Pacify Results

The impact of 24/7 perinatal support
Introduction

Your members don’t want to feel “managed,” they want instantaneous access to care.
That’s what we do at Pacify.

BACKGROUND

Traditional care management relies on outbound calls that are inefficient and often inconvenient for members. Pacify flips the script by empowering member-moms to access the right care at the right time for them.

Pacify’s maternal and pediatric experts are available 24/7 for video visits at the touch of a button. Compared to those without access, Pacify members have fewer unnecessary ER visits, lower healthcare claims cost, higher rates of breastfeeding initiation and duration, and increased compliance with key HEDIS measures. Plus, Pacify’s platform is fully customizable - health plans can easily connect their own provider networks and case managers directly to the Pacify app for a full continuum of care, from hospital to home.

Pacify operates at scale through partnerships with employers, Medicaid managed care (Arizona, Missouri, Nebraska, and the District of Columbia) and state Departments of Health (Nevada, Mississippi, Virginia, Tennessee, and the District of Columbia). Mississippi and DC have seen greater than 10% increases in statewide exclusive breastfeeding and breastfeeding initiation, respectively, and a Medicaid program recently observed a 3.6:1 ROI on infant claims cost.
Pacify Platform and Program

- Video-Enabled
- On-Demand, 24/7
- No Appointments
- Multilingual
- 30 Seconds to Connect

PROGRAM DESIGN

Health plans give members access to Pacify's instant video services. Members are able to make unlimited calls, 24/7, from their personal smartphone.

- Moms calling throughout pregnancy and baby's 1st year
- Pacify trains health plan staff to sign up members
- Detailed reports are clinically actionable and data-rich
- Trained to refer members back to health plan for resources

ENROLLMENT

DATA INTEGRATION

SUPPORT NETWORKS

UNLIMITED 24/7 ACCESS
Results

MEDICAID UTILIZATION STUDY

Utilization data from 2016/2017 study of Pacify program in Medicaid market:

Total Member Outreach

31%
Download the app and create an account

74%
Make at least 1 call

40%
Of calls are to the health plan’s nurse line

>25x
Estimated ED deflection (compared with standard nurse triage lines)

50%
Of calls are to the lactation line

40%
Resolved a breastfeeding cessation event
Results

2017 11 MONTH INFANT CLAIMS ANALYSIS

Pacify program with a single Medicaid health plan partner.

Average per member savings $850

$0
$500
$1,000
$1,500
$2,000
$2,500
$3,000

Newborn ER Vist Comparison
Newborn Office Visit Comparison
Newborn IP Comparison

$114 Savings / Member
$88 Savings / Member
$647 Savings / Member

Non-Pilot Cost / Member
Pilot Cost / Member

Improved Quality Metrics

13% Increase in prenatal visits
32% Increase in maternal postpartum visits
4.7/5 Average caller star rating
**Results**

**BREASTFEEDING RESULTS FROM MS, DC, AND CA**

- **Mississippi WIC** observed a **23% increase in breastfeeding rates** statewide after implementing Pacify, and significantly greater increases in rates when compared with the Southeast Region, which did not offer the Pacify program:

  Breastfeeding Rates Among WIC Participants

<table>
<thead>
<tr>
<th></th>
<th>Mississippi Fully Breastfeeding</th>
<th>Southeast Region Fully Breastfeeding</th>
<th>Mississippi Total Breastfeeding</th>
<th>Southeast Region Total Breastfeeding</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FY15</strong></td>
<td>2.9% Increase</td>
<td>9.3% Increase</td>
<td>9.6% Increase</td>
<td>24.5% Increase</td>
</tr>
<tr>
<td><strong>FY17</strong></td>
<td>3.1% Increase</td>
<td>9.5% Increase</td>
<td>11.8% Increase</td>
<td>25.7% Increase</td>
</tr>
</tbody>
</table>

- **Washington, D.C. WIC** observed a **>10% increase in exclusive breastfeeding rates** at 3 and 6 months.

- **California Home Visiting Program** observed a **7.5% higher rate of breastfeeding** at 6 months and a **6.9% higher rate of exclusive breastfeeding** at 3 months. The program also observed:
  - Additional **26% decrease in ER visits**
  - and **11% increase in unscheduled pediatric visits**, suggesting triage redirects to more appropriate sites of care.
Implementation and Pricing

Pacify has experience scaling with national plans as well as working with independent MCOs

SIMPLE CONTRACTING

- MSA, SOW, BAA, and Security review off-the-shelf
- Simple pricing: low PMPM or case rate
- Pacify designs materials, educational content, and engagement campaigns

60-90 DAYS FROM CONTRACTING TO LAUNCH

LAUNCH

- Engaging in-person trainings for plan staff led by dedicated Pacify team
- Begin enrolling members!