The AHA is exploring emerging digital trends in maternal care and sharing best practices for hospitals to develop effective partnerships with digital solutions providers. A conversation between AHA, AVIA, Steel Sky Ventures, Banner Health and Penn Medicine shaped this infographic.

**EMERGING TRENDS IN DIGITAL SOLUTIONS FOR MATERNAL CARE**

- Chat- and text-based navigation services
- Remote patient monitoring
- Maternal risk management and education
- Virtual and in-home care for mental health and social support

**IDENTIFYING THE RIGHT DIGITAL SOLUTION PROVIDER**

- Identify the core problems to solve
- Ensure the solution fits in current workflows and is easy to learn, train and maintain
- Apply a digital health equity lens to ensure accessibility and acknowledge cultural preferences
- Clearly define goals, establish benchmarks, and assess which solution best meets those needs
- Involve individuals with lived experiences to test or co-design the solution
- AVIA Health offers a 3-stage strategy guide to help AHA members select a vendor.

**IMPLEMENTING A DIGITAL SOLUTION**

- Get leadership to ‘buy in’
- Identify up to 3 priority use cases and populations to pilot
- Identify key performance indicators related to clinical and business impact
- Establish support groups for patients and families

**TIPS FOR PARTNERING WITH A DIGITAL SOLUTION PROVIDER**

- Select champions from within the hospital
- Develop a governance structure or a stakeholder group to advocate for continued growth and sustainability of the partnership
- Build trust through transparency about expectations, while holding each party accountable for their roles and responsibilities
- Acknowledge culture shifts, have patience and allow time to adapt
- Establish mutual performance goals and metrics to evaluate success
- Keep providers and patients engaged through training and education

The American Hospital Association prioritizes work that improves the health of mothers and babies. Listen to AHA’s Seven in Seven podcast series to learn how health care organizations are leveraging digital solutions to advance maternal care.

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