

Seeking Additional Collaborators to Improve Perinatal Wellness and Reduce the Rate of Hypertension-Related Mortality



- ♥ An interactive digital platform based on behavioral science that improves perinatal wellness and reduces the rate of hypertension-related mortality.
- ♥ Proven to save lives and avoid adverse events.
- ♥ Patient-guided intervention that advances health equity by creating a safety net that seamlessly integrates physical, behavioral, and social drivers of health with the service community.
- ♥ Uses a secure, bidirectional patient exchange to detect, educate, intervene and escalate in real-time.

Topics include:

- ♥ **Access to Care** – text one word to receive care in the moment of need
- ♥ **Breastfeeding** – education and social support
- ♥ **Cardiovascular Health** – integrates digital blood pressure cuffs for ease of use, real-time metabolic data collection, digital reading analysis and escalations to care team
- ♥ **Medication Management** – identification of non-adherence with immediate intervention
- ♥ **Mental Health, Emotional Support, and Coping Strategies** – to manage anxiety and depression
- ♥ **Substance Use** – behavioral, social, and resilience programs
- ♥ **Parenting** – social and behavioral support



“If it wasn’t for Mom’s Heart Matters, I wouldn’t be where I am today”

Mom’s Heart Matters Participant

Early detection and escalations have been crucial in supporting health care teams and social support networks in their ability to provide immediate care interactions for participants:

- ♥ Substance use disorder escalations
- ♥ Mental health assessments – Barkin Index of Maternal Functioning, PHQ-9 for Depression
- ♥ SDOH crisis indicators
- ♥ Breastfeeding support needs

Of the participants opted into remote blood pressure monitoring, 23% had escalations of which 100% were addressed with real-time interventions.



Changing lives, outlook, and trajectory of people and families.



Analysis and Feedback Success —

Data from year one identified critical feedback for enhancement from participants.

- ♥ **100%** were “extremely satisfied” with the platform’s engagement tools, content, and interactions
- ♥ **100%** did not feel like the platform overwhelmed them with requirements nor information engagements
- ♥ **100%** felt they were being “actively engaged” through this platform
- ♥ **100%** stated they would recommend to other recently postpartum moms

Mom’s Heart Matters launch site
(Liberty Regional Medical Center – Hinesville, GA)

Join the Growing Mom’s Heart Matters Network: Sponsorship, Funding and Collaboration Opportunities. Open to all ranges of participation from a single practice, health system, or an entire county or state.

Network organizations include:

- ♥ State, county, and city health, human and social services agencies
- ♥ Non-profits and foundations – maternal child health and others seeking to advance health equity
- ♥ Managed care organizations
- ♥ Hospitals and health systems
- ♥ Academic medical centers and teaching hospitals
- ♥ Community clinics and FQHCs
- ♥ Individual and group OB-GYN and pediatric and family practices
- ♥ Employers
- ♥ Community convenors
- ♥ Jumpstart funders and sponsors

Marketing and public relations:

- ♥ Participation badge to proudly use and display in corporate communications and marketing
- ♥ Press release and press event collaboration

“Mom’s Heart Matters has not only followed up with me after I left the hospital, it also gives me so many resources if I am not feeling myself”

Mom’s Heart Matters Participant

CURRENT MOM’S HEART MATTERS COLLABORATORS

