



## *Mom's Heart Matters* Proven to Improve the Postpartum Care Experience by Building an Effective Health System and Community Partnership



*Mom's Heart Matters* is an interactive digital platform based on behavioral science that improves perinatal wellness and reduces hypertension-related mortality. In Georgia, the *Mom's Heart Matters* program has tracked numerous evidence-based cases of life-saving interventions.

### What is *Mom's Heart Matters*?

- ♥ Patient-guided intervention that seamlessly integrates physical, behavioral, and social drivers of health with the service community.
- ♥ Bridges the gap between hospitals/providers and community organizations to make care more accessible.
- ♥ Focuses on supporting mom's postpartum health vs. traditional care centered around children's health and wellbeing.

### Topics Include:

- ♥ **Access to Care:** Text one word to receive assistance in the moment of need
- ♥ **Breastfeeding:** Education and social support
- ♥ **Cardiovascular Health:** Integrates digital blood pressure cuffs for real-time metabolic data collection, remote patient monitoring and escalations (if needed) to care team to avoid potential adverse events
- ♥ **Medication Management:** Identification of non-adherence with immediate intervention
- ♥ **Mental and Emotional Coping Strategies:** To manage anxiety and depression
- ♥ **Parenting:** Social and behavioral support
- ♥ **Substance Use:** Behavioral, social, and resilience programs

Text **MOMSHEART** to **43386** to experience a demo of the program first-hand.

Platform utilizes a secure, bidirectional patient exchange to detect, educate, intervene and escalate potential adverse events in real-time.



Of the participants opted into remote blood pressure monitoring, **23% had escalations of which 100% were addressed with real-time interventions.**

The most common escalations were SUD, mental health, SDOH and breastfeeding related.



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Message & data rates may apply according to your carrier rate plan. Your information will not be used for any other purpose. Text **STOP** to unsubscribe. Text **HELP** for help. Visit <https://momsheart.gomohealth.care> for terms and conditions.

Changing participants' lives, outlook, and trajectory

**100%**

*felt they were being "actively engaged" through this platform*

**100%**

*were "extremely satisfied" with the platform's engagement tools, content, and interactions*

**100%**

*did not feel like the platform overwhelmed them with requirements nor information engagements*

**100%**

*stated they would recommend to other recently postpartum moms*

**95%**

*retention rate among all enrolled participants*

*"Mom's Heart Matters has not only followed up with me after I left the hospital, it also gives me so many resources if I am not feeling myself."*

*- Mom's Heart Matters Participant*