

Mae.

Equalizing maternal
health outcomes
through a culturally
competent digital
health solution

Mae x Molina Healthcare of Iowa
May 2024



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Maternal healthcare is inequitable (Black mothers in particular, are being failed).

...and poor outcomes add **billions** in costs to the U.S. healthcare system each year.

15%

of Black births are premature
(10x year 1 care costs)

36%

of Black births are c-sections
(50% higher cost)

3x

more likely to have a pregnancy-related death

Today, care for many Black women is delayed, fragmented, & insufficient.

Low Engagement Rates

One third of Black women do not receive any prenatal care in the first trimester

Unmanaged Chronic Conditions

Negative impact on pregnancy from poorly managed diabetes, hypertension, etc.

Lack of Access to Care

Skipped or delayed screenings due to logistical or structural barriers

Insufficient Cultural Sensitivity

Reduced self-advocacy in absence of culturally competent, patient centered care

Mae.

Mae is setting a new standard of care for our most underserved mothers

The screenshot shows a pregnancy dashboard for a user named Kayla. At the top, it says "Good Evening, Kayla" and "Welcome back to your customized pregnancy dashboard." Below this is a navigation bar with "Today's Dashboard", "My Care Team", "Education", "My Birth Plan", and "My Journey". The main content area is divided into several sections: 1. "Book Your Next Session" with a "Book Your Appointment" button and a profile for "Danika F. Doula". 2. "2ND TRIMESTER • 106 DAYS LEFT" with a "24 weeks along!" notification and a pomogranate icon indicating the baby's size. 3. "Time to check-in!" with a "2 week streak!" badge and a "Complete self check-in now!" button. 4. "Mental Health" and "Physical Health" sections, both with "Complete your weekly check-in for updates." prompts. 5. "Upcoming Appointments" showing "Session #2" on September 6, 2023. 6. "Upcoming Classes" showing a class on September 3rd, 10:00-11:00am EST, titled "Let's Talk Labor with Dr. Owens".

Digital Risk Tracking

Digital and personal touch points driving earliest awareness of risks and interventions

Community Doula Support

Virtual or in-person perinatal support from certified local doulas

Virtual Group-Based Education

Mae Mama Classes on topics of importance for Black birthing people

Mae for Members

Experience the pregnancy you deserve and desire.

Culturally-aligned digital health tracking and free doula support.

SIGN UP NOW

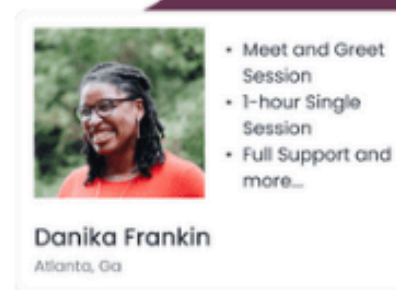
WHAT IS MAE?

Mae combines digital pregnancy tracking, education, and on-the-ground, doula support. Mae is working with select insurance partners to bring free doula support to members in Florida, Illinois, Maryland, Michigan and Virginia (and more coming soon!)



PREGNANCY TRACKING

Weekly check-ins and symptom awareness give you tailored support and resources throughout your pregnancy journey.



LOCAL DOULAS

Culturally-congruent, certified community-based doulas provide in-person and virtual pregnancy, labor & delivery, and postpartum support.



MAE MAMA CLASSES

Expert-led, virtual, interactive pregnancy education covers topics from birth planning, healthy eating, and self-advocacy, to breastfeeding and postpartum support.

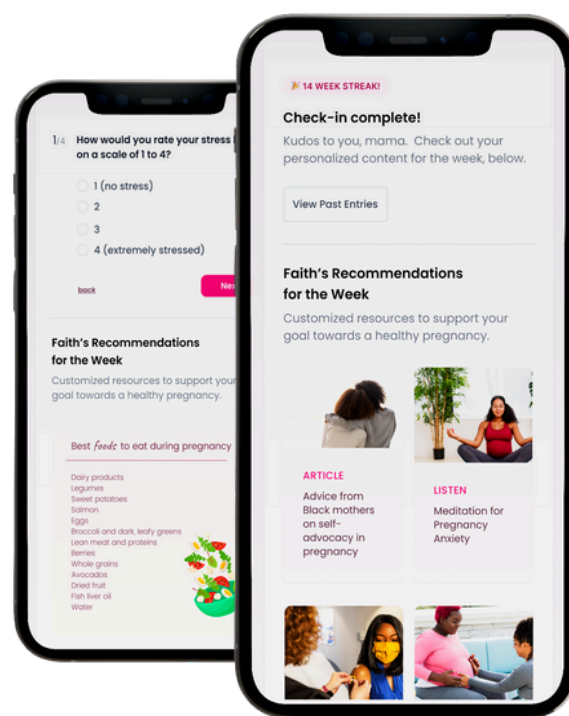
Early Engagement: Identify and engage birthing people early in pregnancy

Continuous Digital Tracking: Weekly check-in tool, assess physical, emotional, and social structural risk factors

Real Time Education: Real-time issue escalation support, advises on next steps in care

Triage Support: Collaboration with payer partner care management teams driving closed loop support

An Omnichannel Engagement Approach and Triage Support



Digital support



Social structural support



Clinical and physical health support

Mae for Doulas

Mae provides 1:1 support for Medicaid reimbursement administrative needs



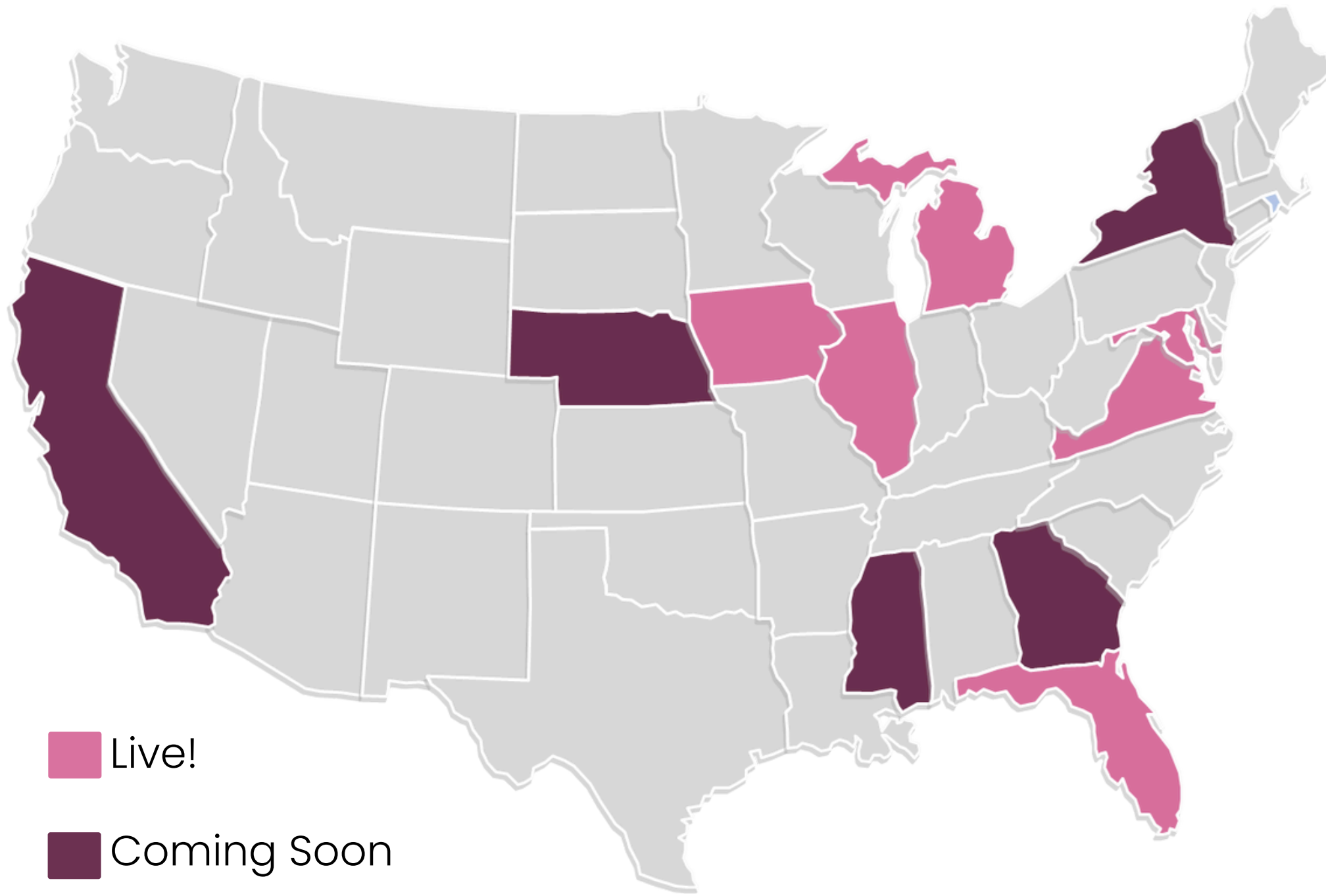
State Requirements to Serve Medicaid Members:

- ✓ Management of the National Provider ID (NPI) and State Medicaid ID (MID) acquisition process, and reimbursement for liability insurance
- ✓ Support with Medicaid insurance provider rostering

Booking and Billing

- ✓ A client dashboard and booking platform for all sessions
- ✓ Streamlining of Medicaid billing and payment process
- ✓ Expedited payment and reduction in turnaround time of payment for doulas
- ✓ 100% pass back of reimbursement for no fee

Mae's Footprint and 2024 Expansion



Evidence-based interventions, at each stage

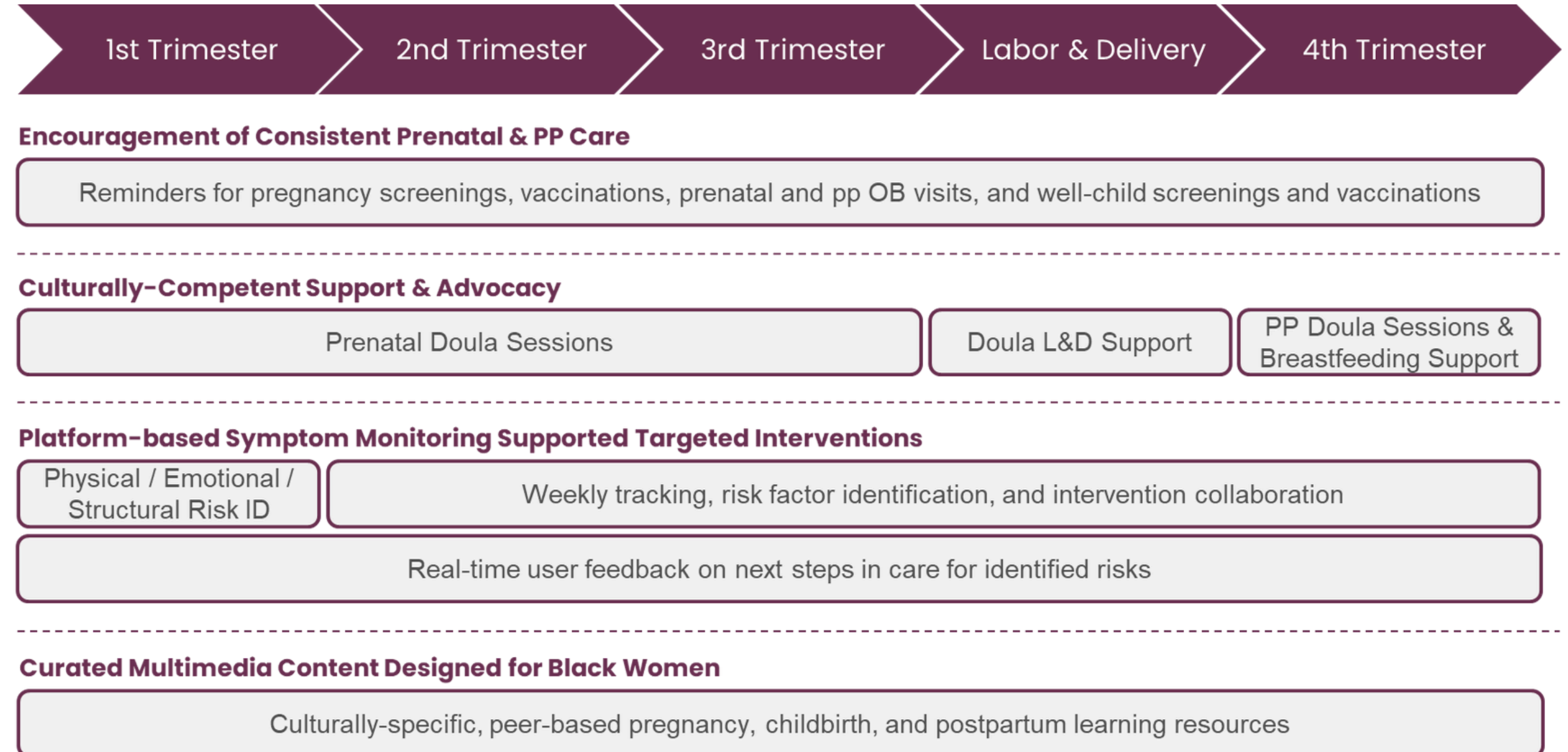
Target Clinical Impacts:

Pre-term birth reductions:
Behavioral interventions
Stress reduction
Healthy birth spacing

C-section reductions:
1:1 intrapartum support
Childbirth education
Birth planning

Longer breastfeeding duration

Earlier detection of perinatal
mood disorders



Provider Workflow

