



Birth Doula Pilot Executive Steering Committee Charter

Overview: PMI and HMM joint leadership committee focused on the birth doula pilot, the operational impacts, vendor relationship, financials, qualitative research, and tracking for discussion the doula landscape in Massachusetts.

COMMITTEE GOAL/MISSION: To learn how BCBSMA members are engaging with doula services.

COMMITTEE PURPOSE: To advise on challenges and opportunities, bring topics requiring additional discussion to Clinical Strategy or other leadership meetings.

Operating Guidelines:

EXECUTIVE SPONSOR(s): Mark Friedberg, Sandhya Rao

CHAIR(s): Kristine Sand

MEMBERSHIP: Kristine Sand, Kate Watson, Jamie McCallum, Morgan Brown (operations team)

Voting Members			
Name	Title	Department	Responsibilities
Mark Friedberg	SVP	PMI	Decision making authority
Sandhya Rao	SVP, CMO	HMM	Decision making authority
Non-Voting Members			
Name	Title	Department	Responsibilities
Kristine Sand	Director	PMI	Chair
Kate Watson	Associate Director	HMM	Clinical Operations
Jamie McCallum	Sr. Program Manager	HMM	Engagement Operations
Morgan Brown	Operations Specialist	PMI	Vendor Management Operations

Membership will be reviewed and updated no less than annually by the Committee Chairs.

MEETINGS: 30 minute, every other month, virtual

Review operational metrics and discuss future planning of overall doula offerings BCBSMA may consider. Kristine Sand is responsible for agenda, documents shared, and capturing next steps/decisions made.



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The frequency of the meetings will be reviewed on a yearly basis. Committee members are expected to attend all meetings but may be represented by an appropriate replacement in their absence.

Responsibilities: Manage the ongoing operations of the Birth Doula Pilot.

OBJECTIVES: To understand BCBSMA membership and their interest with in-person Doula services, particularly with the focus on lower socioeconomic status for outreach efforts and the goal to achieve healthy outcomes for birthing person and baby.

DECISION-MAKING: Executive Sponsors are decision makers, for broader conversations the Clinical Strategy will be leveraged.

EXPECTED OUTCOMES: Review strategic updates for operations. Drive strategic decisions for pilot progress. Reviewing qualitative research as

REPORTING STRUCTURE OF COMMITTEE: Clinical Strategy will be leveraged as needed.

CONFIDENTIALITY

In conducting its business, members of the Committee will take special care, consistent with the Company's Code of Ethics and Conduct (the Blueprint) to protect the confidentiality of sensitive information it receives.

CONFLICTS OF INTEREST

Committee members will promptly disclose any conflict of interest they may have with respect to any matter to be discussed by the Committee.

POLICIES: HIPAA compliance

ANNUAL REVIEW: The Committee Charter will be reviewed and updated annually, and when significant changes occur such as leadership changes, changes in focus to respond to revised corporate priorities, changes in reporting, changes in decision making authority and/or structure, and/or responding to external changes such as regulatory updates.

Document Information: Birth Doula Pilot Executive Steering Committee Charter

REVISION HISTORY:

Version	Date	Revision Summary
1.0	3/35/2025	

DOCUMENT OWNER:



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Name	Organization
Kristine Sand	PMI

REVIEWERS:

Name	Division	Versions
Kate Watson	HMM	1.0
Jamie McCallum	HMM	1.0
Morgan Brown	PMI	1.0