

# Case Study

## Baby's First

### PROGRAM DESCRIPTION:

This program supports new parents and caregivers as they identify and navigate early child development milestones, home safety, and how to emotionally cope with the responsibility of a newborn.

The specific needs of each member are identified through an initial onboarding survey and ongoing data collection that stratifies subscribers by interest and risk level, delivering content and resources to support them how and when they need them most.



### PROGRAM AUDIENCE:

Nebraska-based parents and caregivers of children who are on Medicaid



PROGRAM OBJECTIVES:	PROGRAM OUTCOMES:
<ul style="list-style-type: none"> <li>➤ Reduce incidence of shaken baby syndrome (SBS) and improve mother and infant health</li> </ul>	<p><b>21 adverse events avoided</b> through data collected and escalated in real-time to live case managers via the Edinburgh Postnatal Depression Scale and Patient Health Questionnaire-2 (PHQ-2)</p>
<ul style="list-style-type: none"> <li>➤ Reduce cost of care per member per month</li> </ul>	<p><b>75% reduction in total inpatient/readmission costs</b></p> <p><b>64% less emergency room visit costs</b></p> <p><b>60% reduction in total medical costs</b></p>
<ul style="list-style-type: none"> <li>➤ Engage with members during an overwhelming time in their lives</li> </ul>	<p><b>100% of surveyed members reported they would recommend the program to others</b></p> <p><b>86% retention rate of self-enrolled participants</b></p>

## Program Components:



### Care Communications:

Upon enrollment, participants receive two to six SMS messages per week customized based on the mother's self-expressed need for support, with some including links to a library of resources (see Care Companion). Topics include healthy child-rearing, postpartum and pediatric provider visit/vaccination reminders, education on Shaken Baby Syndrome (SBS), calming and coping techniques, healthy-parenting motivation, and local support resources.



### Care Companion:

This cloud-based learning management system provides vetted educational content that is personalized by participants' self-expressed priorities and interests, structured into easy-to-follow sections to promote independent education, learning and self-care management.



### Secure Data Collection and Reporting:

Engagement and experience data is collected, analyzed, and reported back to providers for ongoing quality, clinical delivery, and service improvement.

*“We deeply recognize and celebrate the strength and fortitude of moms, especially those women living in economically underserved rural communities in Nebraska, where many may receive inadequate prenatal care with limited access to resources. That is why we were so pleased with the team from GoMo Health who has proven to be a devoted partner in investing and adapting its remote care coordination concierge system to fit the needs of rural America.”*

**Stephen Lazoritz, MD, Chief Medical Officer,**  
Department of Defense and Former Medical Director at  
WellCare of Nebraska University of Nebraska Medical  
Center

