

Impact of Babyscripts on Postpartum Follow-Up Attendance Rates Within 30 and 60 Days of Delivery



The use of Babyscripts at LCMC Health significantly improved patient engagement and rates of postpartum visit attendance, proving a positive impact in the lives of some of the most vulnerable mothers in the U.S.

OVERVIEW

This study examines delivery and provider visit data from LCMC to compare postpartum attendance rates between patients who were recruited for Babyscripts and patients who were not.

BACKGROUND

Women in South Louisiana, the area that LCMC Health primarily serves, face some of the worst odds in the nation when they become pregnant. **35% of Louisiana's parishes qualify as Maternity Care Deserts¹** – counties in which access to maternity health care services is limited or absent.

Postpartum care is critically important: **60% of maternal deaths occur in the postpartum period²**. By facilitating postpartum visit attendance and providing greater insight, Babyscripts facilitates a significant shift to better care.

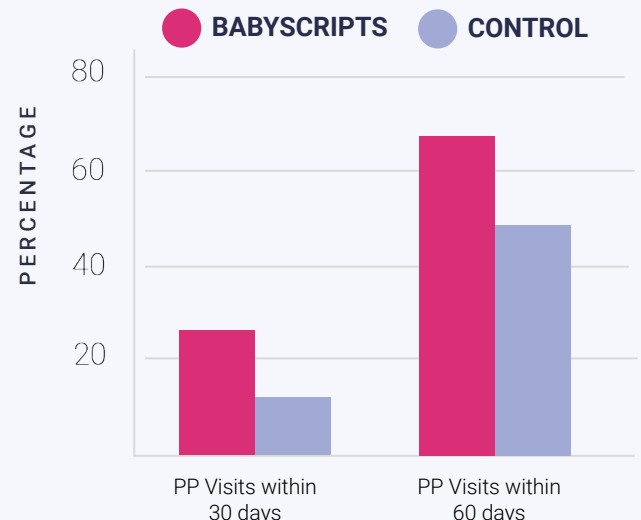
KEY RESULTS

Higher patient compliance & engagement; more frequent & accurate data captured

- ➔ Patients recruited for Babyscripts were **more than twice as likely** to attend a postpartum visit within the first 30 days and nearly **40% more likely** to attend one within 60 days.
- ➔ Patients enrolled in Babyscripts remote blood pressure monitoring (RPM) demonstrated **sustained compliance**, allowing providers to capture more than **four times the amount of data** collected in a traditional office setting.
- ➔ Patient compliance with RPM exceeded LCMC Health's target goals, with levels of patient engagement and satisfaction consistently **exceeding targets by as much as 30%**.

% of Patients w/ Postpartum Follow-up Attendance

Jan 2021 - Dec 2021



PATIENT GROUP	TOTAL DELIVERIES	PP Visits within 30 Days of Delivery		PP Visits within 60 Days of Delivery	
		# OF PATIENTS	% OF PATIENTS	# OF PATIENTS	% OF PATIENTS
BRX	1087	295	27%	738	68%
CONTROL	2789	334	12%	1373	49%
% IMPROVEMENT IN BABYSCRIPTS GROUP		+127%		+38%	

References
 1. March of Dimes. Nowhere to Go: Maternity Care Deserts Across the U.S. 2020.
 2. Vital Signs: Pregnancy-Related Deaths, United States, 2011–2015, and Strategies for Prevention, 13 States, 2013–2017