

Health Intelligence Solution to Improve Maternal Health & Health Equity

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

BabySmart combines innovative new technologies with doula-trained virtual health coaches to reduce health disparities and improve prenatal, postpartum, and well-baby visit compliance.

- ✓ All pregnant women can access BabySmart apps, machine learning LifeTracks, education and whole-person resources, multimedia engagement, incentives, and scheduling support.
- ✓ BabySmart pairs high-risk women with culturally matched, doula-trained health coaches. BabySmart Health Coaches connect via secure video conferencing for a personalized care approach.
- ✓ During health coaching, high-risk women receive help with appointment scheduling and reminders, arranging transportation, learning about pregnancy and parenting, setting and measuring health goals, discussing biometrics, and connecting with available resources.
- ✓ BabySmart continues throughout pregnancy and until the baby is 18 months old to assist with postpartum support and well-baby checkup compliance.

45% of births and 46% of all infants are covered by Medicaid or CHIP¹

Medicaid health plans and states can use BabySmart to play a key role in helping to improve maternal and infant health and reduce racial disparities and SDOH that impact reproductive health for underserved communities. Medicaid coverage of doula support is increasingly recognized as a promising model to improve maternal and infant health outcomes, improve the care experience, and improve health equity. Doula-trained virtual health coaches provide a scalable solution.

¹Artiga S, et al. Medicaid Initiatives to Improve Maternal and Infant Health and Address Racial Disparities. Issue Brief. Kaiser Family Foundation. <https://www.kff.org/report-section/medicaid-initiatives-to-improve-maternal-and-infant-health-and-address-racial-disparities-issue-brief/>. Published November 10, 2020. Accessed April 26, 2021.



Finity's maternal health and engagement solutions have proven to **increase quality measures & healthy-birth-weight deliveries. They have reduced the cost of care by \$43-\$90 per participant per month.**

Let's talk!

Call: 800-509-1346

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Schedule a demo: www.finity.com

