CareRoute

Birth Center Finder

Digital Hackathon 2024

Hunter College Group

Pfizer

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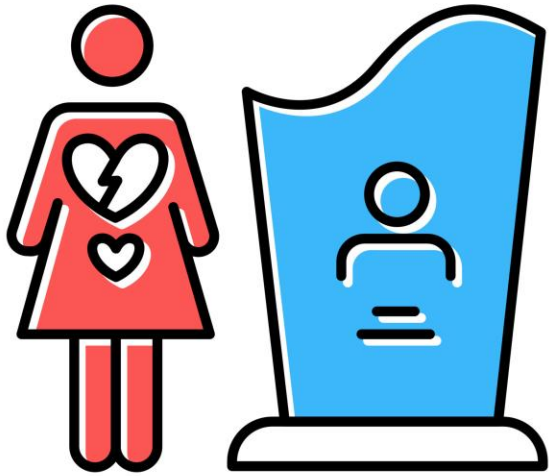
Equity in Healthcare



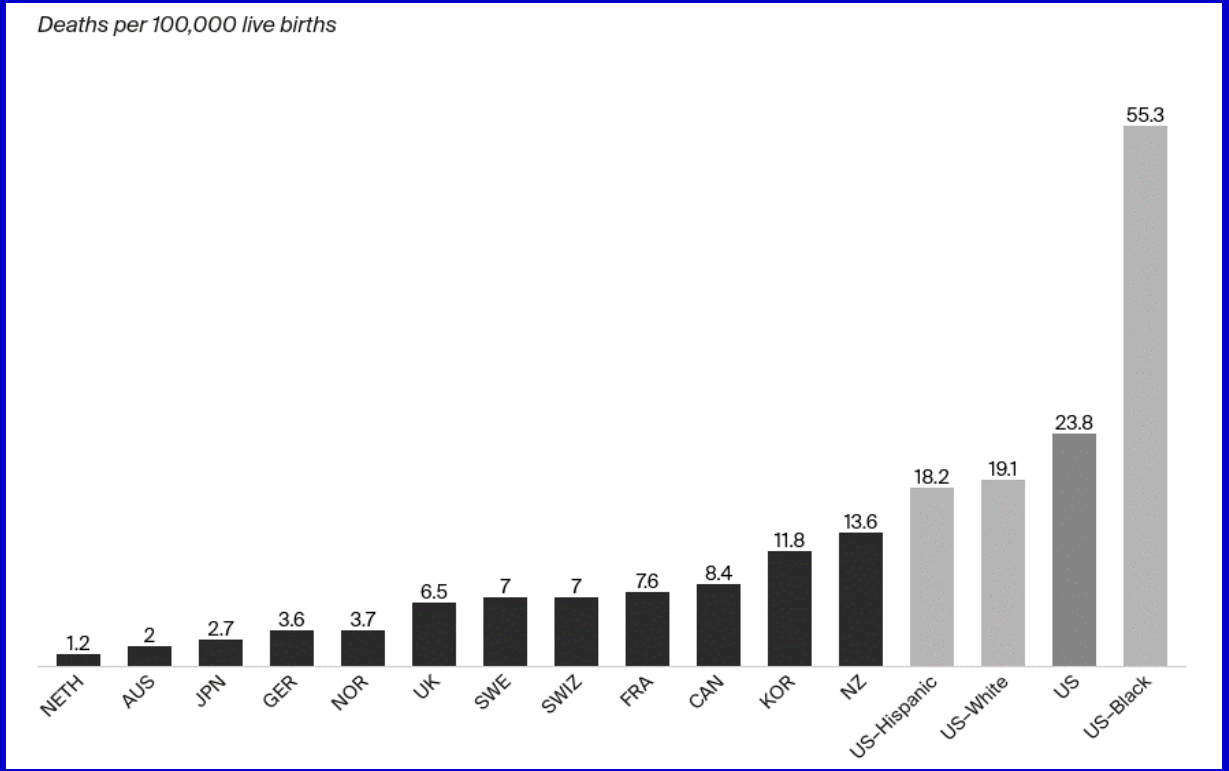
The Hawks found a solution for the following **Problem Statement:**

Maternal mortality in underrepresented communities is a known issue across the U.S.

U.S. maternal death on worrisome trajectory.

More mothers die in the United States than in any other developed country in the world.

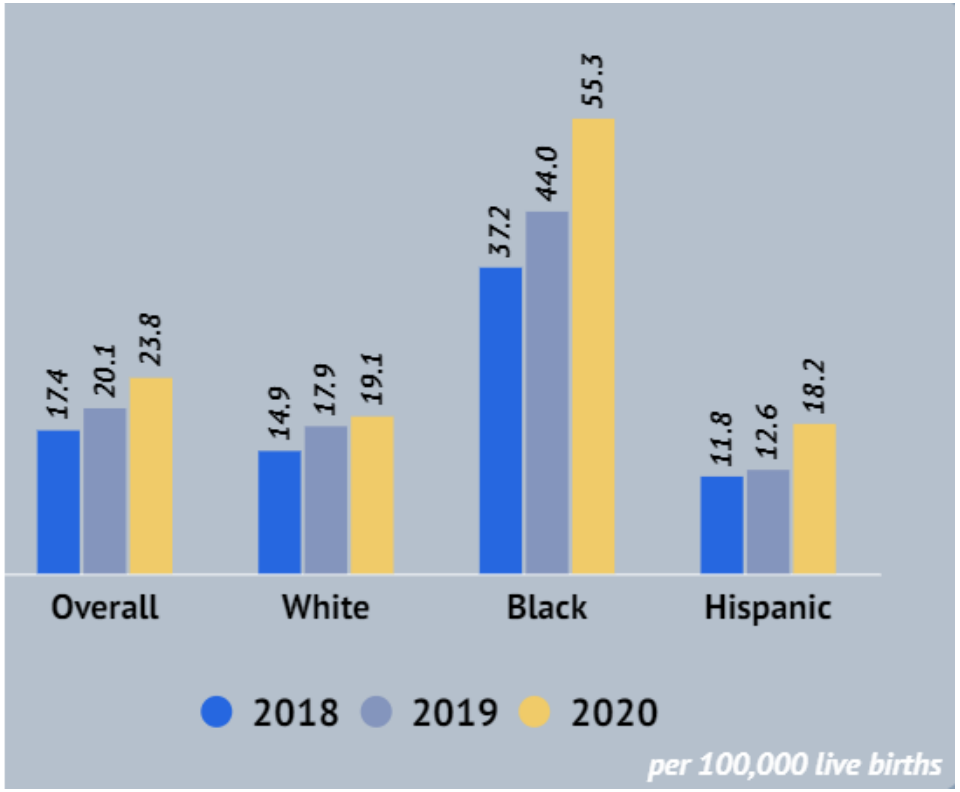
Over the last 20 years maternal mortality rate has more than doubled in the U.S.



A Growing Issue

The difference in this mortality rate statistics are among historically minoritized and marginalized communities.

Although deaths increased in people of all races and ethnicities, **disparities persisted**.



This issue disproportionately affects pregnant individuals who:

- Face systematically inequality in healthcare
- Experience geographic barries to healthcare access

Source: https://nihcm.org/publications/the-uneven-burden-of-maternal-mortality-in-the-us

Some Intersecting Factors are:

Health Care Access

Limited availability of medical facilities or specialists, especially in rural or underserved areas, affects timely and adequate maternal care.

Social Economic Status

Lower income and education levels often correlate with reduced access to quality healthcare, proper nutrition, and prenatal services, increasing health risks during pregnancy.

Underlying Comorbidities

Pre-existing conditions such as hypertension, diabetes, and heart disease can exacerbate complications during pregnancy, leading to higher mortality risks.

Geographic Location

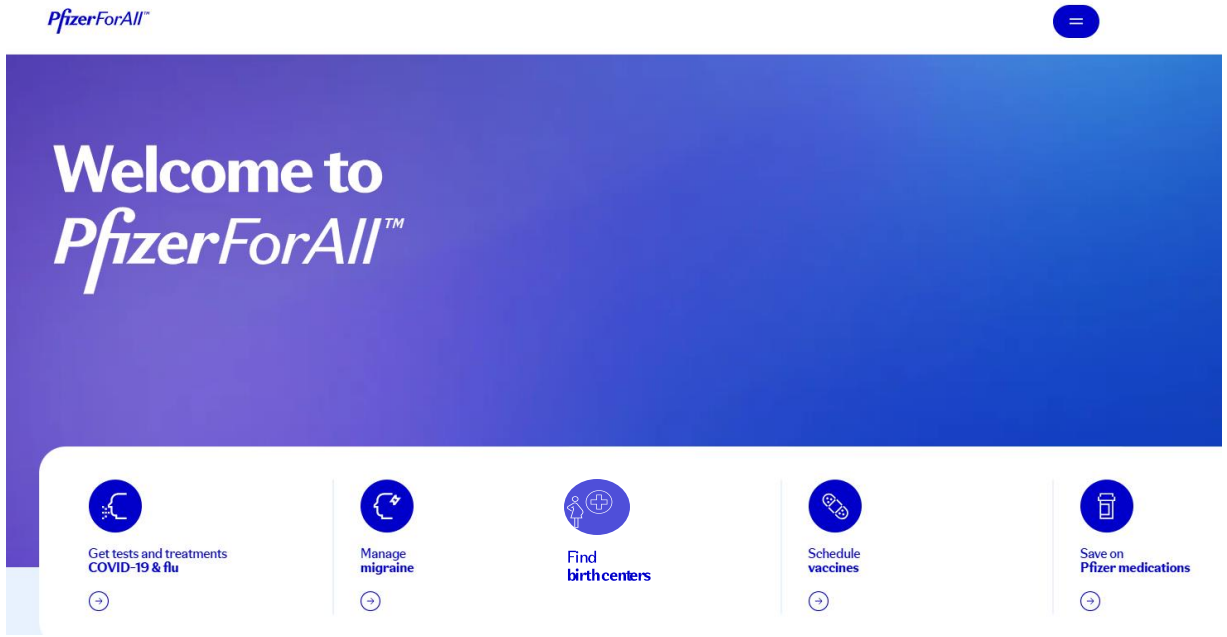
Physical distance from healthcare providers and birth facilities, particularly in rural or remote areas, can delay access to critical maternal care, further elevating mortality risks.

How can we leverage digital solutions to avoid all preventable maternal deaths and improve maternal well being and health equity?

Simplifying Access to Healthcare

Our solution proposes integrating a **location-based feature** into the existing *Pfizer for All* app, designed to assist pregnant individuals in locating the nearest medically licensed birth facility.

Insert current location
get a list of nearby licensed facilities, ensuring timely access to quality care.



Web <-> Mobile
smooth experience across web and mobile platforms by leveraging WebView technology.

Up-to-date & Accurated data
sourced directly from reputable governmental bodies or accredited hospitals

Linguistic Accessibility
guarantees smooth navigation for users non-English speakers

CareRoute

Strategy on a Page

1 Mission and Purpose

One of the biggest hurdles in reducing maternal and neonatal deaths in low-resource settings is the delay in reaching a healthcare facility.

Distance to facility has been correlated with mortality rates, and associated with increased complications.

- **Our mission** is to expand maternal healthcare accessibility and promote simplified information for better planning.
- **Our purpose** is to significantly improve maternal health outcomes by bridging the gap between location and essential maternal care services.

2 Solution & MVP

Deliver an app built on top of Pfizer for all that enables pregnant people to locate the closest medical center to give birth.

- Users can input desired zip code and be informed on the nearest medical centers to them.
- All facility data will be sourced directly from reputable governmental bodies or accredited hospitals, ensuring accuracy and up-to-date information.
- The app would support being a website and a mobile app without needing three codebases.

3 Target Audience

The app primarily focuses on pregnant individuals from: Underrepresented communities & in hospital desserts geographic locations in need of maternal healthcare access and with restricted resources.

- People of color, American Indigenous/Alaskan Native (AI/AN), Latinx, LGBTQI+.
- Pregnant individuals in hospital deserts areas.

4 Commercial Viability

Since Pfizer for All is already centered around healthcare awareness, this new feature would seamlessly integrate with its mission of providing awareness and information to U.S. residents, while strengthening the app's core purpose of simplified healthcare access.

- Insurance companies that cover maternal care.
- Healthcare brands that offer birth kits/.
- Non-profit and For-profit, committed in Maternal Healthcare Equity.

Targeted Audience

Primarily targeting **pregnant** individuals who are:

- Black or African American
- Indigenous or Alaska Native
- Latinx or Hispanic
- LGBTQI+
- Localized in healthcare deserts

Secondary Targeted Audience

- Healthcare Brands
- Non-Profit Org
- Insurance Companies
- Health Ministries

Commercial Viability

Corporate Social Responsibility (CSR)

Improving maternal healthcare outcomes will increase user trust and loyalty, and generate positive media coverage

Partnership *For and Non-Profit*

- Co-branded features
- Awareness campaigns fundings
- Donor recognition
- Per-Click advertizing *(e.g.,Every Mother Counts, Village Birth International and Ancient Song Doula Services)*

Commercializing Data to promote:

- **Products:** *Prenatal, Birthkits, Post-Partum, etc.*
- **Services:** *Midwifes/Doula coverage, Maternal Healthcare*, etc.

Insurance Companies

- *Amerigroup*
- *UnitedHealthcare*
- *Cigna*
- *Medicaid*
- ...

Healthcare Brand

- *Pampers*
- *Centrum*
- *Made by Nature*
- *Cascade Health Care*
- ...

Pfizer

Why does our solution work?

Real-Time Access to Nearby Facilities:

- Up-to-date list of nearby licensed birth facilities based on current location or manually input location.

Reliable and Accurate Data:

- Users can trust that the listed facilities
- Reducing the risk of misleading/innacurate information

Cost-Effective and Efficient Solution:

- Seamless integration into PfizerforAll by leveraging WebView technology
- Can be use as mobile app, perfect for traveling

Enhancing Accessibility:

- Supports multiple languages, ensuring easy navigate from diverse linguistic background

Product Development Timeline

Nearby Hospital Detection

- Timeframe: Implemented
- Help for Pregnant Mothers: Quickly finds hospitals for urgent childbirth
- Improved Safety and Access: Offers fast assistance for childbirth emergencies
- Technology used: React.JS Leaflet.JS

Integration of App into PfizerForAll

- Timeframe: 1 month
- Would make the Product widely accessible.
- Simply integrate the pre-built system into the Pfizer for All platform.

Implementation of Multilingual Translator Feature

- Timeframe: 1 month development
- Increased Accessibility: Allows non-English speakers to effectively use the app
- Should not require extensive technical redesign – only reliable translations.

Bring App to Mobile Devices

- Timeframe: 1 month
- Would make the app much more accessible for users who may not have access to desktop computers
- Technology Used: Webview, Java

AI-Powered Recommendations

- Timeframe: 2 months
  Provides more accurate info during emergencies.
- Incorporates advanced AI into the existing codebase for smarter recommendations.

Care Route

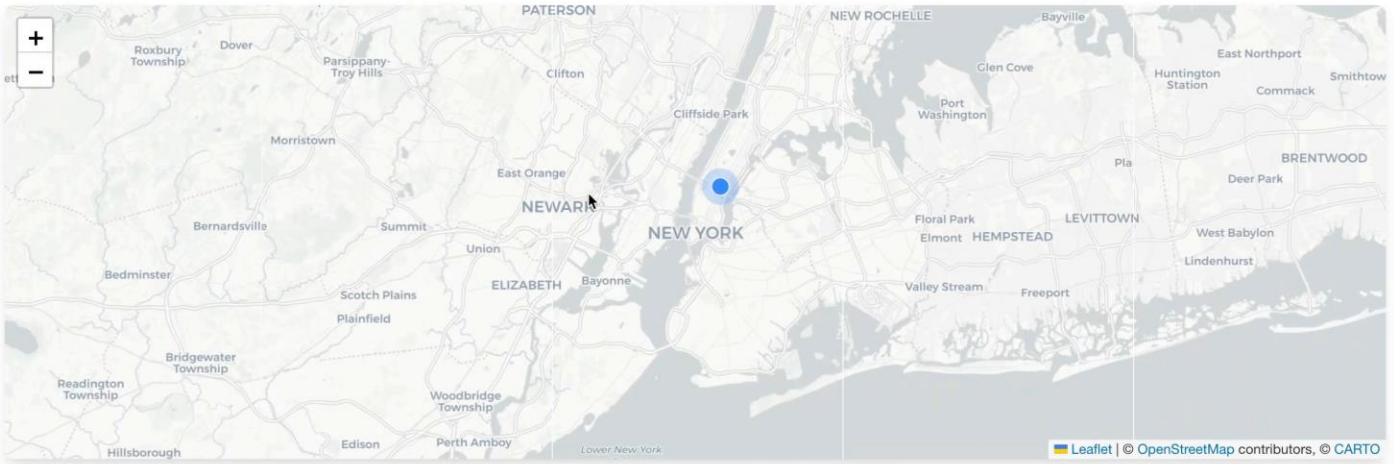
Are you an expecting mother who wants to know the options?

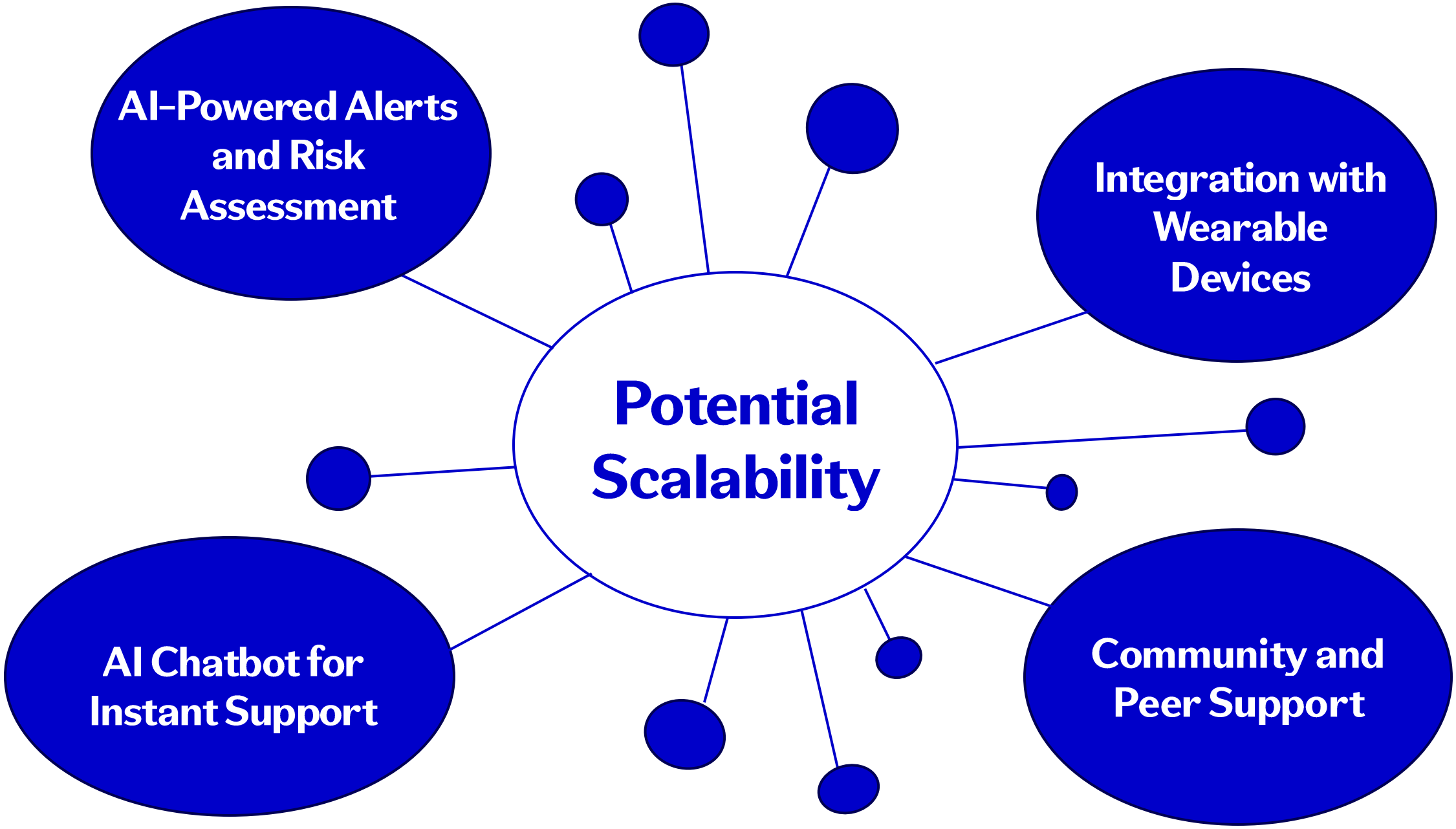
We're here to show you

Find the closest Hospital

Enter a ZIP Code

Search





Thank You

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