

Pregnancy+

for Business





As a technology company, we innovate for people with one consistent belief: there is always a way to make life better. Over the past decade, we have transformed into a focused leader in health technology.

With our understanding of many of the longer-term challenges our world faces, we see major opportunities to apply our innovative competencies in the areas of personal health, diagnosis and treatment and connected care.

“

As a leading health technology company, our purpose is to improve people's health and well-being through meaningful innovation, positively impacting **2.5 billion** lives per year by 2030, including 400 million underserved lives.

Roy Jacobs,
CEO Philips

Maternal outcomes are worsening and cost keeps rising

The USA has the
**highest maternal
mortality**

across developed countries

±100B USD
spent annually on maternal
health care
**27B USD for Preterm
Births**

380K
Preterm births

9.8% of births in the US

30% high risk
Pregnancies with a
continuous increase due to
lifestyle issues and increasing
older maternal age

#1 surgery
in the US is C-section
(32% of pregnancies, ±1M a
year, double the WHO
recommendation)

52%
of maternal mortality
happens in the post partum
phase

*Sources: March of Dimes - preterm birth data (<37wks gestation), ACOG
guidelines – post natal care visit rates*



Improving maternal and infant health, requires starting timely prenatal care, awareness and education



Early identification of pregnancy

Most health plans know too late when some one is pregnant – sometimes only after birth

Limiting opportunity for support

with preventative care from the first trimester onwards



Timely prenatal care & compliance

32% of women on Medicaid only start with care in the 2nd trimester, resulting in 40% higher chance of preterm birth

40% of women do not attend any post natal care visits

Most likely to start late



Black
Hispanic



Under
25



High School
or less



Education & awareness

Health literacy plays a crucial role during pregnancy

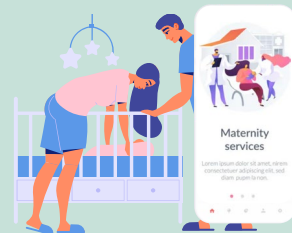
Babies born to women with low health literacy have a higher frequency of being born before 34 weeks and / or having low birth weight



Adopting Healthy behaviors

30% don't use any supplementation, which in most cases would be prenatal vitamins. With many women lacking intake of nutrients

7.1% of women smoke during pregnancy, both at high and low intensity (with up to **20% for women on Medicaid**)



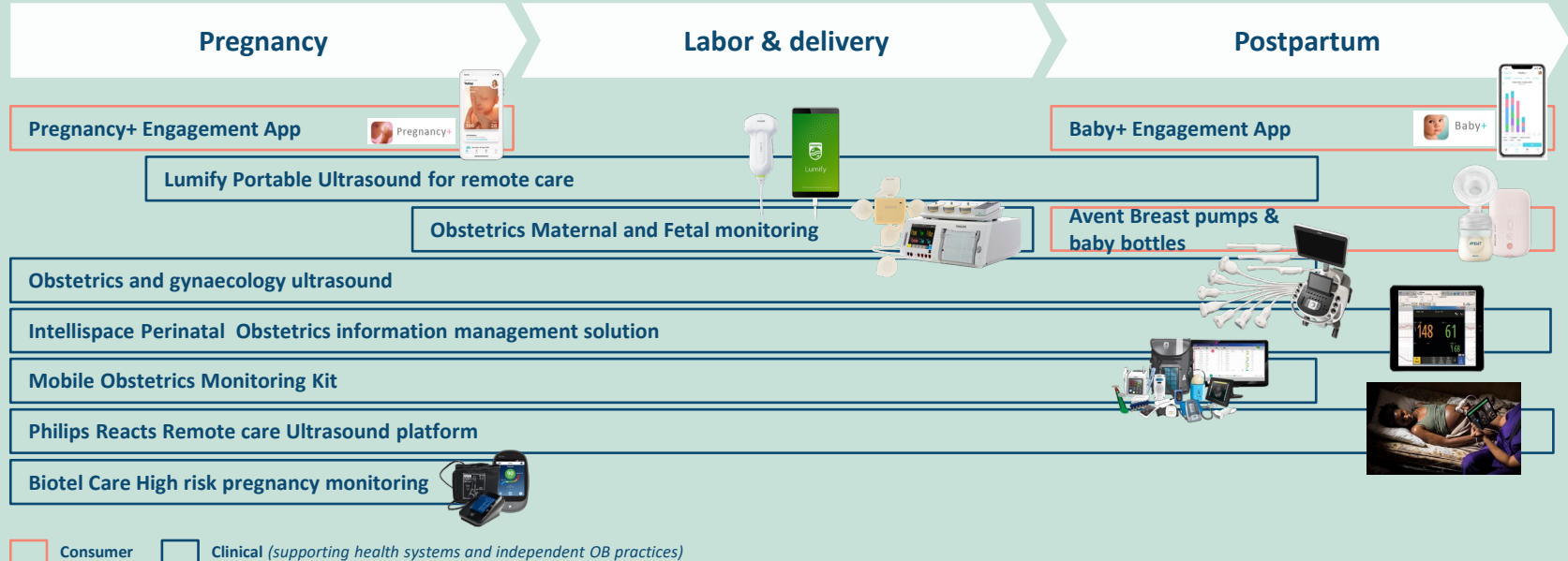
Health Plan benefit utilization

16% of women Indicate a need to understand health plan benefits available to her (with **29% of women <20years**)

Leading to a lack of resource utilization as women are not aware of them or now where to find them

Philips has a strong legacy in Pregnancy solutions

Philips clinical & consumer propositions support expecting moms & families every step of the journey



Pregnancy+

Worldwide leading pregnancy app to track your baby's development.

10.2M

Yearly global downloads
With 1.5M yearly in the US

45%

of users are on
Medicaid

50%

of users are
Commercially insured



4.8 rating from 45.970 Ratings

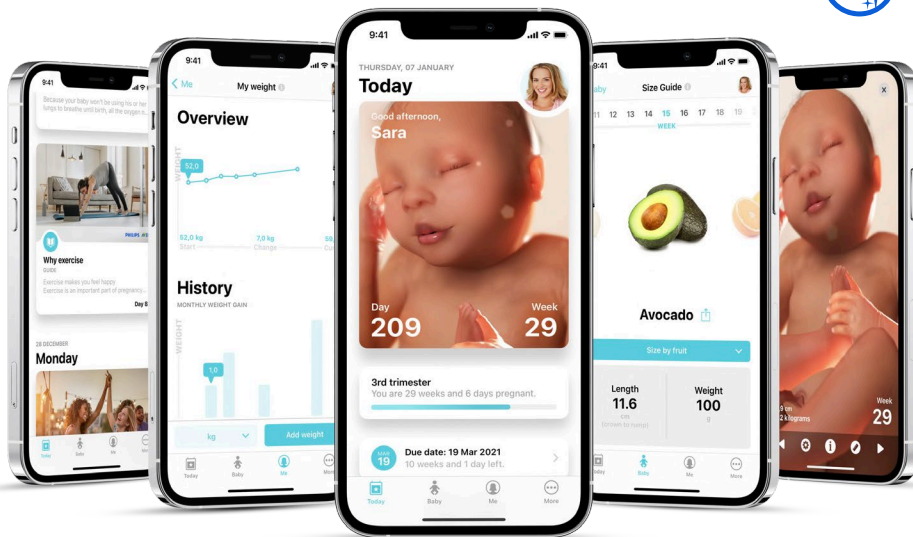
43%

Of all first-time
pregnant moms



Highly-engaged & curious user base

Opening the app 1-2 times a day
4 – 10 minutes in-app per session



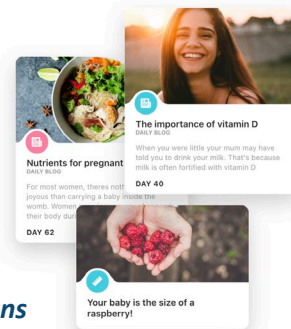
Step by Step : all 42 weeks beautifully illustrated

- + Daily info, blogs, articles, guides, tips
- + New, personalized content for each day of pregnancy
- + Live 3D foetus model

Healthy lifestyle support

Daily pregnancy info, diet, exercise and labour info.

Most recommended App by midwives and paediatricians

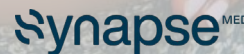




Pregnancy+

Our mission is to deliver global solutions that through **Content**, **Community** and **Care**, support parents and parents-to-be for a more informed, more connected, and healthier journey to parenthood.

PREGNANCY+ IS TRUSTED BY THESE GLOBAL PARTNERS

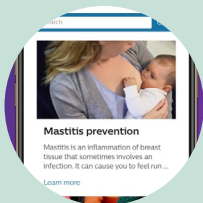


Pregnancy+ will support Medicaid-eligible women throughout their journey



1. Early access to pregnant women

Engage with women early in their pregnancy journey to connect with them for support and care.



2. Drive education and awareness

Utilize the Pregnancy+ app to support your members in having a healthy pregnancy, understanding the need of prenatal care and being care compliant



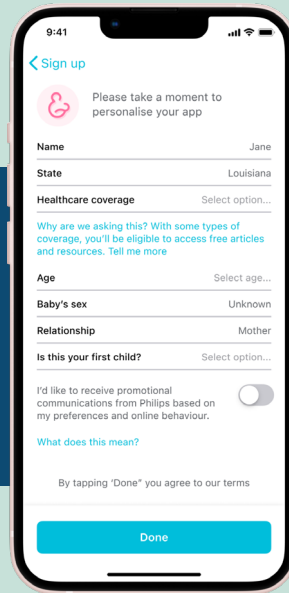
3. Increase benefit and resource utilization

Leveraging the broad Pregnancy+ user base, the custom articles link to health plan / Medicaid benefits or state resources, improving traffic and utilization

Pregnancy+ for Medicaid/Health plan members is available for a PMPM fee for each active member on the platform



to be more compliant, be better educated and get access to benefits throughout pregnancy and beyond



Confirming Medicaid Eligibility in onboarding

We will engage early with pregnant women

(Users typically download pregnancy +6-10 weeks into pregnancy)

Most women download Pregnancy+ early in their first trimester. This gives us unique access and reach to support women in their pregnancy journey.

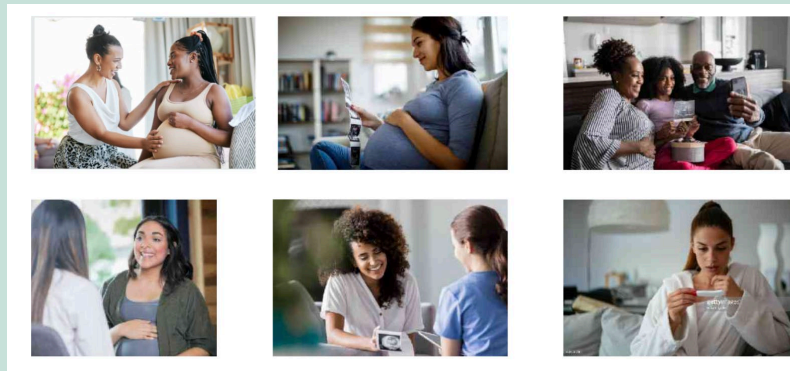
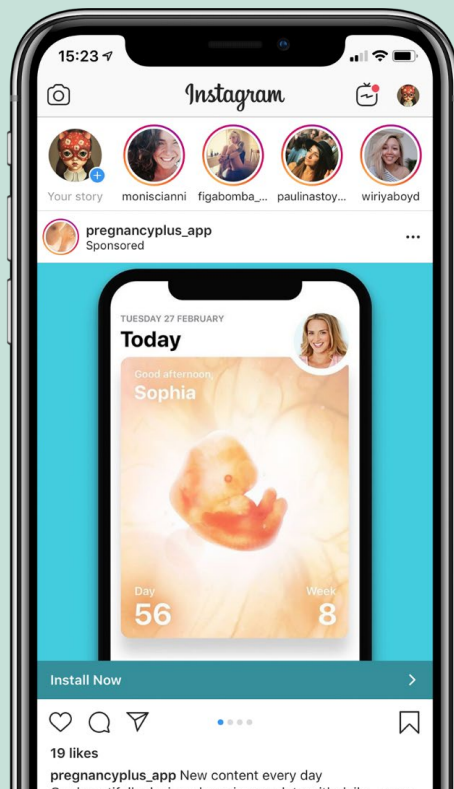
Customer targeted articles, and content will only be available to members. During the initial onboarding, women can unlock the additional care if they are Medicaid-eligible

Collecting a variety of Social Determinants of Health Data through our early intake survey - to help understand who is accessing and get unique insights into their behavior and needs.

Increase download rate with Pregnant individuals through social campaigns

Social Media outreach

We will use Social Media campaigns to focus on Medicaid Eligible individuals to drive higher download rates with these audiences

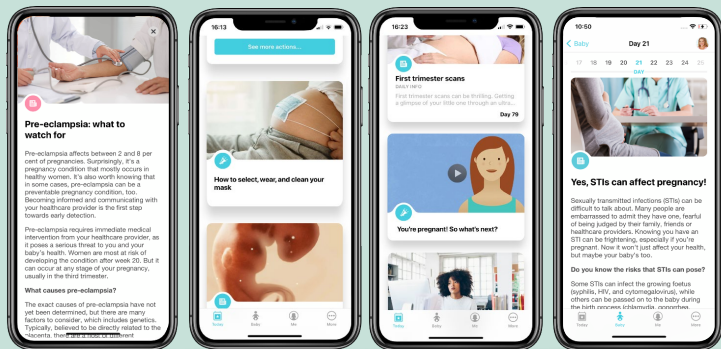


Diverse and inclusive imagery

We will use photographs and graphics which speak to a broad audience to ensure we connect with pregnant individuals from diverse backgrounds.

Customized articles

Inform & Educate your members with curated articles of your choice



Traffic

Articles will be customized to inform pregnant individuals of topics such as:

1

Daily inspiration for moms to check their physical and mental health

2

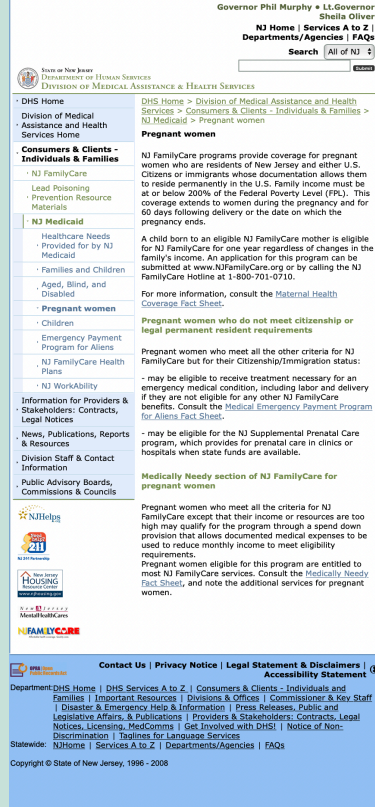
Awareness on healthy choices as way to prevent birth defects (nutrition, vaccination, exercise, personal care)

3

Promoting awareness on preventable pregnancy conditions, diseases and prevention.

4

Locally relevant support channels (home visiting programs, lactation support, vaccination locations)

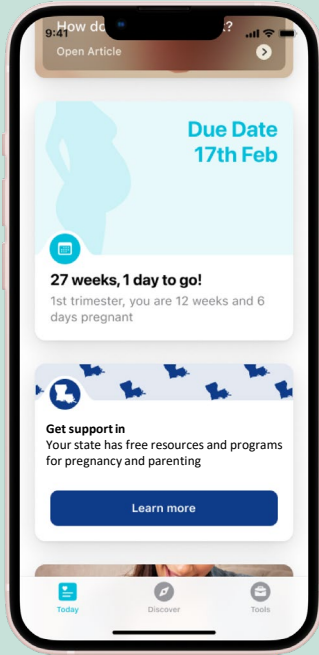


Customer offers access to local programs and resources (e.g., quit smoking programs, nutrition support, mental support).

Pregnancy+ can support Medicaid-eligible persons to increase the awareness and uptake.

Increase uptake to programs & resources to improve Maternal & Infant Care

Drive traffic to state websites



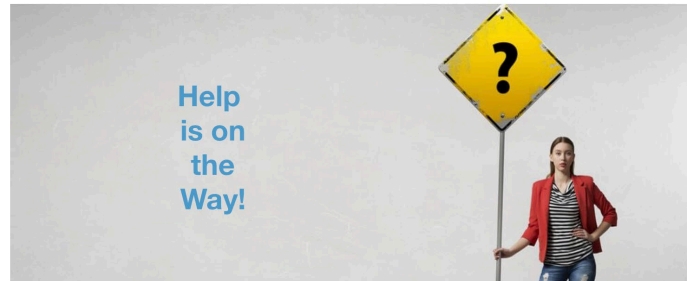
Traffic

solutions
health & pregnancy center
It's your choice

Call 732.747.5454
Text 732-747-5454
Email [info at solutionspnc.com](mailto:info@solutionspnc.com)

[Am I Pregnant?](#) [Is My Pregnancy Viable?](#) [What Are My Options?](#) **[Do I Qualify for Medicaid?](#)** [Do I Have An STD?](#)

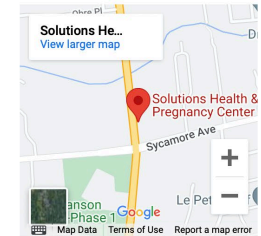
Do I Qualify for NJ Pregnancy Medicaid?



Many women dealing with an unplanned pregnancy want to know if they qualify for Medicaid – especially if they do not have health insurance.

Proper coverage while expecting is essential regardless of the choice you make about your body. NJ Family Care covers prenatal care, labor and delivery, postpartum services for sixty days, and your child for one year after birth. Abortion services are also included.

Office Location



Hours

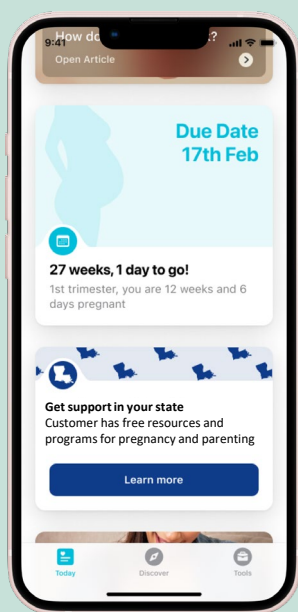
9:00 am – 5:00 pm
MONDAY

9:00 am – 5:00 pm
TUESDAY

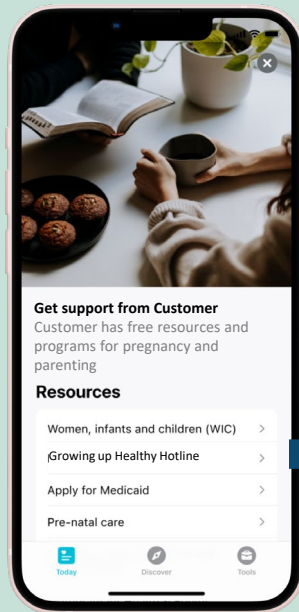
9:00 am – 5:00 pm
WEDNESDAY

We deploy in a "sticky card" at the top of the timeline to give easy access to support

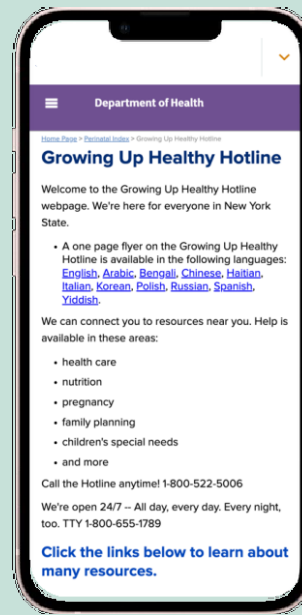
With the ability to measure which resources are clicked on the most



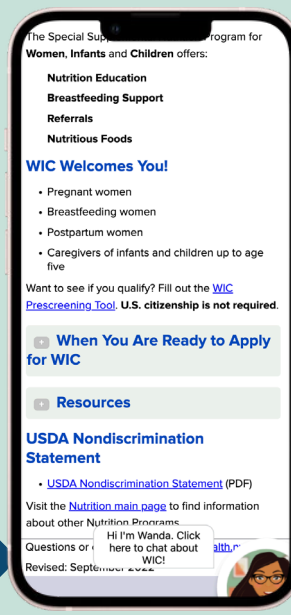
User taps on Resource card in P+ today Feed

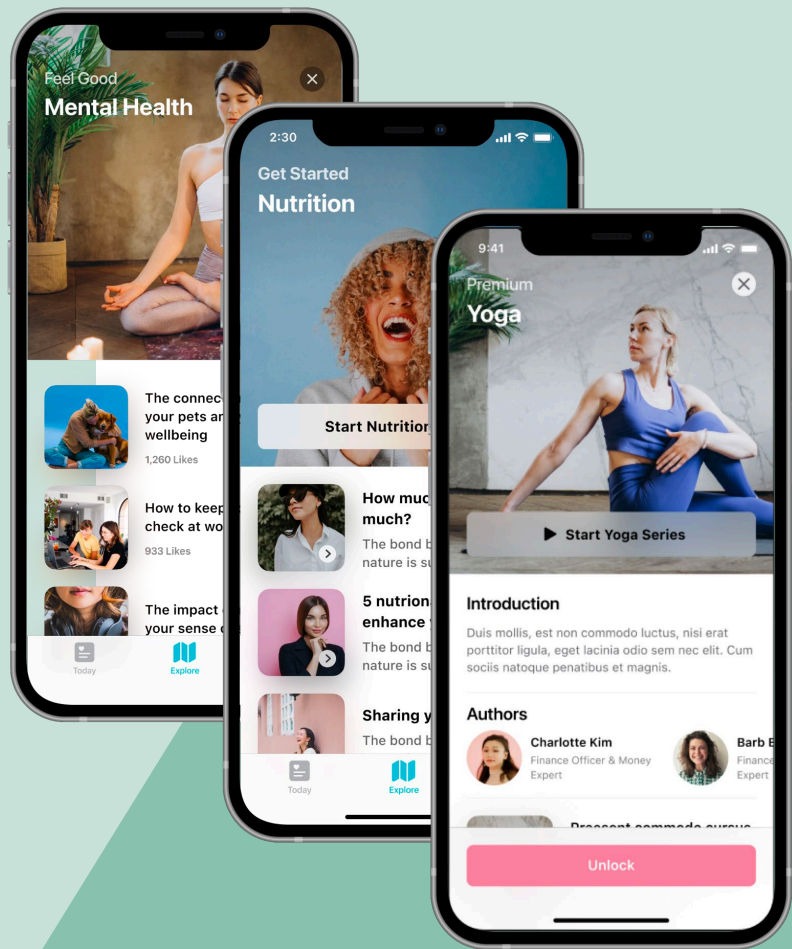


User scrolls the list of resources to find what they want/need



Tapping on a resource gives user an overview of the service and a **Call to Action button (CTA)** that takes them directly to the relevant web page





We will create specific content topics*

For our customers, we survey individuals in the App and identify their top 3 most important topics for pregnant individuals, e.g.:

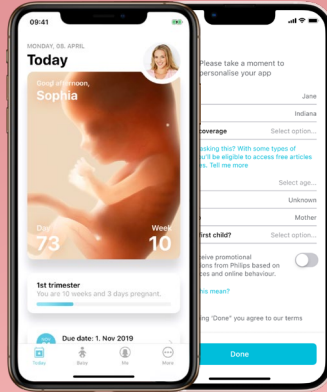
- Breastfeeding, being prepared for when the baby comes and knowing where to get support
- Mental Health, what can you do yourself and where can you go for help
- Understanding state benefits and how to apply for them

User insights and analytics



Pregnancy+ collects aggregated population health data and can send ad-hoc surveys for rich data

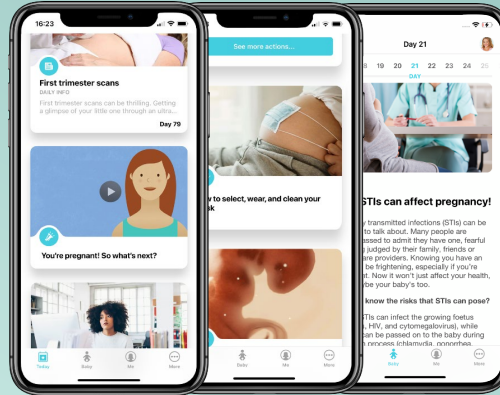
Onboarding insights



Who is seeing onboarding and who are the new members who are signing up.

- **Advertisement conversion** (reach, impressions, click through rate)
- **Socio-demographic** characteristics of new members

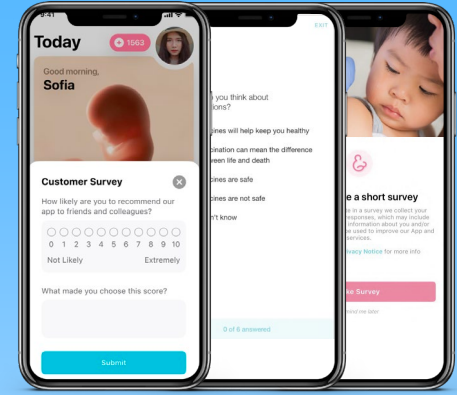
App usage statistics



How are users interacting with the app, what do they engage with and interests them the most

- **Daily / Monthly active users** (DAU/MAU)
- **Overall app retention rate** of members
- **Reading behavior** of articles (most read, most engaging etc.)
- **Article performance** (Impressions, click through)

Ad-hoc Quantitative & Qualitative input



Using the built-in survey tools to get quick access to deeper insights and users needs.

- **Organization / services awareness** surveys
- **Most important user needs**
- **Self-report impact** on behavior, satisfaction with service, net promoter score etc.
- **Customizable** towards the needs of our customers

Capturing a broad range of SDOH data from app analytics and turn-key survey moments

Pregnancy+ will collect population health data and send ad-hoc surveys to pull in rich data

Recruiting

- Social Campaign Conversion
- Week of pregnancy, insurance type
- Socio-demographic characteristics

Pregnancy+ Usage data

Daily usage statistics

- Daily / Monthly active users
- Retention rate, bounce rate etc.
- Engagement with notifications
- Reading behavior of articles (most read, most engaging etc.)

Onboarding (<12wks)

Social determinants of health

- Maternal Age
- Due date
- Ethnicity
- Plus optional questions:
 - Pre-existing conditions
 - Previous pregnancy complications
 - Substance use (drug, alcohol, tobacco)
 - Education level
 - Community/family support
 - Marital status

Interim Pregnancy surveys

Ad-hoc Quantitative & Qualitative input

- Self report impact on behavior, compliance data (start of care, missed appointments), satisfaction with service, net promoter score etc.
- Customizable towards the needs of Customer



Expected Savings

- **Pre-term births**
 - National cost \$26B with 380,000 cases
 - 10-15% require NICU care
 - Average cost of \$144,000 per NICU case
 - With every 1,000 pre-term births avoided annually
 - Expected savings are \$68M-\$144M (Ideal target is 5-10%)
- **C-Sections**
 - \$25,000 per occurrence and a contributing factor of deaths

