# Maternal health & equity

Improving maternal health equity and outcomes
with innovative digital technologies

## Challenge

Underserved populations are experiencing worsening
maternal and child health outcome disparities compared
to other populations.

- Black people are 3 times more likely to die of
complications from childbirth than white people

- 60% of maternal deaths are preventable and can
be partially addressed through social services and
care coordination

- Black babies have 2.3 times the infant mortality rate
as white babies

- Black babies have 14.1% higher rates of low birth weight
than babies of other races and ethnicities

- 40% of Black and Latina people face postpartum
depression — double the rate of white people

## Solution

Get Well's Social & Care Navigation solution helps
organizations improve maternal and child health by
engaging with birthing people and providing personalized
outreach and support before and after birth.

### Virtual care navigation

- Leverage bi-directional AI-texting and digital tools
to engage patients longitudinally throughout their
health journey

- Identify social and behavioral barriers to care and
connect patients to the right healthcare and community
resources to address their specific needs

- Deploy community-based virtual care navigators to
serve as an extension of clinical teams

### Digital care management

- Prepare patients for the inpatient birthing experience

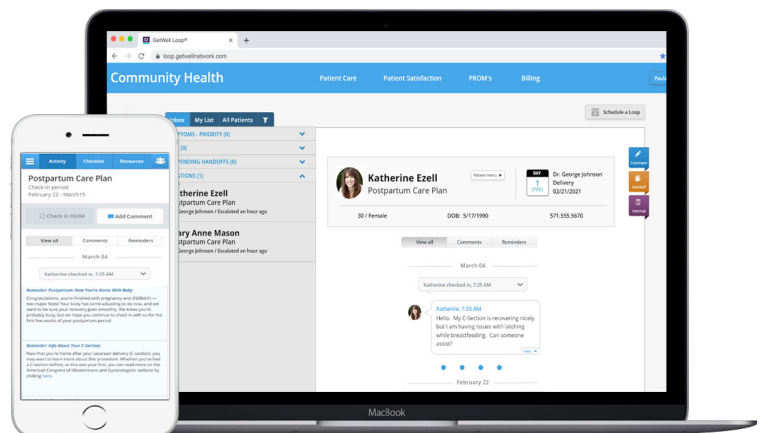- Guide patients through discharge instructions and
treatment plan

**Program features:**

- SDOH survey and screenings

- Resource navigation and referrals

- Maternal digital care management (prenatal
and postnatal)

- Community-based virtual Get Well Navigators

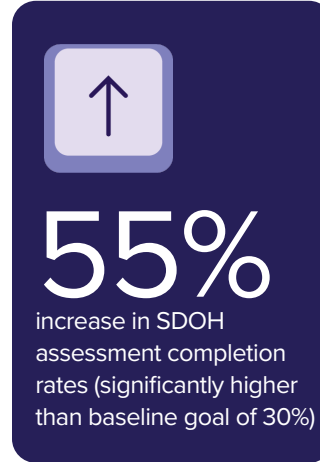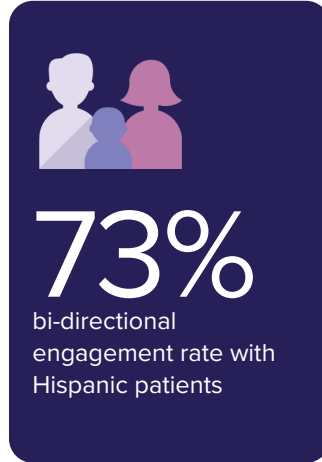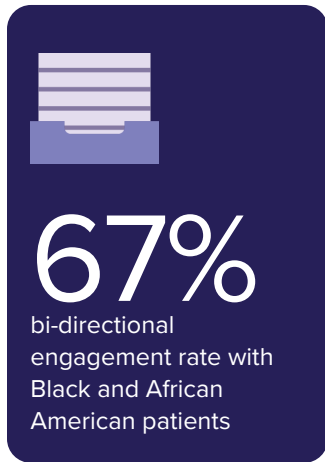- Care navigation care coordination dashboards
and reporting

**Program benefits:**

- Improve maternal and child health outcomes and
health equity for underserved populations

- Increase brand trust and loyalty

- Screen for and support SDOH and behavioral health needs

- Address condition-specific needs for maternal and
infant health

- Enhance navigation to key in-network and community-
based resources



## Get Well

## Proven results

### 67%
bi-directional engagement rate with Black and African American patients

### 73%
bi-directional engagement rate with Hispanic patients

### 55%
increase in SDOH assessment completion rates (significantly higher than baseline goal of 30%)

The program's success led to an expansion to **60** hospitals in **12** states.

## White House call to action to reduce maternal mortality

On December 7, 2021, Vice President Harris issued a nationwide Call to Action to improve health outcomes for parents and infants in the United States.

CommonSpirit Health, a longtime Get Well partner, is an initial external contributor to the White House effort. CommonSpirit leverages Get Well's Social & Care Navigation solution (formerly Get Well Docent) and community-based virtual care navigators to support maternity patients through their birthing and health journeys.

**Goals for CommonSpirit — Get Well Medicaid mother-baby initiative:**
Reduce health disparities, improve maternal health outcomes, and reduce readmission rates for maternal and newborn Medicaid populations.

### Outcomes

**37%**
reduction in preterm births

**1.8**
day shorter lenght of stay in NICU

**1%**
opt-out rate

**67%**
overall patient bi-directional engagement rate

## Combine AI with human touchpoints to improve health equity

Get Well's solution combines technology-enabled programs with community-based virtual care navigators for timely **human intervention** – a key component for building trust and engagement when overcoming historical mistrust and system barriers.

**Community-based virtual care navigators:**

- Guide patients through their maternal health journey, directing them to community resources and health education

- Screen people for SDOH and for mental health, referring them to available resources

- Help bridge the communication and access gap

To learn more about Get Well's Maternal Health program, please visit https://www.getwellnetwork.com/maternal-health

## Get Well