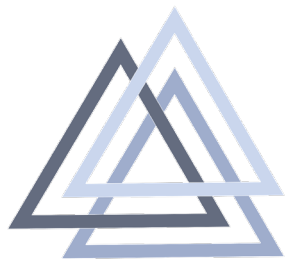


# Virtual OB Care: Utilizing Technology To Improve the Patient Experience

Jill Purdie, MD; Santosh Pandipati, MD;

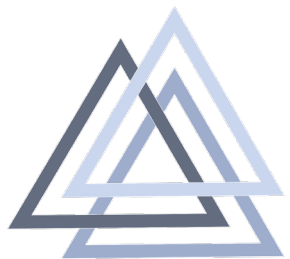
Keith Koby, BSEET, MBA;

Nicole Zappala, HeraMED Head Mom



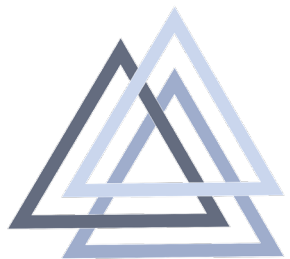
# Disclosures

No Disclosures



# Learning Objective

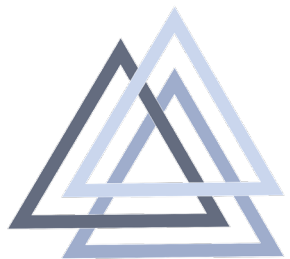
To understand the Virtual OB pilot program and how it changed the typical model of prenatal care.

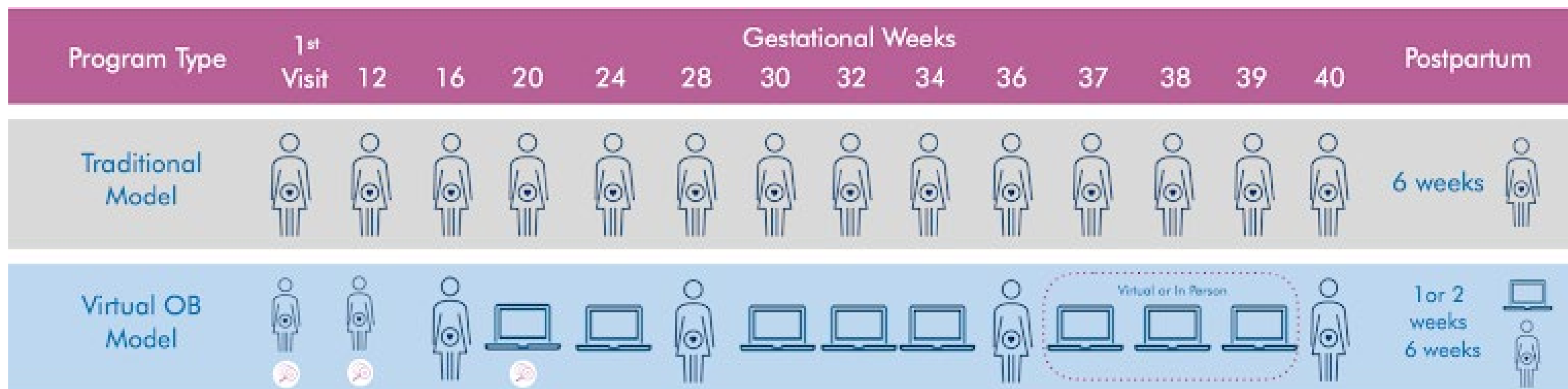


# Background

Pediatrix Medical Group and HeraMED worked together to pilot a hybrid OB care model.

The program aimed to shift from the traditional 12-14 in-office visits to a hybrid model of in-office and telemedicine visits coupled with remote patient monitoring.





- Virtual Visit
- In Person Visit
- In Person Scan

Symptoms + Mood

HeraBEAT

Blood Pressure

Weight

Supervised Weekly Self Tracking

+

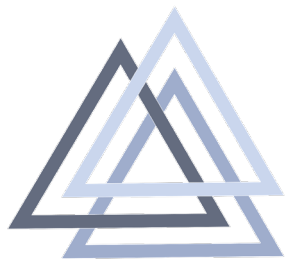
Interactive Education

Calls to Action

Delivered through a task based care approach

# Objective

The goals of the care program included evaluating the patient and provider experience, demonstrating non-inferiority of care, and assessing both the patients and the providers willingness to change how they receive and provide prenatal care.

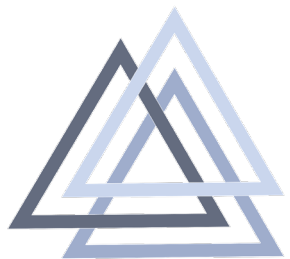


# Methods

The program was introduced to patients at their first OB visit and a brochure was given.

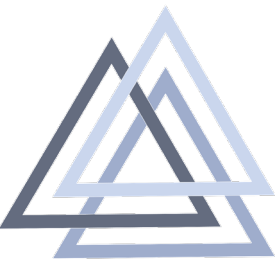
Interested patients were enrolled at the 12 or 16 week visit.

Patients with multiple gestations or BMI>35 were excluded.



# Methods

Enrolled patients were given access to specific mobile apps and connected devices, including HeraBEAT, an FDA-cleared fetal heart rate doppler, as well as a bluetooth connected blood pressure cuff and scale.

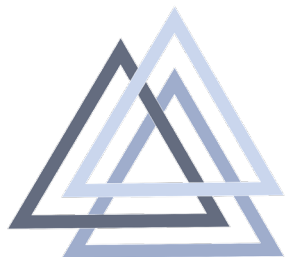
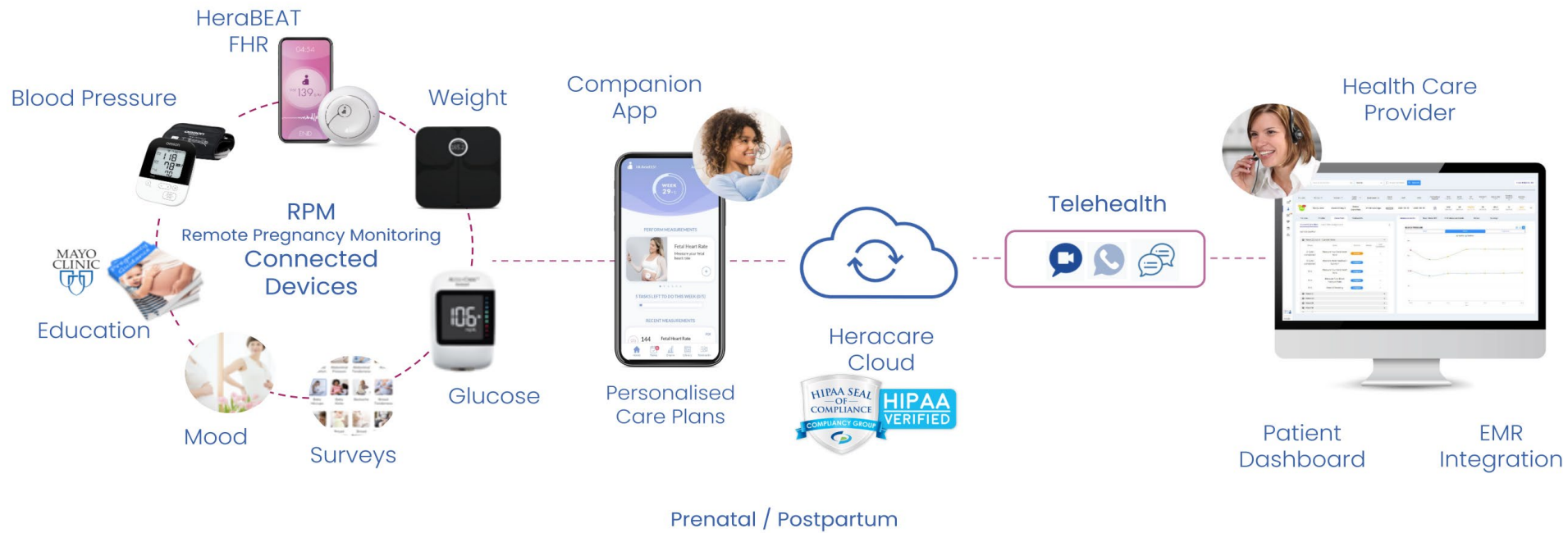




# Methods



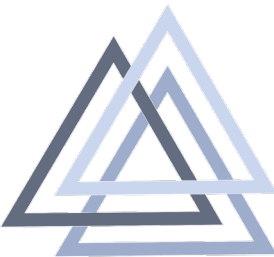
## HeraCARE Architecture



# Methods

Participating patients were tasked through the app and asked to take their vitals at defined intervals, measure their emotional health, and read gestational age specific educational content.

Data was uploaded in real-time to the HeraCARE clinician dashboard for review.



# Methods

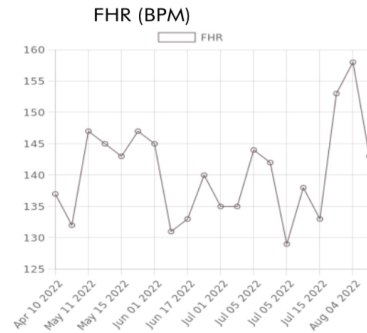
If patients recorded an out of range measurement, they received instructions within the app about what to do next. The provider also received a notification on the dashboard.

Patients and providers were asked to respond to several surveys regarding their experience with the program.

# Methods

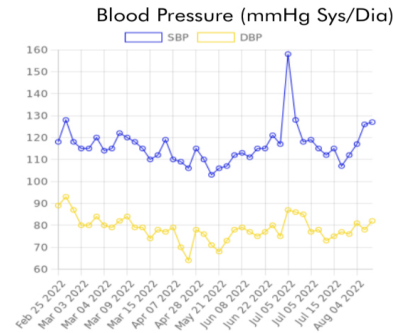
## HeraCARE Report

Nov 17 2021 - Dec 06 2023



Total meas. 20

Aug 11 2022, 09:42 AM	143
Aug 04 2022, 01:56 PM	158
Jul 29 2022, 07:56 AM	153
Jul 15 2022, 07:55 AM	133
Jul 07 2022, 09:00 AM	138
Jul 05 2022, 11:15 PM	129
Jul 05 2022, 06:14 PM	142
Jul 05 2022, 10:50 AM	144
Jul 05 2022, 08:13 AM	135
Jul 01 2022, 07:59 AM	135
Jun 22 2022, 11:11 AM	140
Jun 17 2022, 09:34 AM	133
Jun 06 2022, 01:04 PM	131
Jun 01 2022, 10:28 AM	145
May 22 2022, 10:36 PM	147
May 15 2022, 11:05 AM	143
May 15 2022, 11:01 AM	145
May 11 2022, 10:38 AM	147



Total meas. 42

Sep 07 2022, 03:55 PM	Sys 127 Dia 82
Aug 11 2022, 09:36 AM	Sys 126 Dia 78
Aug 04 2022, 07:25 AM	Sys 117 Dia 81
Jul 29 2022, 07:48 AM	Sys 112 Dia 76
Jul 23 2022, 07:47 AM	Sys 107 Dia 77
Jul 15 2022, 07:45 AM	Sys 115 Dia 75
Jul 07 2022, 07:59 AM	Sys 112 Dia 73
Jul 05 2022, 06:13 PM	Sys 115 Dia 78
Jul 05 2022, 12:22 PM	Sys 119 Dia 77
Jul 05 2022, 09:49 AM	Sys 118 Dia 85
Jul 05 2022, 09:44 AM	Sys 128 Dia 86
Jul 05 2022, 09:28 AM	Sys 158 Dia 87
Jun 29 2022, 10:56 AM	Sys 117 Dia 75
Jun 29 2022, 10:26 AM	Sys 121 Dia 80
Jun 22 2022, 08:03 AM	Sys 115 Dia 77
Jun 17 2022, 09:47 AM	Sys 115 Dia 75
Jun 16 2022, 07:44 AM	Sys 111 Dia 77
Jun 08 2022, 07:57 AM	Sys 113 Dia 79



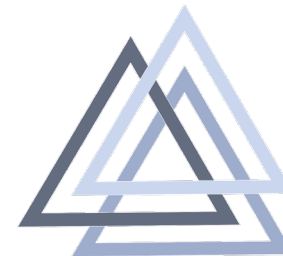
Total meas. 24

Aug 04 2022, 07:27 AM	205.8 (+33.8)
Jul 29 2022, 07:51 AM	205.4 (+33.4)
Jul 23 2022, 07:48 AM	202.8 (+30.8)
Jul 15 2022, 07:49 AM	201.8 (+29.8)
Jul 07 2022, 08:01 AM	201 (+29)
Jun 29 2022, 09:07 AM	197.8 (+25.8)
Jun 22 2022, 08:06 AM	195 (+23)
Jun 16 2022, 07:46 AM	194.6 (+22.6)
Jun 08 2022, 07:58 AM	191.2 (+19.2)
Jun 01 2022, 07:33 AM	189.8 (+17.8)
May 20 2022, 07:50 AM	186.4 (+14.4)
May 09 2022, 09:14 AM	187.4 (+15.4)
Apr 28 2022, 08:31 AM	179 (+7)
Apr 15 2022, 07:49 AM	180.8 (+8.8)
Apr 07 2022, 08:18 AM	180 (+8)
Apr 05 2022, 08:29 AM	179.4 (+7.4)
Mar 31 2022, 03:52 PM	179.2 (+7.2)
Mar 23 2022, 08:06 AM	176 (+4)



Total meas. 19

Sep 07 2022, 03:56 PM	OK (3)
Jul 29 2022, 08:20 AM	Good (4)
Jul 23 2022, 07:54 AM	Good (4)
Jul 15 2022, 07:54 AM	Good (4)
Jul 15 2022, 07:53 AM	Good (4)
Jun 29 2022, 10:23 AM	Good (4)
Jun 17 2022, 09:40 AM	Good (4)
Jun 08 2022, 08:00 AM	Good (4)
Jun 01 2022, 10:32 AM	Good (4)
Apr 28 2022, 03:50 PM	Good (4)
Mar 31 2022, 03:50 PM	Good (4)
Mar 23 2022, 08:08 AM	Good (4)
Mar 17 2022, 01:16 PM	Good (4)
Mar 15 2022, 08:05 AM	Good (4)
Mar 09 2022, 11:59 AM	Good (4)
Mar 03 2022, 08:09 AM	Good (4)
Feb 25 2022, 08:07 AM	Good (4)
Feb 25 2022, 08:07 AM	OK (3)



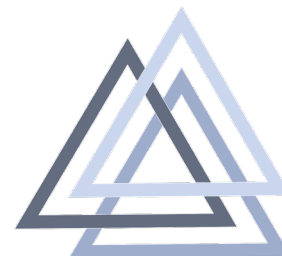
# Results

## PRELIMINARY PILOT DATA



Equal or superior outcomes compared to traditional care.

Demographic Information	Distance from Office (mean)	9.8
	Percent who live more than 10 miles from the office	32%
	Maternal age at delivery (mean)	34.3
	Advanced maternal age (age 35 at delivery or older, percent)	44%
	BMI (mean)	22.9
Patient History	Prior c-section (percent)	16%
	Prior hypertensive complication (percent)	8%
	History of FGR (percent)	0%
	History of GDM (percent)	4%
	History of PTB (percent)	12%
Pregnancy Outcomes	Hypertensive complications (percent)	13%
	GDM (percent)	4%
	FGR (percent)	4%
Birth Outcomes	GA at delivery (mean)	38.4
	C-section rate (percent)	24%
	NTSV rate (c-section rate for nulliparous, term, singleton, vertex)	0%
	Breastfeeding rate at discharge (percent)	86%
	PTB rate (percent)	4%
	Infant birthweight (mean)	3,288
	NICU admission rate (percent)	8%
	Apgars at 1 and 5 mins (mean)	7.9 / 8.9



# Results

## HERACARE SAN JOSE SURVEY HIGHLIGHTS



**100%**

feel supported by the care team and the program



**99%**

felt HeraBEAT contributed to their peace of mind



**89%**

enjoyed the experience of taking measurements remotely and more often



**96%**

satisfaction from the educational content



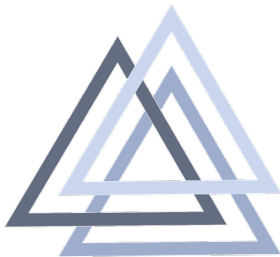
**100%**

felt medical issues were addressed thoroughly and promptly

How has your experience with HeraCARE been so far?



**4.3 (85% 4 or 5)**



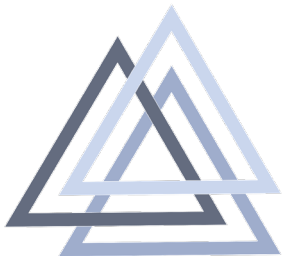
# Results

## Provider Experience:

100% of care team members enjoyed offering HeraCARE to patients reporting enhanced monitoring, patient connection, and time saved as key reasons.

100% of care team members reported that access to clinical information through HeraCARE improved patient care.

Care team members rated HeraCARE 4.5/5 with respect to patient safety.



# Results

Patient 1:

33 y/o G2P1

“White Coat Hypertension”

G1-Delivered at 37 weeks due to hypertension

G2-Delivered at 39 weeks since able to document normal blood pressure at home





# Results

## BLOOD PRESSURE

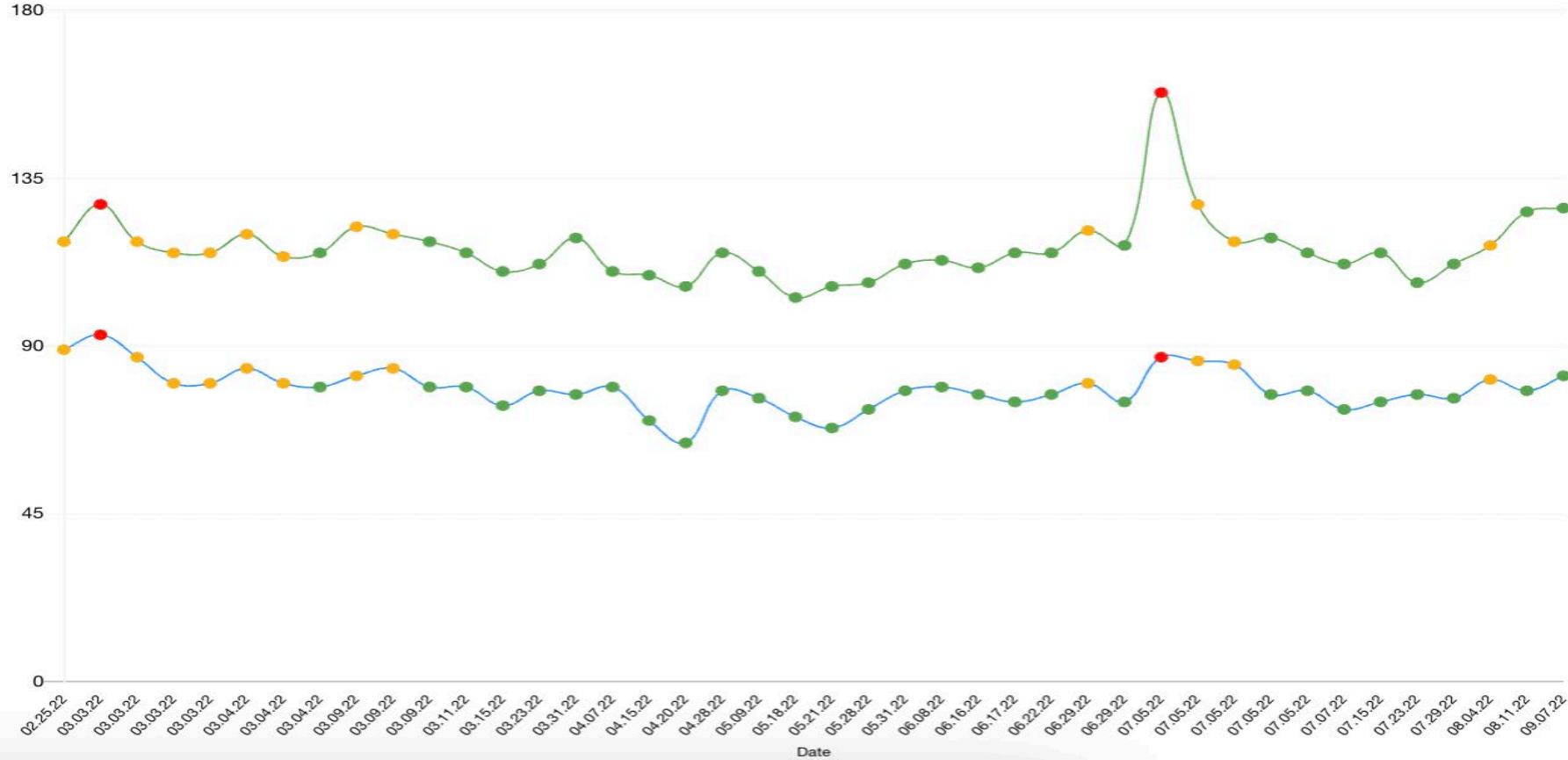


Week

Month

Pregnancy

● SYSTOLIC ● DIASTOLIC ● DISCARDED



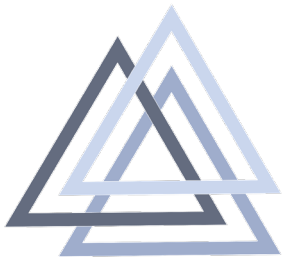
# Results

Patient 2:

30 y/o who delivered vaginally following spontaneous labor and was discharged home without complications.

Patient noted elevated blood pressure using HeraCARE app around 7-10 days postpartum.

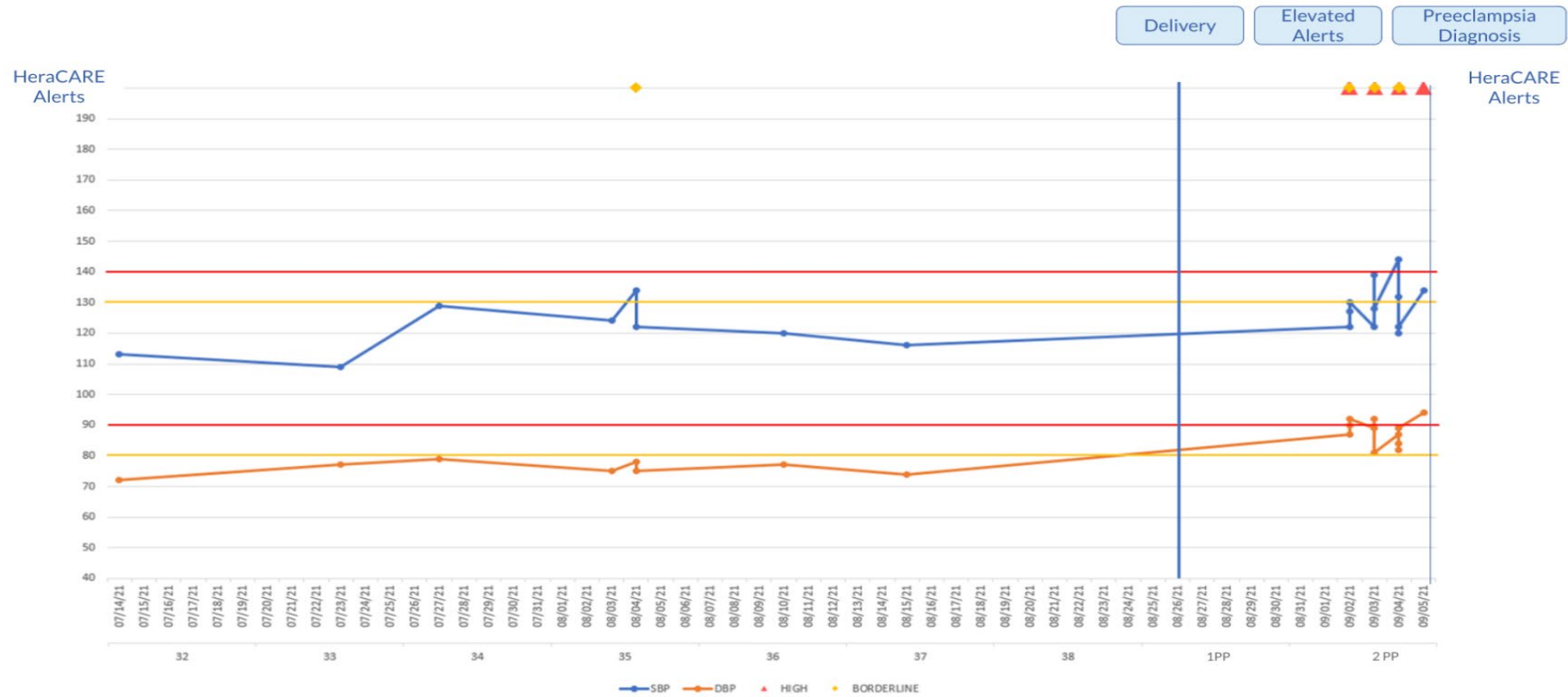
She was evaluated and treated in L&D for postpartum preeclampsia, then followed closely as an outpatient.



# Results

## Postpartum - innovative new model of care

IVILL





# Conclusion

With this evolution in traditional maternity care, providers enjoy increased capacity, efficiency and flexibility, higher patient safety, and lower costs.

Patients feel empowered, connected and cared for, while saving time and money.

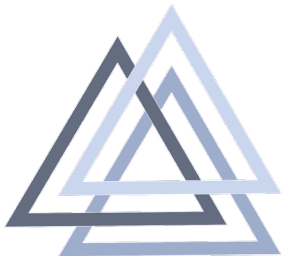
Further, by focusing on delivering action-based information proactively, patients are set up for success post birth and beyond.



# Conclusion

HeraCARE's technology makes it possible to deliver pertinent information to the right people at the right time, thereby powering impactful efficiency and value to the entire prenatal care experience.

Enhancements like these support the shared vision to continue to evolve and enhance maternity care.



# Thank You!

