

MOMS ORANGE COUNTY ANNOUNCES PRELIMINARY RESULTS OF PACIFY PILOT PROGRAM

California-based home visiting program launches successful partnership with innovative telemedicine company



[Santa Ana, C.A., June 15, 2018] – Pacify and MOMS Orange County today announced the preliminary results of a strategic partnership that gives new mothers unlimited access to live video visits with certified pediatric professionals through a HIPAA-compliant mobile app.

Approximately 3,000 low-income families in California are served each year through MOMS Orange County's home-based maternal child health coordination program and group health education classes. Through [MOMS Orange County's home visiting program](#), women are given access to prenatal care, health screenings, health education, infant development screenings, and resource referral services beginning in early pregnancy and through the baby's first birthday. The impact of MOMS Orange County's programs is clear; participating infants have a reduced risk of staying in the NICU, and over [95% are on track for immunizations and developmental milestones](#).

Recognizing the challenges families often experience when they need clinical advice at night and on weekends, MOMS Orange County collaborated with Pacify to design a pilot program that could offer live, on-demand access to nurses, nutritionists, and

lactation consultants 24/7. The partnership was designed to give families unlimited access to the Pacify app at no cost to them. All clinical services are available in both English and Spanish.

"We feel an incredible sense of alignment with MOMS Orange County," said Laura Stokes, Director of [Public Health Programs](#) at Pacify. "We all share a desire to use technology to empower new parents and create equitable access to high quality healthcare services."

MOMS Orange County and Pacify are excited to announce that every defined goal of the six-month pilot program has already been exceeded. During the first four months after kickoff, 628 women activated Pacify accounts and 536 [live clinical consultations](#) were completed through the app. More than half (57%) of the calls were made outside of normal business hours.

In addition to the outstanding metrics achieved through this partnership, participants of the program expressed their gratitude and satisfaction with Pacify's services.

"Speaking to the lactation consultant through Pacify was awesome. She helped me with my questions and gave me words of encouragement. I'm going to keep breastfeeding," shared one MOMS Orange County participant.

Another echoed this sentiment saying, "The dietitian I spoke to is so sweet! She gave me a lot of great information about starting my baby on solid food. I'm so glad I called her."

"MOMS Orange County has found Pacify to be a valuable resource for pregnant and new mothers enrolled in our programs," said Pamela Pimentel, RN, Chief Executive Officer. "Pacify gives our clients immediate access to quality healthcare advice whenever they need it, after business hours, middle of the night or weekends. The fact that Pacify then follows up with MOMS nurses the next business day assures no MOMS client falls through the cracks".

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About Pacify

[Pacify's](#) mission is to provide affordable, high-quality healthcare services to new and expecting parents, relieving their anxieties and keeping them and their children healthier. Pacify provides on-demand, 24/7 access to International Board Certified Lactation Consultants, Registered Nurses, and Registered Dietitians who are trained to help new parents make informed decisions related to the health of their children. Pacify's [Public Health Programs](#) were established to build sustainable partnerships with nonprofit and government organizations that address stark disparities in access to maternal and child

health services. Pacify also provides services to [Managed Care Organizations](#) and [employers](#) seeking to expand access to maternal and child health services across the country.

About MOMS Orange County

[MOMS Orange County](#), a 501(c)3 non-profit organization, provides no-cost access to prenatal care, health screenings, infant development screenings, health education and referral services through monthly home visits and group classes. Currently serving over 3,000 low-income families annually, MOMS Orange County has demonstrated that its programs bring children in high disadvantaged populations to health and development levels that exceed those set by the general population. In FY 2017, service highlights included 16,969 home visits, 3,796 home safety and parenting screenings, and 753 classes.

