

Notice of Funding Opportunity

Application Due Date: 7/27/2026

Oklahoma State Department of Health

Rural Health Transformation Program

Opportunity Number: RHTP2026007

This Expanding Care: Doula Program funding opportunity is supported by the Centers for Medicare & Medicaid Services (CMS) of the U.S. Department of Health and Human Services (HHS). The Doula Expansion Program funding opportunity totals \$2.5M+ in budget Year 1. Future funding allocations are dependent upon receipt of funding from CMS/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CMS/HHS, or the U.S. Government.

Federal award number (for reference only): RHTCMS332048-01-00

Unique federal award identification number (for reference only): RHTCMS332048

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General Information

Summary

This funding opportunity from the Oklahoma State Department of Health (OSDH) will make funds available under the Rural Health Transformation Program (RHTP) to expand access to and awareness of doula care in rural Oklahoma. The Rural Health Transformation Program is a five-year, nationwide \$50 billion federal grant program established in H.R. 1, The One Big Beautiful Bill Act. In Year 1, Oklahoma received \$223,476,948.62 in funding. Further details on Oklahoma's proposed uses of these funds beyond the Doula Expansion Program are available at: [Rural Health Transformation Program](#).

The Expanding Care: Doulas Program opportunity is intended to fund entities to implement and/or expand proven models for doula training and certification, launch an awareness-building and education campaign for expecting parents, in addition to medical providers, and create and maintain a doula network across rural Oklahoma.

Funding Detail

Type: Competitive

Estimated Total Program Funding: At least \$2,500,000 to be issued in one or more awards

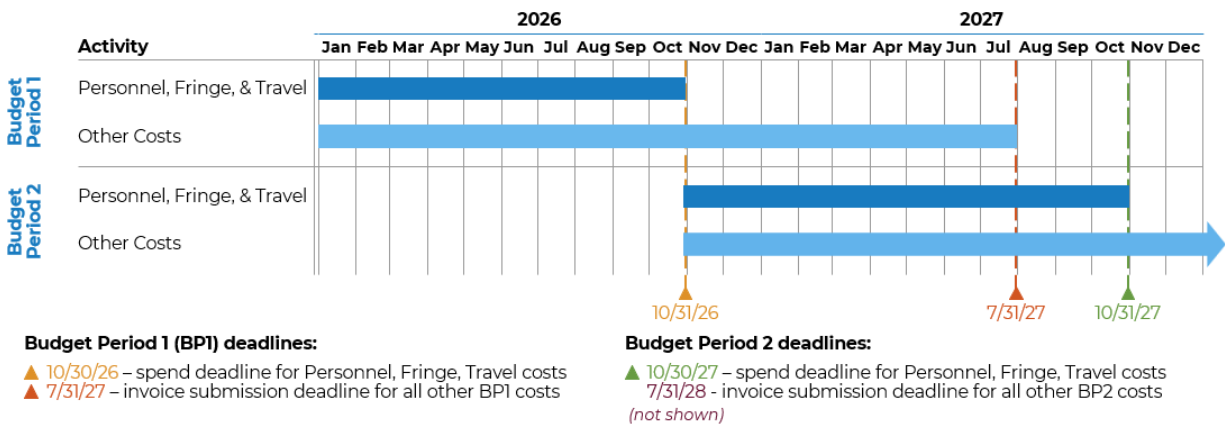
Total Award Caps: Applicants may apply for up to \$1,000,000 per component. Applicants are encouraged to build their budgets based on need and feasibility and will be evaluated on budget reasonableness and spenddown timeline.

Anticipated Award Date: By September 2026

Payment Structure: Reimbursement. Please note: 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.

Expenditure Period: Award recipients are expected to expend the award amount and invoice expenses to OSDH no later than July 31st, 2027, with the exception of Personnel, Fringe, and Travel costs, which must be expended by October 30th, 2026. OSDH anticipates renewing subawards for Budget Period 2 in October 2026 with a start date of October 31st, 2026, to allow for Personnel, Fringe, and Travel spend through October 30th, 2027. Renewal amounts are dependent upon CMS awarded funds, subrecipient performance and funding needs, and OSDH RHTP programmatic priorities. Please see the

graphic below for a visualization of the Budget Period 1 and potential Budget Period 2 spend timelines.



Cost Sharing

This funding opportunity has no cost-sharing component.

Eligibility

Eligible Applicants

Entities with demonstrated experience working with doulas (e.g., through training, awareness-building) are eligible to apply for this grant. OSDH welcomes collaborative approaches across organizations and rural areas. If there is an application involving multiple partners, one entity must apply as the sole applicant and will be responsible for receiving and administering the award. Applicants may work with other organizations through subawards, contracts, or other formal agreements, as appropriate. Eligibility criteria will apply to any and all applicant partners, except the location requirement (see below).

Applicants must meet the criteria below to be eligible for this funding opportunity:

- Demonstrate a track record of successful doula programming and partnerships in rural communities
- Deliver direct program services supported by this award solely in eligible Oklahoma rural communities with populations under 55,000 (see **Attachment A** for a full list of eligible communities), except for select remote services that support participants in the rural community (e.g., remote training modules)
- While preference will be given to entities based in Oklahoma, out-of-state entities are eligible to apply. Out-of-state entities will be expected to clearly demonstrate the success of their program outside of Oklahoma, rationale for building a presence

in Oklahoma, and commitment to supporting doula expansion in Oklahoma beyond the five-year RHTP period.

- Maintain relevant licenses and/or certifications as required by the State of Oklahoma and its regulatory bodies in accordance with proposed program activities (e.g., training doulas); if no licenses and/or certifications are required for the proposed program activities, please indicate this in the application. Applicant must possess the required licensure and certifications to provide all the services and programming described in their application, including certifications required to train doulas to bill Medicaid for services. Training curriculum used must align with the qualifications linked [here](#).
- Have an active Unique Entity Identifier (UEI) and maintain active registration in SAM.gov throughout the application, review, and award period. Timelines for registration and receipt of a UEI vary significantly (e.g., weeks to months), so applicants should plan accordingly, as a UEI number is required to apply. The registration process is available here: [Entity Registration | SAM.gov](#).
- Must not be suspended, debarred, or otherwise excluded from receiving federal funds
- 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)
- Have or currently be applying for an Oklahoma Supplier ID. Instructions for registration are linked [here](#).

If applying through a fiscal sponsorship arrangement, the fiscal sponsor must submit the application and should list the sponsored organization as a planned subcontractor or partner. The sponsor must provide a fiscal sponsorship agreement, UEI number, and supplier ID.

Program Description

Rural Oklahoma has significant gaps in access to doula services. This program seeks to support rural maternal and child health by expanding access to doula care, focused on four distinct components:

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 on 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)

This multi-pronged approach seeks to provide holistic support to not only increase the number of doulas in rural Oklahoma in the short-term, but to elevate awareness and understanding of doula services to ensure that rural communities have access to doula care for years to come. **Applicants can apply for one or more components and may subcontract to other entities for program execution if desired. Applicants are required to submit a separate application with separate attachments for each component and adhere to the budget caps outlined on Page 4.**

Funding Uses

Funding is for development and launch of doula training programs, an awareness-building and education campaign, and creation and maintenance of a doula support network in rural Oklahoma.

Allowable uses include but are not limited to:

- Program design (e.g., staff time for workflow development or development of participant education materials, technical assistance for materials development, purchase of [approved](#) curriculum from doula experts)
- Training program implementation (e.g., personnel time, necessary staff travel, facilities costs)
- Equipment, supplies, and other materials necessary for training (e.g., general office supplies, consumable medical supplies, medical equipment that is not otherwise reimbursable or billed to a payer)
- Doula support costs (e.g., staff or contractor time to provide technical assistance for doulas, shared billing / invoicing services)
- Education directly related to program implementation for staff or partners (e.g., training on protocols, data collection, or required tools)

- Targeted public awareness campaigns (e.g., technical assistance for materials development, printing, and media expenses)

Prohibited and Restricted Funding Uses

While funds can be used to provide training for doulas, paying for individual certification fees (e.g., DONA processing fee) will trigger a five-year service commitment through the RHTP. As such, RHTP funds should not be used pay for these fees.

Other key ineligible costs under this program include the following:

- Alcoholic beverages
- Bad debt & collection costs
- Goods and services for personal use of employees
- Fundraising and investment management costs
- Lobbying activities
- Fines, penalties, damages, and settlement resulting from violations of law
- Pre-award costs incurred before award date
- Land acquisition and depreciation of land
- Endowments, capital funds, or investment vehicles to generate income
- New construction or major building expansions or renovations
- International visa sponsorship for clinical workers.
- Clinical services that duplicate billable services
- Medications, whether prescription or over-the-counter (OTC)
- Payments or rate enhancements for services currently billable or reimbursable through Medicaid, commercial insurance, or another funding source, including when payment is only partially available, at a lower rate than the applicant seeks, or where the applicant does not routinely bill for the service
- Meeting matching requirements for any other federal funds or local entities
- Food costs, including medically tailored meals and community meeting meals
- Broadband infrastructure

These funds may not be used to supplant (replace) other federal, state, or local government funds previously awarded for the proposed project/purchase. It is the applicant's responsibility to demonstrate in the application that they are not supplanting other funds.

Please refer to **Attachment E** for a full list of allowable and unallowable funding uses under broader RHTP or federal guidelines.

Additionally, certain funding categories are subject to RHTP-wide spending limits and must be documented. These include:

- Provider payments that are not already reimbursable
- Costs for grant administration (e.g., grants management, compliance, fiscal oversight) are limited to five percent for award recipients. This should include all direct grant admin costs and a proportional share of indirect costs: Total grant admin = Direct costs for grant admin + (Direct costs for grant admin * Indirect Cost Rate)

Application Contents and Format

The application includes the following components, described in detail below.

- Organizational Information
- Project Plan
- Workplan
- Budget
- Grants Management Packet

You must complete the required organizational information using the fillable form available [here](#).

The bottom of the form enables you to submit the additional application components as file uploads. The form does not allow you to save your progress, so the Organizational Information questions are listed below for reference. We recommend drafting your responses in a separate document, copying and pasting them into the form, and uploading all required files in one sitting. The upload limit on attachments into Smartsheet is 250 MB per file.

Organizational Information

The form components include the following:

1. Organization profile
 - a. Organization name
 - b. What is your mission?
 - c. What services do you provide?
 - d. What counties will be served by your program? (provides dropdown for applicant to specify)
 - e. What type of entity are you?
 - i. Community-based organization

- ii. Health care provider
 - iii. Tribal entity
 - iv. Higher education institution
 - v. Municipality
 - vi. State agency
 - vii. Other (provides dropdown for applicant to specify)
 - f. What is your tax status?
 - i. For-profit
 - ii. 501(c)(3) non-profit organization
 - iii. 501(c)(4) non-profit organization
 - iv. Other (provides dropdown for applicant to specify)
 - g. Unique Entity ID (UEI) number
 - h. Do you have a Supplier ID with the state of OK? (Y/N) If yes, please provide your Supplier ID. If awarded, you will be required to obtain a Supplier ID
 - i. Are you able to operate on a reimbursement basis? (Y/N) If no, please explain your circumstances
 - j. Total number of employees (subtitle: Please upload a list of all involved staff and relevant certifications in the Attachments section)
2. Contact information
- a. Physical address
 - b. Planned sites in Oklahoma
 - c. Mailing address if different than physical address
 - d. Name for project contact for this award
 - e. Email for project contact
 - f. Phone number for project contact
 - g. Do you have a communications Point of Contact (POC)? (Y/N) If yes, provide communications POC name and contact information
 - h. Do you have a legal POC? (Y/N) If yes, provide legal POC name and contact information
3. Program proposal
- a. Please select which components that you are applying to address:
 - i. Expand training opportunities to prospective doulas that would serve rural communities in Oklahoma
 - ii. Provide education for expecting parents to better understand doula care, the support it provides, and the opportunities to have care covered via insurance

- iii. Build stronger partnership 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.
 - iv. Facilitate peer community and support for doulas across Oklahoma
- 4. Document Upload and Attestations
 - a. Required file uploads:
 - i. Project Plan
 - ii. List of staff involved and relevant certifications
 - iii. **Attachment C:** Expenditure Budget
 - iv. **Attachment D:** Review and submit all grants management documents
 - 1. Subrecipient Questionnaire (SRQ)
 - 2. Certificate of Insurance (COI)
 - 3. Financial statement: Audit report or audited financial statements.
 - 4. Federally Negotiated Indirect Cost Rate Agreements
 - b. Attestation that applicant has reviewed and understands Subrecipient Responsibilities
 - c. Attestation that applicant has reviewed and understands Subrecipient Terms and Conditions
 - d. Attestation that awarded funds will not supplant (replace) existing funding

Project Plan

Please submit the project plan template **Attachment F**, which includes the questions below for each component. An applicant must submit an application for each component of interest, and each application must include a separate project plan.

Organizational Capacity and Qualifications

1. Demonstrated organizational history serving rural communities. If you do not have experience in rural Oklahoma, please explain how you will establish a presence in the state.
2. Evidence of prior experience implementing successful doula training, awareness, and/or support programming
3. Qualified staffing plan for the proposed program, including oversight appropriate to the proposed program and any required licensure and/or certifications, if applicable
4. Partnerships relevant to program delivery in the proposed service area, such as local health systems, Federally Qualified Health Centers (FQHCs), rural Health Centers (RHCs), Critical Access Hospitals (CAHs), tribal health organizations, community-based organizations, or other community-serving partners

5. Plans to sub-contract or partner with other organizations to implement your proposed program, if applicable. Provide a list of all planned subcontractors or partners and a description of their proposed scope of work.

Program Design

1. Detailed description of your selected program components, including who delivers each component, which participants receive it, how programming is delivered, etc. All applicants must answer the following questions and provide a description for every component that you are applying for through the NOFO.
 - a. For training
 - i. Evidence base for the chosen full spectrum training curriculum, or plan to evaluate and update programming based on best practices
 - ii. Plan for identification and selection of communities, entities, and individuals eligible for participation in training (e.g., needs assessment, interest survey)
 - iii. Strategy for expansion of training across rural Oklahoma, including logistics for training, expansion timeline, etc.
 - iv. Plan for extension of program curriculum to topics related to doula success (e.g., how to navigate Medicaid billing, how to build a client base, how to partner with providers)
 - v. Description of how the training program will engage with current doulas in rural Oklahoma, if applicable
 - vi. Description of intended outcomes from programming and plan to track
 - vii. Explanation of costs associated with the training component (more detail to be included in **Attachment C**)
 - b. For parent education
 - i. Strategy for materials development, outreach, and execution of awareness campaigns and educational programming
 - ii. Plan for identification and selection of communities and entities to target for awareness programming, and plans to scale across rural Oklahoma
 - iii. Description of intended campaign/program outcomes and evaluation mechanism
 - iv. Explanation of costs associated with the parent education component (more detail to be included in **Attachment C**)
 - c. For provider education

- i. Strategy for materials development, outreach, and execution of awareness campaigns and educational programming, including any evidence base for approach to provider partnership
 - ii. Plan for identification and selection of providers and healthcare entities to target for education programming, and plans to scale across rural Oklahoma
 - iii. Description of intended campaign/program outcomes and evaluation mechanism
 - iv. Explanation of costs associated with the provider education component (more detail to be included in **Attachment C**)
 - d. For doula support
 - i. Approach to developing a doula support program (e.g., how you will build upon existing networks and programming, what supports will be included, how outreach will be conducted, how you will center rural doulas and experiences in the support network)
 - ii. Key focus areas planned for inclusion in programming (e.g., billing, how to approach providers, best practices for success, building a client base)
 - iii. Explanation of any evidence or existing models that you are using to create your planned doula support programming
 - iv. Description of intended outcomes from programming and plan to track
 - v. Explanation of costs associated with the doula support component (more detail to be included in **Attachment C**)
- 2. Across all components, projected high-level budget needs in future years (e.g., an applicant might expect to need about half of funding to continue training in additional communities, without program development expenses)
- 3. Applicant should include a sustainability plan to address long-term impact after grant funding concludes. Plans should clearly communicate which aspects of programming would continue long-term (e.g., support network, awareness efforts with providers) and/or how efforts are expected to provide long-term impact even beyond continuation of programming. Plans should also explain the long-term financial sustainability, and may include other funding sources, partner commitments, membership models, or integration into existing operations.

Work Plan and Timeline

Please submit the work plan Excel template **Attachment G** for each component, including implementation phases and milestones with specific deliverables and dates, through July

31st, 2027. An applicant must submit an application for each component of interest, and each application must include a separate work plan.

Attachment C: Budget

Applicants must complete the budget Excel form. OSDH will only accept budgets using the provided form and will not accept budgets in alternative formats. An applicant must submit an application for each component of interest, and each application must include a separate budget.

Attachment D: Grants Management Packet

Applicants should provide all of the documentation needed for Grants Management purposes, as described in **Attachment D**. This includes documentation such as:

- The subrecipient questionnaire (SRQ)
- Attestation that you have reviewed the standard subrecipient contract and uploaded a completed form with requested exceptions, if any, to the contract terms
- Certificate of Insurance
- Financial statements. Acceptable financial statements include an audit report or audited financial statements. Non-profit organizations that are not required to have an audited financial statement may instead submit a form 990 or 990-N or unaudited financial statements
- Any federally negotiated indirect cost rate agreements: If an organization does not have a federally negotiated indirect cost rate agreement and wishes to include indirect costs, they may use the federally approved de minimis rate of 15% of modified total direct costs ([Code of Federal Regulations](#), section (f)) or a lesser percentage

Application Review

Stage One: Basic Requirements Review

Each application is reviewed to ensure it meets basic requirements. Applications will be considered ineligible if:

- Funding requests exceed the maximum award level
- Applicant is suspended, debarred, or otherwise excluded from receiving federal funds
- Financial statements and/or audits submitted by the applicant show financial mismanagement
- Application is submitted after the deadline
- Applicant does not meet the eligibility criteria

- Application is incomplete

OSDH reserves the right to provide the opportunity to applicants to make minor technical corrections to only the documents submitted as part of **Attachment D** to bring the application into compliance. Applicants will only be contacted for corrections after award decisions have been made.

OSDH will not fund:

- An application from an ineligible applicant
- An incomplete application
- A disqualified application

Stage Two: Merit Review

OSDH will convene review panels to score applications across a common set of weighted criteria, outlined below. Evaluation and scoring teams were chosen based on their knowledge of subject matter and administration of grant funds and will receive training on competitive review processes.

In addition to the scoring criteria, OSDH may prioritize awarding funds to entities headquartered and operating in rural Oklahoma counties (see **Attachment A**).

Applications must receive at least 55 of 100 possible points to be eligible for an award under each component.

Award Contingencies and Reallocation of Funds

In the event OSDH does not receive sufficient applications meeting Basic Requirements (Stage One of Application Review) or the compliant applications do not achieve the minimum score, OSDH may:

- Refrain from awarding funds through the competitive process and retain funds for a future procurement opportunity consistent with RHTP requirements
- Deploy funds through OSDH or an OSDH-approved doula expansion investment plan aligned with RHTP goals
- Fund discrete portions of an application at an amount lower than requested, where OSDH determines that the portion can be implemented independently and remains aligned with program requirements
- Reopen, revise, or reissue the funding opportunity if OSDH determines a need for clearer requirements or technical assistance

OSDH may also use any of the options described above if the full \$2.5 million in Year 1 doula expansion program funding is not awarded for any reason. OSDH also reserves the right to award over \$2.5 million to meet program and budget needs.

Scoring Criteria

Note: Applicants are required to submit one application per component. Applicants may apply for one or more components. Each application will be scored independently and receive a score out of 100. For example, if an applicant applies for all four components, they will be required to submit four separate applications. Each application will be scored separately and against its peers within the category. Awards will be issued per component, so if an applicant applies for more than one component, they may be awarded for zero components, a subset of components, or all components – dependent upon score per component.

Criterion	Description	Point Value (100 total)
Organization Capacity	This includes the case that the organization is well-positioned to make use of the proposed investment. Reviewers will consider the applicant’s pre-existing rural service footprint, quantity and quality of past experience implementing doula programs, and strength of local partnerships.	20
Program Design	This includes the extent to which the program is well-suited to support the goals of the program and support sustained impact on rural maternal health. Reviewers will assess the strength of the program model, delivery approach, applicant’s plan to address access barriers specific to rural settings, and the plan to bring programming to communities with the highest level of maternal healthcare need.	40
Impact and Sustainability	This includes the ability to demonstrate the impact of doula expansion efforts after the initial investment, and as possible over a multi-year time horizon. The ability to demonstrate financial sustainability after the initial investment, and if possible, over a multi-year time horizon.	15
Workplan and Timeline	This includes the clarity and feasibility of the applicant’s plan to implement the program	10

	within the grant period. Reviewers will assess whether key milestones are well-defined, including whether they are specific, measurable, attainable, realistic, and time-bound; the timeline is realistic given the scope of work; and the applicant demonstrates readiness to launch.	
Budget Reasonableness	This includes the degree to which the proposed budget is justified, reasonable, and appropriate for the scope of work. Reviewers will assess whether costs are clearly explained, allocations align with program activities, and the approach represents responsible stewardship of grant funds.	15

Award Notices and Submission Deadlines

How We Make Awards

At the end of the application period, the process is as follows:

- Submit complete application files via the form linked [here](#)
- OSDH conducts an initial review to ensure application meets Stage 1 Basic Application Requirements. If those requirements are not met, applications will be deemed ineligible and applicants will be notified of their status
- OSDH reviews for completion and compliance of **Attachment D**. OSDH may evaluate the quality of this attachment to make funding determinations. OSDH may also disqualify an applicant at any stage of the NOFO process if submitted materials are materially inaccurate or raise compliance concerns
- Evaluation and scoring of all eligible applications
- Scoring criteria will be consistent across all review panels
- Awards will be determined based on available funding and specifications described above
- Applicants receiving awards will be notified by the RHTP Grants Management Office. Following receipt of a Notice of Award, if required, contract negotiations will be conducted through OSDH Legal Counsel

Application Deadline

July 27th, 2026, at 11:59 pm CT.

NOFO Webinar and Applicant Q&A opportunities

Applicants may submit any questions regarding the application [here](#) through July 8th, 2026.

Responses will be made publicly available via updates to the OSDH RHTP Doula Expansion Program FAQ, available here: [RHTP Program Website](#)

OSDH anticipates hosting a webinar for prospective applicants. Additional details, including the date and time, will be posted here: [RHTP Program Website](#)

Application Checklist

Post-Award Requirements and Administration

All awardees must follow:

- All terms and conditions in the Doula Expansion Program Notice of Award (NOA)
- All financial and reporting procedures and requirements and other terms and conditions stipulated in the negotiated contract between OSDH and the awarded entity
- Awardees must attend a post-award webinar, information will be forthcoming

Required Application Components	Page limit
<input type="checkbox"/> File One: Narrative application (form)	Form (N/A)
<input type="checkbox"/> File Two: List of personnel and qualifications	Up to 2 pages total, submit in form
<input type="checkbox"/> File Three: Expenditure budget Attachment C	OSDH-provided template, submit in form
<input type="checkbox"/> File Four: Review and submit forms within Attachment D	OSDH-provided attachment, submit in form
<input type="checkbox"/> File Five: Project plan Attachment F	OSDH-provided template, submit in form
<input type="checkbox"/> File Six: Workplan Attachment G	OSDH-provided template, submit in form

Reporting Requirements

Successful applicants will be required to submit:

- Monthly progress reports

- Quarterly reports based on applicant-submitted metrics
- Annual reports based on OSDH-required and applicant-submitted metrics
- A final evaluation report

See **Attachment B** for an overview of subrecipient responsibilities on financial reporting.

OSDH Contacts

RHTP homepage: <https://oklahoma.gov/health/rhtp/rhnp-funding.html>

OSDH inbox: OklahomaRHTP@health.ok.gov