

Enhancing maternal care and experience with SimpliFed's virtual approach



About SimpliFed

[SimpliFed](#) is a leading virtual-first healthcare provider specializing in maternal care at home. By leveraging digital health technology, SimpliFed delivers comprehensive and personalized care to mothers and families, ensuring they receive the support they need without the barriers of traditional healthcare settings.



The opportunity

- The majority of maternal mortality and morbidity issues occur during the postpartum period. Health systems offering OBGYN and labor and delivery services can enhance their support for new mothers and families during the postpartum care gap by integrating virtual first care (V1C). This ensures timely access to care, personalized treatment plans, and continuous support, serving as an additional resource and primary activation point for new mothers.
- V1C provides new mothers with immediate access to postpartum support, addressing their physical and emotional needs during the critical early weeks and months after delivery.
- Personalized treatment plans and regular virtual interactions improve patient adherence and satisfaction, leading to better health outcomes for mothers and infants and comprehensive care that complements in-person services and ensures continuous patient engagement to improve HEDIS and quality measures for healthcare systems and health plans.



The challenge

New mothers often face numerous obstacles in accessing postpartum care, which can affect their health and well-being as well as that of their newborns, including:

- 85% of women begin breastfeeding, but only 25% reach ACOG and AAP medical recommendations
- The rate of preeclampsia has doubled since 2007, and women with preeclampsia have three to four times the risk of high blood pressure and double the risk of heart disease and stroke
- Perinatal mood and anxiety disorders impact 17-19% of mothers and cost the health system an additional \$5,000,000
- Geographic and logistical barriers can prevent timely access to necessary care, leading to delays and complications
- OBGYNs are overburdened, and more are leaving the field and need additional support to change the tide on maternal health outcomes.



The approach

- SimpliFed leverages a virtual-first approach, which includes synchronous and asynchronous virtual breastfeeding and baby feeding appointments, personalized treatment plans, monitoring of complications, and ongoing care management through regular virtual check-ins. By offering regular virtual check-ins, SimpliFed ensures patients receive continuous support and timely interventions.
- Utilizing proprietary technology that can be embedded into any provider or health system care pathway makes referrals, information transfers, and communication easy and scalable.
- SimpliFed's anytime, anywhere model allows patients to access care whenever needed. It is covered by health insurance and at no cost to patients or healthcare systems, which is required under the ACA policy. Patients receive a personalized treatment plan based on their specific needs, improving adherence and outcomes.
- The digital platform continuously monitors patients, allowing for timely interventions and adjustments to care plans as needed.
- Regular virtual check-ins provide ongoing support and engagement, helping new mothers stay on track with their postpartum and pediatric care plans.



The success

- ✓ New parents have access to ongoing support without extensive travel or long wait times, removing nearly all access barriers
- ✓ The personalized care plans and regular virtual interactions have led to higher levels of patient satisfaction and engagement, all covered by insurance at no cost to healthcare systems or patients
- ✓ Continuous monitoring and support have improved patient adherence, timely interventions, and reduced emergency care, leading to better health outcomes.
- ✓ The virtual care model provides cost-effective solutions while ensuring interconnected and comprehensive care, reducing the strain on traditional healthcare settings.

“SimpliFed's Maternal Operating System sets us apart from other virtual-first maternal care solutions. Our technology allows for seamless care integration for providers and systems, but also our moms. By communicating with patients in their preferred language or method and offering evening and weekend appointments, we make getting the care families need easier than ever before.”

— **Andrea Ippolito**

CEO and Founder, SimpliFed