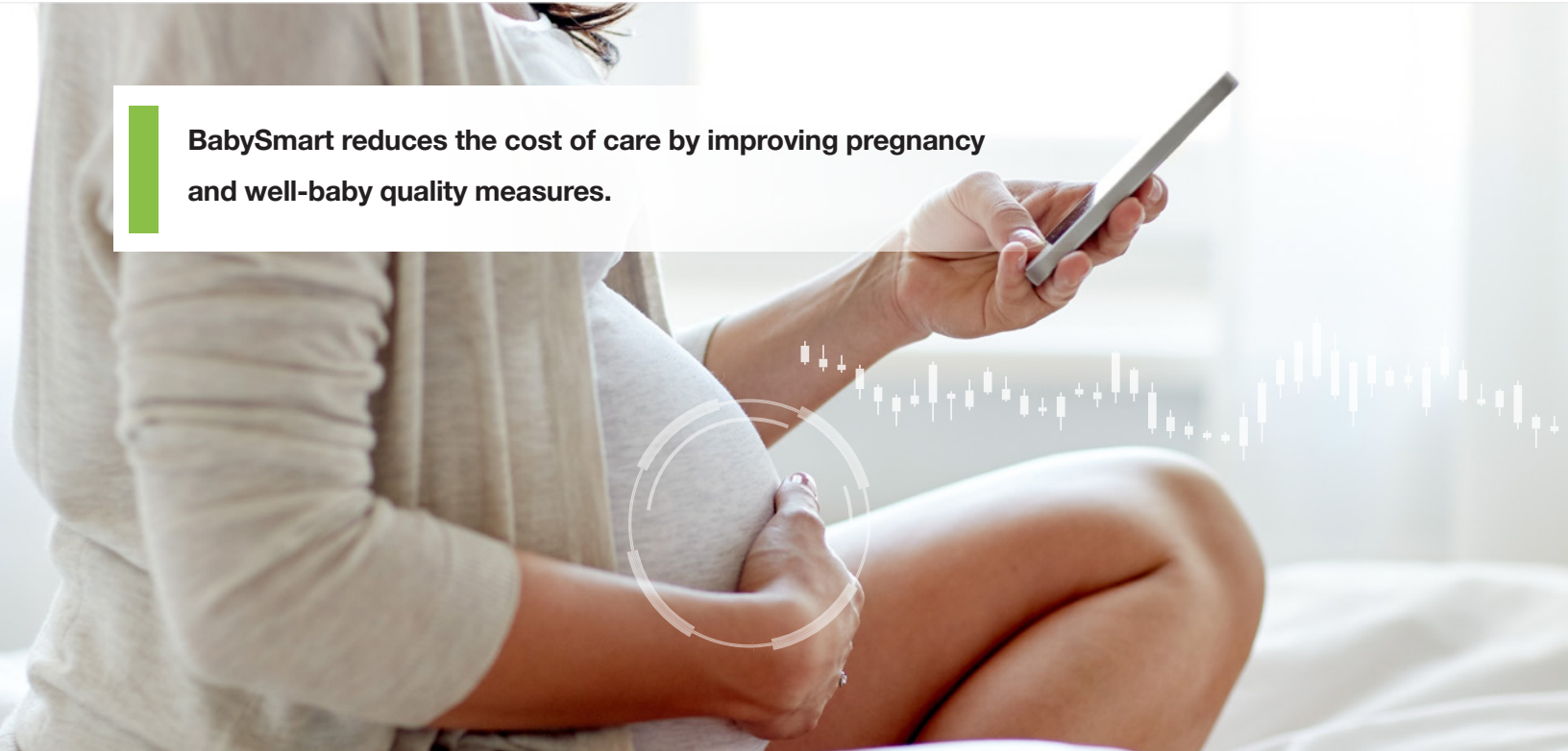




BabySmart can help address the maternal health crisis in the U.S.

Pregnant women and new moms need more support. BabySmart uses health intelligence technology combined with doula-trained virtual health coaches to reduce the likelihood of preterm babies and to give mom and baby the personalized care they need.

- ✔ BabySmart provides peer, doula-trained, pregnancy “pals” for women throughout pregnancy and post partum. Pregnancy pals connect with members through video conferencing to provide support and track maternal health.
- ✔ During “pregnancy pal time,” moms receive a helping hand with appointment scheduling, arranging transportation, educational videos, setting and measuring pregnancy health goals, discussing biometrics, and creating a birth plan.
- ✔ Moms earn reward points for meeting health coaching and appointment goals. High-risk moms get a deeper level of coaching support and are sent smart pregnancy kits that include biometric monitoring devices.
- ✔ BabySmart continues throughout pregnancy and until the baby is 12 months old to assist with postpartum support and well-baby checkup compliance.



BabySmart reduces the cost of care by improving pregnancy and well-baby quality measures.