

# Case Study

## *Perinatal Mood and Anxiety Disorder Program*

**PROGRAM DESCRIPTION:**

The *Perinatal Mood and Anxiety Disorder (PMAD) Program* addresses a spectrum of conditions – depression, anxiety, rage, PTSD, bipolar disorder, and OCD – occurring during pregnancy and postpartum.

The program raises awareness and educates prospective and new parents on recognizing PPD signs and getting help promptly with the goal of positively impacting families by promoting timely intervention and support. Comprehensive support is also provided for those suffering during pregnancy and postpartum.



**PROGRAM AUDIENCE:**  
Prenatal and postpartum mothers



PROGRAM OBJECTIVES:	PROGRAM OUTCOMES:
<ul style="list-style-type: none"> <li>➤ Raise awareness of conditions and educate participants on PMAD.</li> </ul>	<p><b>3,800+ participants</b></p> <p><b>2,000 instances of participants reaching out via chat for additional support</b></p>
<ul style="list-style-type: none"> <li>➤ Provide in-the-moment support for pregnant and new moms to decrease adverse events.</li> </ul>	<p><b>17 instances of escalation where immediate assistance was provided to participants within the following categories:</b></p> <ul style="list-style-type: none"> <li>• General needs</li> <li>• Self-harm risk</li> <li>• Domestic violence concerns</li> </ul>

## Program Components:



### Care Communications:

Upon enrollment, participants receive text messages that guide, nurture, and support women and families through different phases of pregnancy and early parenthood. Some messages contain links to online pages with additional educational information in the form of interactive surveys, videos and music tracks (see Care Companion). Topics include emotional support, physical health and mental wellness, child development and community resources.



### Care Companion:

This cloud-based learning management system (LMS) 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.



### GoMo Chat:

Much like a typical text conversation, GoMo (secure) Chat allows live messaging between participants and their care team, enabling in-the-moment, on demand conversations.



### Secure Data Collection and Reporting:

Engagement and experience data is deidentified, analyzed, and reported back to the care team for ongoing experience improvement.

*“We have actually seen how connecting our participants to reputable and evidence based education through digital engagement can change the trajectory of an illness.”*

**Robyn D’Oria, MA, RNC, APN, CEO,**  
Central Jersey Family Health Consortium

