



Updated 2020

## 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

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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**.

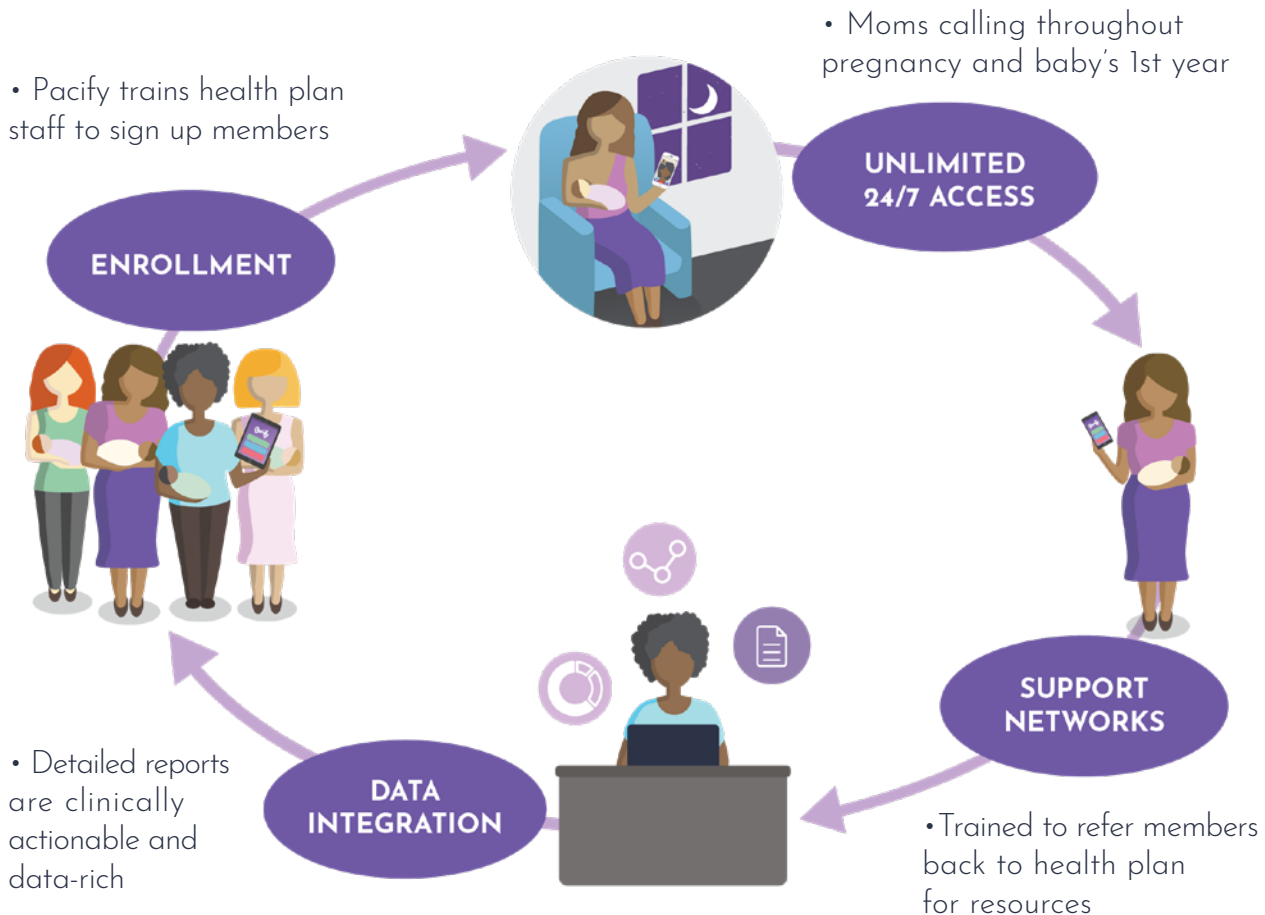
**Pacify operates at scale** through partnerships with employers, Medicaid managed care (Arizona, Missouri, Nebraska, and the District of Columbia) and state Departments of Health (Nevada, Mississippi, Virginia, Tennessee, and the District of Columbia). Mississippi and DC have seen **greater than 10% 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



## PROGRAM DESIGN

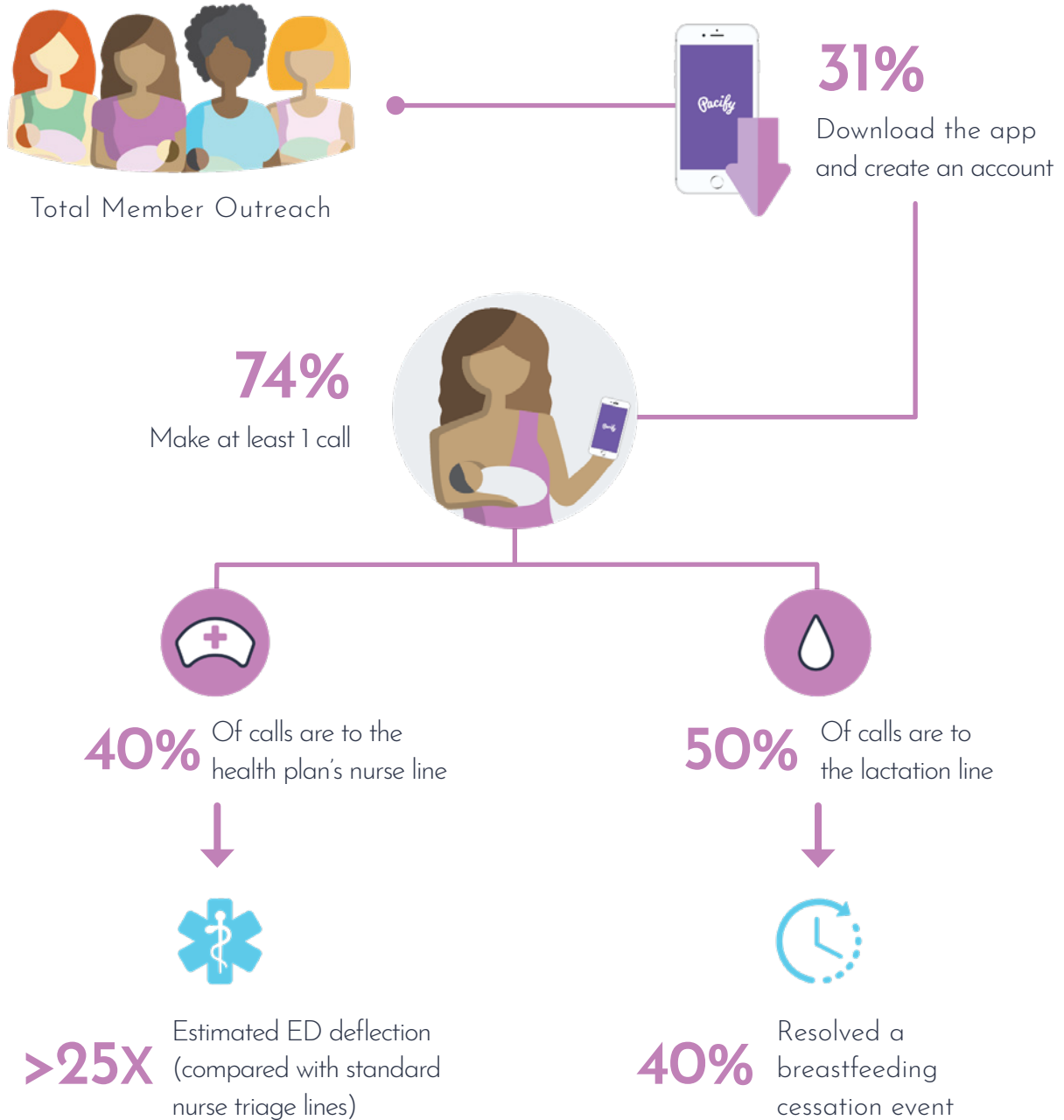
Health plans give members access to Pacify's instant video services. Members are able to make unlimited calls, 24/7, from their personal smartphone.



# Results

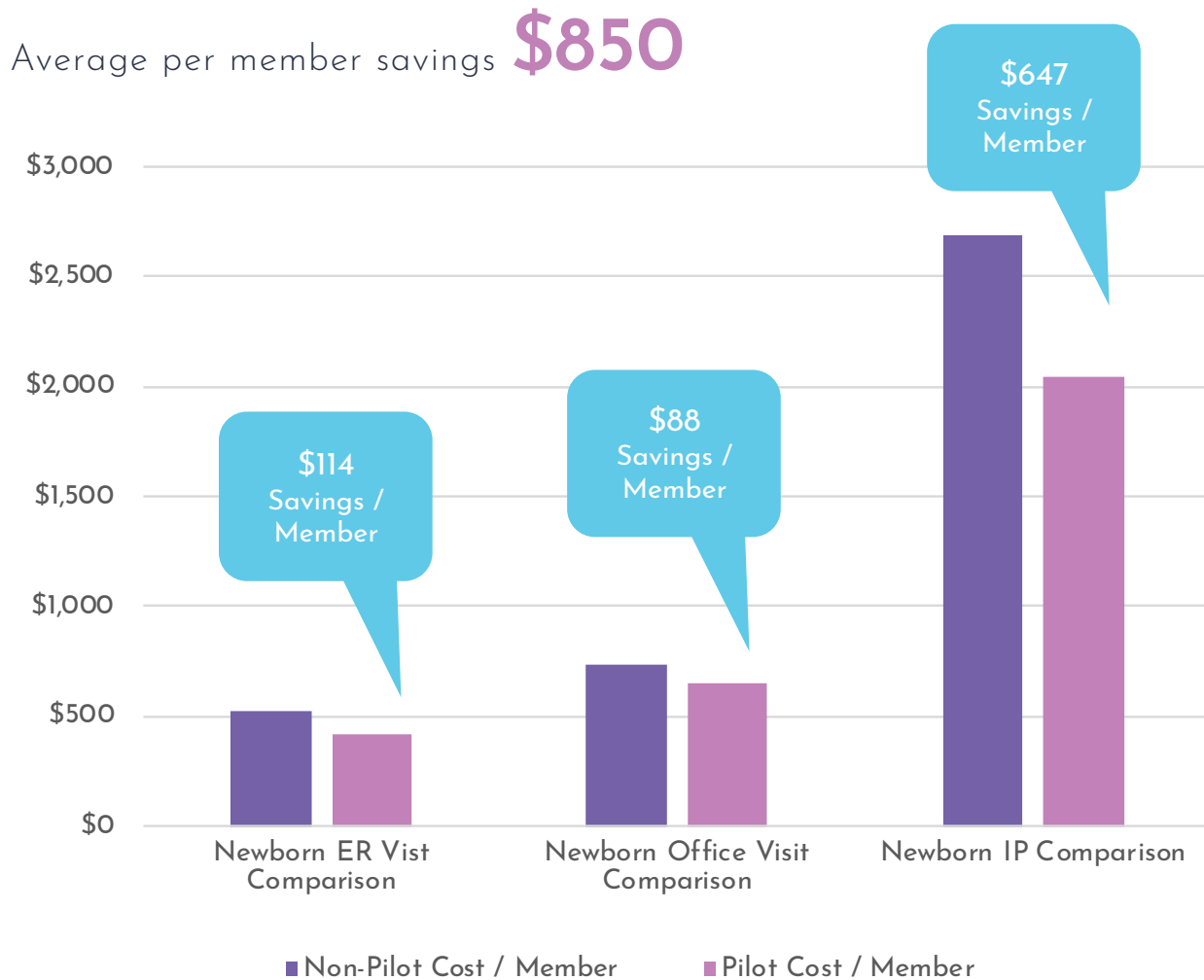
## MEDICAID UTILIZATION STUDY

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



## 2017 11 MONTH INFANT CLAIMS ANALYSIS

*Pacify program with a single Medicaid health plan partner.*



### Improved Quality Metrics



**13%**

Increase in prenatal visits



**32%**

Increase in maternal postpartum visits



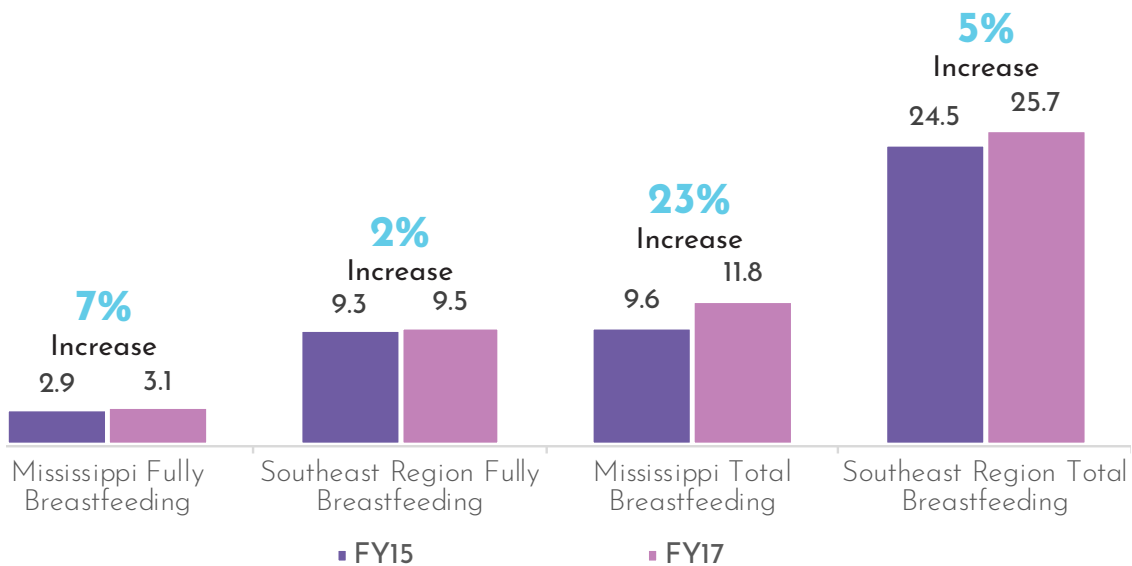
**4.7/5**

Average caller star rating

## 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**



- 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

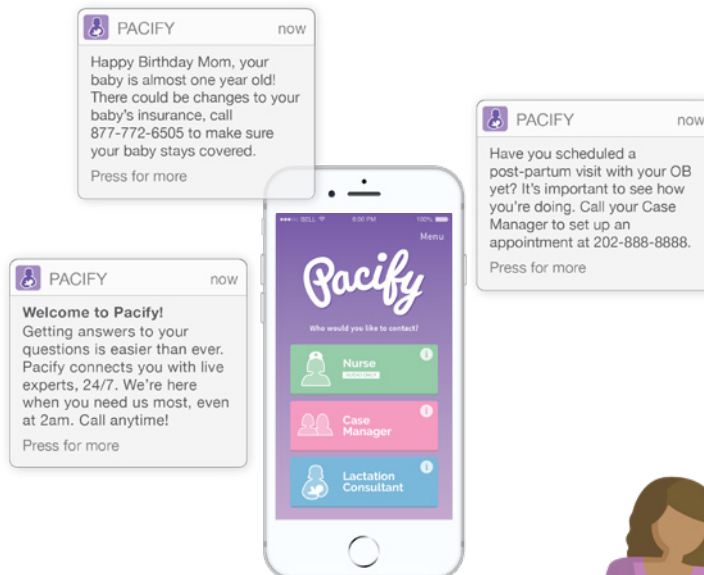
*Pacify has experience scaling with national plans as well as working with independent MCOs*



## SIMPLE CONTRACTING

- MSA, SOW, BAA, and Security review off-the-shelf
- 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!**

