If your organization is fiscally sponsored, the fiscal sponsor should apply and list your organization as a planned subrecipient or contractor.



What kind of insurance do we need to have? What if we cannot afford that much insurance?

- **Applicants must have an active Certificate of Insurance** (see the Subrecipient Terms and Conditions linked in Attachment D for a detailed list of required insurance types, coverage limits, and other insurance-related requirements).
- If applicants cannot obtain the level of insurance detailed in Attachment D, they should **fill out the “Request for Exceptions to the Contract Terms” form** and submit it with the application.



Thank You!

