

2027 OB-GYN Billing Changes:

A Guide for How Practices Can Prepare for Global OB Codes Ending

The end of global OB billing is coming. *Is your practice ready?*

The 2027 CPT updates represent the most significant change to obstetrical coding in decades. Global obstetric package codes will be replaced by a more granular approach that separately captures antepartum care, labor management, delivery, and postpartum services. For OB-GYN practices, success will depend on accurate documentation, proper use of modifiers, specialty-specific EHR workflows, and optimized medical billing processes.

1 From Global OB Package to Phases





Greenway Insight:

Start preparing now to help reduce disruption when the new maternity care coding framework takes effect.

2 Questions Every OB-GYN Practice Should Be Asking Today

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Documentation & E/M Coding:

Are providers documenting at the level needed for E/M reporting?
- ☐

TH Modifier:

Are TH modifier workflows and processes established?
- ☐

Staff Training:

Has your billing staff received training on 2027 coding changes?
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Revenue Cycle:

Are revenue cycle workflows updated to support the transition?



Greenway Insight:

Understanding your readiness today can help identify gaps before they impact reimbursement.

3 When Should OB Practices Start Preparing?

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August 2026:

Approaching final months to assess workflows, documentation, and staff readiness.
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September 1, 2026:

Key planning threshold. Patients with first 10-week prenatal visits on or after this date may be affected by the new reporting framework.
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September-December 2026:

Train providers and staff, update workflows, and test reporting processes. Start reviewing and identifying clinical documentation templates that may need to be updated.
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January 1, 2027:

New CPT maternity coding framework takes effect.



Greenway Insight:

The most successful transitions begin well before the official implementation date. Every delayed month leaves less time to prepare.

4 The Cost of Waiting



The move away from global OB billing affects more than coding.

Practices that delay preparation may experience increased administrative burden, documentation challenges, claim denials, reimbursement delays, and workflow inefficiencies.



Greenway Insight:

Proactive planning can help minimize claim denials, reimbursement delays, and revenue risk.

5 Your 2027 Readiness Plan

Preparing for the transition doesn't have to happen all at once.
Small steps today can help create a stronger foundation for tomorrow.



Review documentation standards



Educate providers and staff



Evaluate technology capabilities



Update billing workflows



Establish reporting processes

Greenway Health helps OB-GYN practices prepare for evolving reimbursement requirements through specialty-focused EHR technology, revenue cycle expertise, coding support, and workflow optimization.



Greenway Insight:

Aligning people, processes, and technology is key to a successful 2027 transition.



Schedule a consultation with a Greenway revenue cycle expert