Revolutionizing Health Care by Reducing Costs and Improving Outcomes

Jessica Lewis
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Preterm birth is an intractable health issue in the U.S.

- U.S. preterm birth rate is 10%
- U.S. preterm births costs $38 Billion per year.
- $32K/preterm birth

15 countries account for two-thirds of the world’s preterm births

1. India
2. China
3. Nigeria
4. Pakistan
5. Indonesia
6. United States of America
7. Bangladesh
8. Philippines
10. Brazil
11. Ethiopia
12. United Republic of Tanzania
13. Uganda
14. Sudan
15. Kenya
Preterm birth is an intractable health issue in the U.S.

- U.S. preterm birth rate is 10%.
- $32K/preterm birth.
- U.S. preterm birth costs $38 Billion per year.
Strong evidence base supports solution.

Research on group prenatal interventions:
• >5,000 women, 20 health care clinics, 5 cities
• $15 million in research funding

Study 1:
2001-2006
2 clinics; 1,047 women
New Haven & Atlanta

Study 2:
2006-2013
14 clinics; 1,233 women
New York City

Study 3:
2013-2017
4 clinics; >3,000 women
Nashville & Detroit
Group prenatal care is proven to improve health outcomes and significantly reduce healthcare costs.

Our solution reduced preterm birth by 33% to 49% across studies.

- Low birthweight
- Depression/stress
- Pregnancy weight gain
- Small for gestational age
- Breastfeeding
- Patient satisfaction
- Neonatal Intensive Care Unit (NICU) length of stay
- Contraception
- Postpartum weight loss
- Birth spacing
- Sexually transmitted infections
- Provider satisfaction

Group prenatal care saves $890 per pregnancy for enrolled participants.
Expect With Me provides 20 hours of prenatal care across a pregnancy compared to 2 hours for typical individual care.

- INNOVATIVE MODEL OF PRENATAL CARE
- 8-12 WOMEN WITH A SIMILAR DUE DATE
- 10 VISITS ACROSS PREGNANCY
- TWO HOUR APPOINTMENTS
  - Brief 1-on-1 check-ups
  - Facilitated discussion on topics of pregnancy
  - Evidence-based curriculum
- Track own health metrics
- Access online resources
- Connect with one another through a social media platform
  - status updates
  - messaging
  - discussion boards
  - pregnancy journals

https://www.expectwithme.org
Significant barriers have impeded scaling of group care.

- Training costs
- Facility costs
- Electronic Health Record integration

- Reimbursements not aligned with outcomes
We can scale this by creating Virtual Groups and delivering evidence-based programs through telehealth.

- Reduce site costs
- Ensure rapid adoption through ease of technology

- Make care convenient – meet patients where they are
- Improve patient engagement through social media platform & best practices

- Deliver consistency in treatment
- Reduce costs by delivering treatment through core group of providers
Founders with experience designing, implementing, and analyzing group health interventions and with highly relevant sales experience.

Jeannette R. Ickovics, PhD
- Associate Dean for Strategic Advancement, Yale School of Public Health
- Samuel and Liselotte Herman Professor of Social and Behavioral Sciences at Yale School of Public Health and Professor of Psychology

Jessica Lewis, MPhil, MFT
- Deputy Director of Pregnancy Research at Yale School of Public Health
- Project Director for *Expect With Me*
- She has directed research projects on maternal-child health at Yale for more than 22 years.

- An entrepreneur in the field of healthcare technology with significant sales experience in a large telemedicine company.
Opportunity: Build new venture with huge market potential.

**Group prenatal care market potential**

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<tr>
<td>Pregnancies per year in US</td>
<td>4M</td>
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<td>Potential cost savings to system</td>
<td>$4.2-6.5B</td>
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First customer targets will be payors and large self-funded organizations (ASOs).
Significant potential for rapid growth and transformation of healthcare ecosystem.

**Investment to:**

- Pay salaries for initial team
- Build technology platform for patient engagement
- Expand current group care data platform to include group telehealth programs
- Identify initial customers
- Launch product with initial customers

We can extend into other health conditions!
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