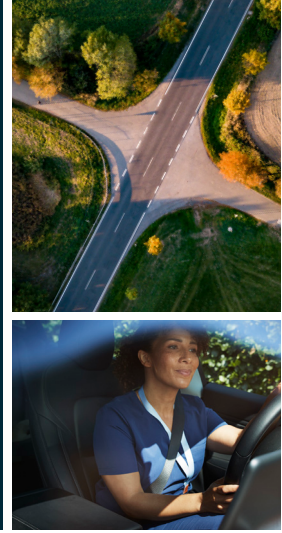


Maternal Health Adversely Impacted by Chronic Conditions and Limited Access to Care



An increasing number of pregnant women live with chronic conditions that put them at higher risk of complications (CDC 2020) and lack of access to obstetric care is an increasing problem.



Chronic condition prevalence

- Chronic hypertension: 3-5% of pregnancies¹
- Gestational hypertension: 6-8% of pregnancies²
- Gestational Diabetes 2-10% of pregnancies³



Hypertension increases maternal mortality: 32% of deaths occurring during delivery hospitalization had a diagnosis of “hypertensive disorders in pregnancy.”⁴



Medicaid Recipients: Higher prevalence of all three conditions compared to women with private insurance, likely due to socioeconomic factors and access to care.



Higher Mortality Rates: Maternal mortality rates are 64% higher in rural areas compared to urban areas, with limited access to care and transportation barriers.⁵



Access to Care: Pregnant women in rural areas face significant challenges in accessing maternal healthcare services, leading to higher rates of maternal mortality and pregnancy-related complications.

Care Everyday's Maternal Health Solutions Improve Health and Outcomes

Our maternal health solution combines the multi-modal remote monitoring and care management programs of Care Everyday with community based telehealth enabled health stations. These configurable solutions drive engagement, monitor mom's key vital signs, and educate and close gaps in care and health related social needs that are critical to the health of Mom and baby.

- **Home-based “Virtual Care” Access and Monitoring:** For rising and high-risk members living with hypertension, pre-eclampsia, and gestational diabetes, our solutions use cellular enabled home devices with interventions including:
 - Scalable self-monitoring programs
 - Non-clinical coaching and navigation
 - Complex care management with a dedicated virtual nurse care manager

- **Multi-level monitoring programs to best meet mom's where they are in their pregnancy journey**



- **Community-based “Telehealth” Access and Monitoring through Anywhere Care:** Higi Smart Health Stations provide telehealth access points for non-urgent/preventative care and are made more impactful with the stations vital sign monitoring capabilities.
- **Identifying and addressing social determinants of health:** Participants are assessed for non-clinical issues that can affect maternal health. Once identified they are connected to benefits, programs and resources to solve for these important challenges.
- **Support for Mom and Baby:** Support from conception through 12 months post-partum.
- **Maternal Health Education and Gap Closure:** Multi-modal maternity specific educational content combined with member specific gaps in care education and closure.

The Right Intervention at the Right Time

Through remote monitoring and improved access to care, our Maternal Health solution is there for mom when she needs it.



Evelyn | 35-year-old female, diagnosed hypertension and is pregnant, on remote monitoring, has an elevated blood pressure and reports a pounding headache

The Care Everyday monitoring team screens all members with outlier biometrics to assess for key symptoms, which would include new or severe headaches for members with elevated blood pressure readings. Due to the risk of preeclampsia and/or other potentially significant medical events, the Care Everyday team offers EMS dispatch to the member in these situations and also alerts the member's PCP or OBGYN to the findings. A follow up call is scheduled for the member 24 hours after EMS deployment.



Jessica | 22-year-old female, diagnosed gestational diabetes and is pregnant, on remote monitoring, has a low blood sugar reading and reports they do not have enough food for them and their toddler. They are not eating so their toddler can.

The Care Everyday monitoring team screens all members with outlier biometrics to assess for key symptoms, which would include deterioration; in some cases, members deny physical symptomology but share social factors that impact their ability to successfully manage their condition. Monitoring team members collect information related to these needs in a reportable fashion while also deploying specific outreach via secure email/phone call back to the health plan for urgent/emergent needs, such as the above.



Sarah | 32-year-old female, history of pre-eclampsia, on remote monitoring, has a high blood pressure reading. When attempting to outreach to the member there is no answer.

The Care Everyday monitoring team attempts within 15 minutes to reach all patients with critical readings; in the event the member is unable to be reached, the monitoring team outreaches to the member's emergency contact. The health plan is notified about these actionable alerts as well as any lack of ability to successfully reach members to the vet readings and screen for symptoms.

For More Information

For more information about Care Everyday and how it can help healthcare organizations impact high-risk, high-cost, hard-to-reach cohorts, visit us at www.higi.care.