

DIGITAL SOLUTIONS TO IMPROVE MATERNAL CARE: CONSIDERATIONS FOR HOSPITALS

www.aha.org/better-health-for-mothers-and-babies

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
- Clearly define goals, establish benchmarks, and assess which solution best meets those needs
- Ensure the solution fits in current workflows and is easy to learn, train and maintain
- Involve individuals with lived experiences to test or co-design the solution
- Apply a digital health equity lens to ensure accessibility and acknowledge cultural preferences
- 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
- Build trust through transparency about expectations, while holding each party accountable for their roles and responsibilities
- Establish mutual performance goals and metrics to evaluate success
- Develop a governance structure or a stakeholder group to advocate for continued growth and sustainability of the partnership
- Acknowledge culture shifts, have patience and allow time to adapt
- 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.