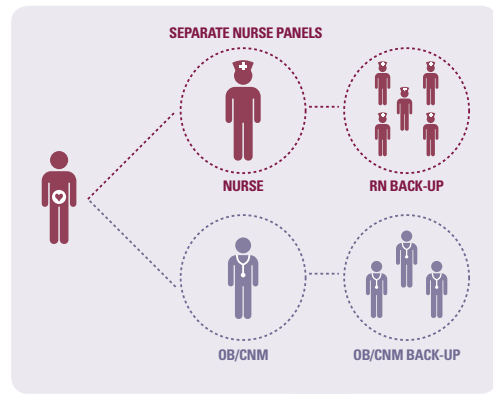


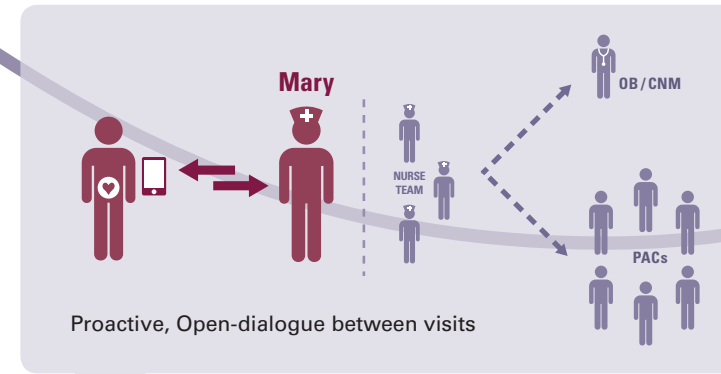
OB CONNECTED CARE MODEL BLUEPRINT

THE "ANXIETY" HUMP



Patient's personal nurse

Leverage 1.5 – 2-hour time investment



Patient's nurse uses the Asynchronous Communication App to schedule time to follow-up with mom after delivery

	INVESTMENT PHASE				CONNECTED PHASE		PREP PHASE		DELIVERY/POSTPARTUM		
Visit	Pre-OB	5-8	12	18-20	FLEX	28	36	38+	DELIVERY	1w Postpartum	6w
Interaction/Duration	Call to schedule OB care	NOBN Visit 2 hrs	NOBR Visit 45-60 min	Ultrasound Visit 45 min	Express Care Scheduling Model	Check-in 20 min	Glucose testing	ROB Visit Group B Strep Test 15-20 min	ROB Visit 15-20 min	Video / Phone Call Postpartum Phone Call / Video Chat 15 min	Post Partum Visit 15-20 min
Care Team Member	PAC	Patient's Nurse	OB/CNM	Patient's Nurse	Nurse or OB/CNM		OB/CNM + Nurse	OB/CNM		Patient's Nurse	OB/CNM
Tasks	<ul style="list-style-type: none"> Schedule NOBN visit Direct mom to online OB space (online communities) 	<ul style="list-style-type: none"> NOBN Standard Education Explain Rhythm of Care, What to expect (infographic) Establish relationship and how to connect 	<ul style="list-style-type: none"> NOBR Standard Care Fetal Doppler Training 	<ul style="list-style-type: none"> Review ultrasound Standard 18-20w education Fundal Height Training 	Ongoing Activities: <ul style="list-style-type: none"> Data Collection/Interpretation Proactive Communication via Text 		<ul style="list-style-type: none"> Option for Virtual Check-in 	<ul style="list-style-type: none"> Standard Care based on Gestation Nurse education on Birth planning 	Standard Care based on Gestation	<ul style="list-style-type: none"> Congratulate mom, discuss delivery, lactation, healing, depression issues, etc. Opt out of 6w Postpartum (if applicable) 	Standard Care
Behind the Scenes Staff				MFM Physician							
Tasks				View Ultrasound							
Supporting Staff		PAC/CA	CA	CA	CA		CA	CA			CA
Tasks		Setting up tools – technical assistance Prescheduling future OB Visits	Rooming	Technical assistance, if needed	Rooming		Rooming	Rooming			Rooming

If mom miscarries, her nurse calls her to follow-up

Establish expectations on how to connect between 18 and 36 weeks

Patient-facing Tools

Online Communities	Mayo Clinic Guide to a Healthy Pregnancy / OB Connect – Mobile App
Asynchronous Communication	Proactive Communication
	At-Home Measurement Kit (Doppler, scale, BP cuff, Photo App)
	Mayo-Campus Drop-in Care Stations

Alternative Connection Methods

Infrastructure Modifications

Video ROB Capability	
Express Care Scheduling System	
Patient Panels Visualizations	