



## MEDIA STATEMENT

3 September 2020

### FOR IMMEDIATE RELEASE

#### **New Evidence-based Antenatal Support App launched to support Maternity Services deal with COVID-19 restrictions and beyond.**

Digital health company [Personify Care](#) and online antenatal education provider [Nourish Baby Online](#), are joining forces to help Australian maternity services enhance the pregnancy and birth experience for their patients – particularly during COVID-19 restrictions. The mobile web application [released this week](#) combines ACHS accredited antenatal education with a digital version of the pre-admission pathway of a health service.

By combining Nourish Baby's online antenatal education with Personify Care's digital patient pathways, maternity services are able to streamline pre-admission and post-discharge communications and provide on-demand access to evidence-based online antenatal education. The integrated solution provides hospitals with the opportunity to build truly personalised, one-to-one experiences with patients to support increased patient satisfaction, improved health outcomes and reduced costs.

Research shows, education in the form of antenatal classes results in better birthing outcomes and reduced complications during labour and delivery. This has also been shown to improve physical and mental health. Yet time and access are common challenges for many expectant parents – challenges that have been amplified, given social distancing restrictions in place during COVID-19 and the shutdown of face-to-face antenatal classes and early parenting support groups.

Nourish has been supporting 1000's of Australian parents, since 2012, through pregnancy, birth and the first 3 years of their child's life. As the only online antenatal class provider accredited with the Australian Council of Healthcare Standards (ACHS) and endorsed by the Childbirth and Parenting Educators of Australia, the Nourish Baby online learning hub supports a range of institutions from maternity hospitals and child and family health centres, to childcare services, private health funds and corporate organisations.

Personify Care has been supporting health services since 2014 to deliver seamless, secure and timely patient experiences beyond their hospital stay. By delivering digital pathways for patients, pre-admission and post-discharge, Personify Care has been shown to simultaneously improve the patient experience, reduce administrative burden for staff and reduce costs for healthcare organisations.

In the last 12 months, over 1 million patient interactions have been delivered and over 290,000 clinical risks have been screened via the platform across a range of settings in Australia, New Zealand and the US. Personify Care uses best-in-class security processes and meets all requirements of the Australian Privacy Principles with patient data being stored securely in Australia.

The Antenatal Support App for Australian maternity services has been designed to:

- promote optimal pregnancy health, positive birth experiences, breastfeeding and early parenting success;

- avoid pregnancy complications associated with poor health and therefore avoid premature hospital admissions
- reduce the likelihood of birth complications, longer hospital stays and readmission to breastfeeding clinics and early parenting centres
- guide expectant parents' through the pre-admission pathway of their maternity service augmented by personalised, evidence-based and interactive antenatal content – all in one seamless experience on their mobile.

Nourish Baby Co-Director Melissa Grant, is excited about the opportunities the collaboration can provide to maternity service providers saying, *“our goal is to work together with maternity services, to customise and deliver a maternity patient pathway and online education program that complements their inhouse antenatal and early parenting education and delivers a patient experience like no other.”*

Personify Care CEO, Ken Saman says, *“this is the future of healthcare: evidence-based care, delivered through patient-centred, digital technology with healthcare teams in control of the care pathways. It’s been a privilege working with the team at Nourish Baby to bring this solution to life. Their wealth of clinical experience and commitment to patient care is unquestionable and aligns directly with our mission of connecting patients to the best possible care.”*

Further details and live access to the patient experience is available:

<https://personifycare.com/antenatal-support-app>

Nourish Baby Online and Personify Care can also be contacted directly via:

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