

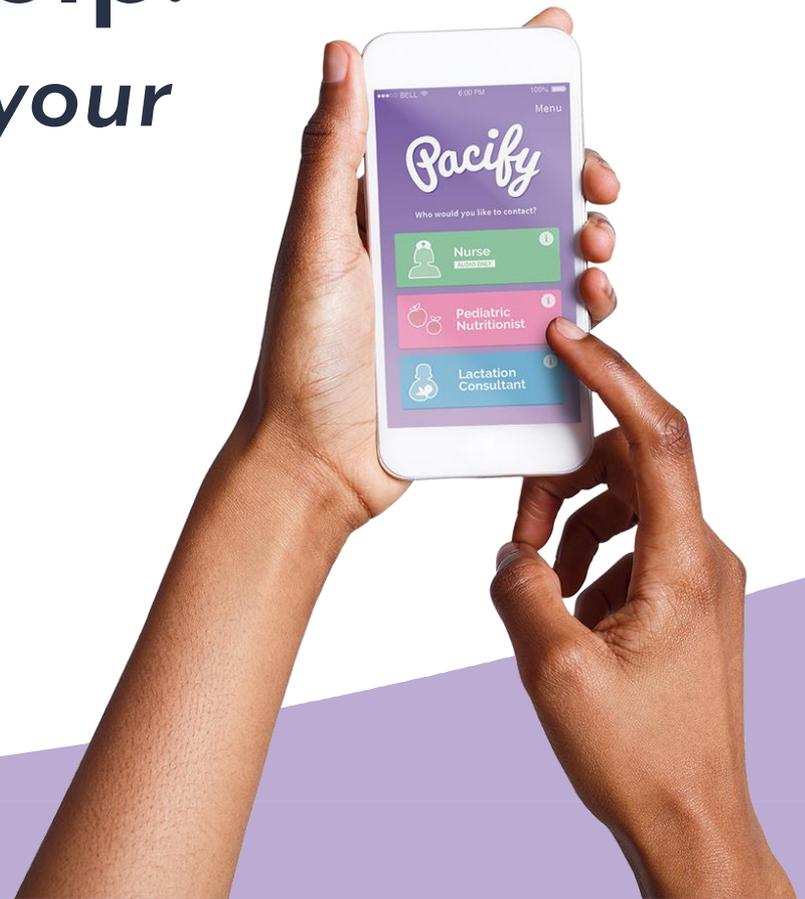
# Pacify

## Breastfeeding Help: *Pacify in the palm of your hand*

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Chief Clinical Officer, PACIFY

[www.pacify.com](http://www.pacify.com)

American Nursing Informatics Association  
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# Pacify

1. How did Pacify start?
2. What is Pacify?
3. What kinds of questions do patients ask?
4. Who is answering patient questions?
5. Where do parents find Pacify?
6. Are there any extra features besides video?
7. Is there data on Pacify's effectiveness?
8. What are next steps for Pacify?
9. Any questions?

*Pacify*

***How did Pacify  
start?***

*Pacify*

***...a family company***

# May 24<sup>th</sup>, 1998



**MEL**

**BEN**

*It was 2014, I was minding  
my own business when..*



**MEL**

**BEN: “I have a question  
MEL!”**



**BEN**

# MEL: “What’s your question?”



**BEN: “Why do new moms go to the ER with breastfeeding issues?”**



MEL: “Because BEN,  
finding support is  
very VERY difficult.”



**BEN: “That’s ridiculous!!!  
Moms have smart  
phones!”**



**Many**  
**conversations later..**



**BEN: “I’m building a  
breastfeeding app  
with my friend  
GEORGE!”**



# 1980's

**BEN**



**GEORGE**



**GEORGE: “We are  
building this app  
MEL!”**



**GEORGE**

# BEN: “Will you be our Chief Clinical Officer?”

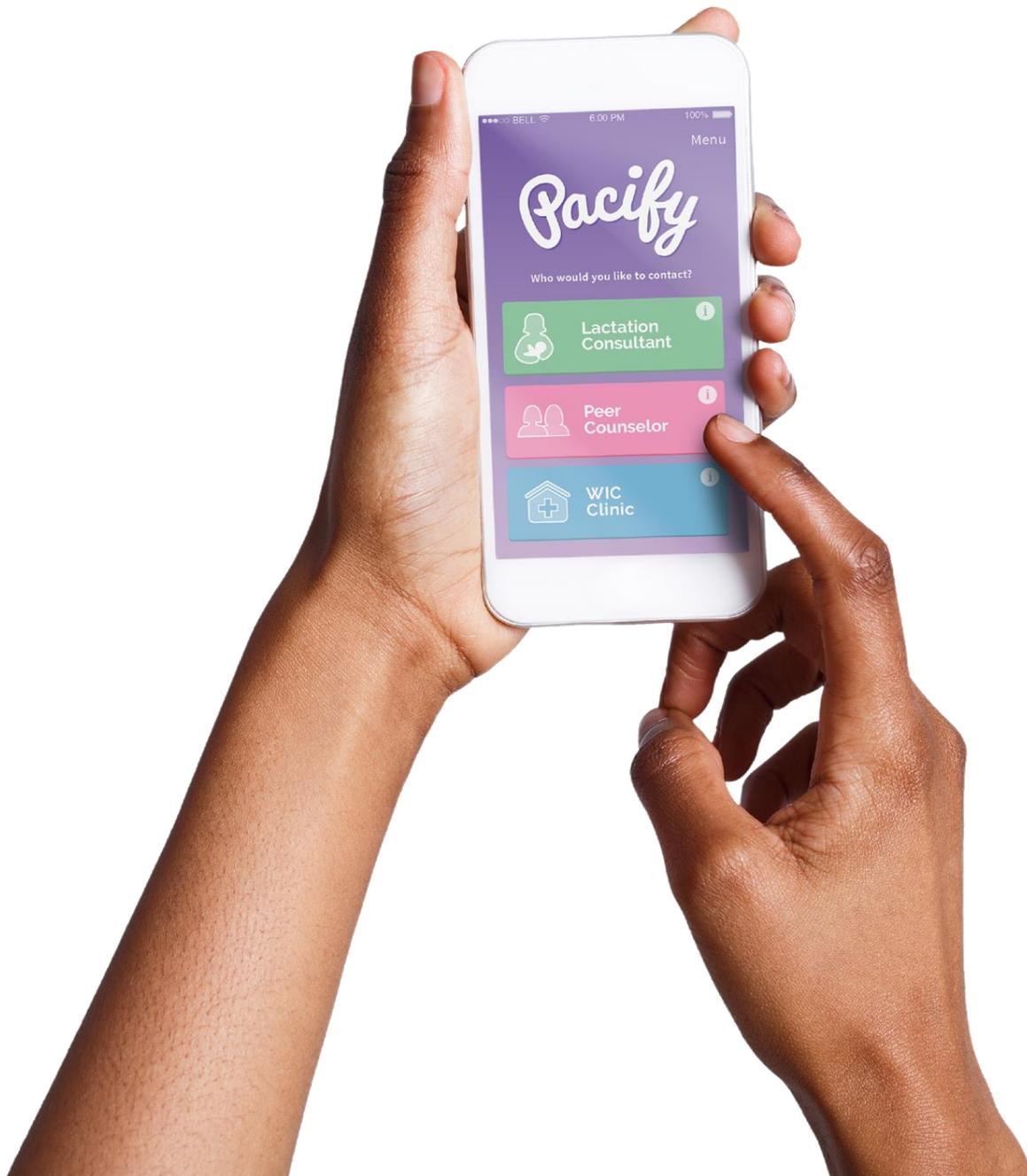


# MEL: “YES!!!”



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***What is Pacify?***



Menu

# Pacify

Who would you like to contact?

 Lactation Consultant 

 Peer Counselor 

 WIC Clinic 

Pacify is a mobile app that provides those who are pregnant or breastfeeding with on-demand lactation support, all from a smart phone



Video calls routed to  
**Pacify** Lactation  
Consultants (IBCLCs),  
24/7

# PACIFY: the patient's screen



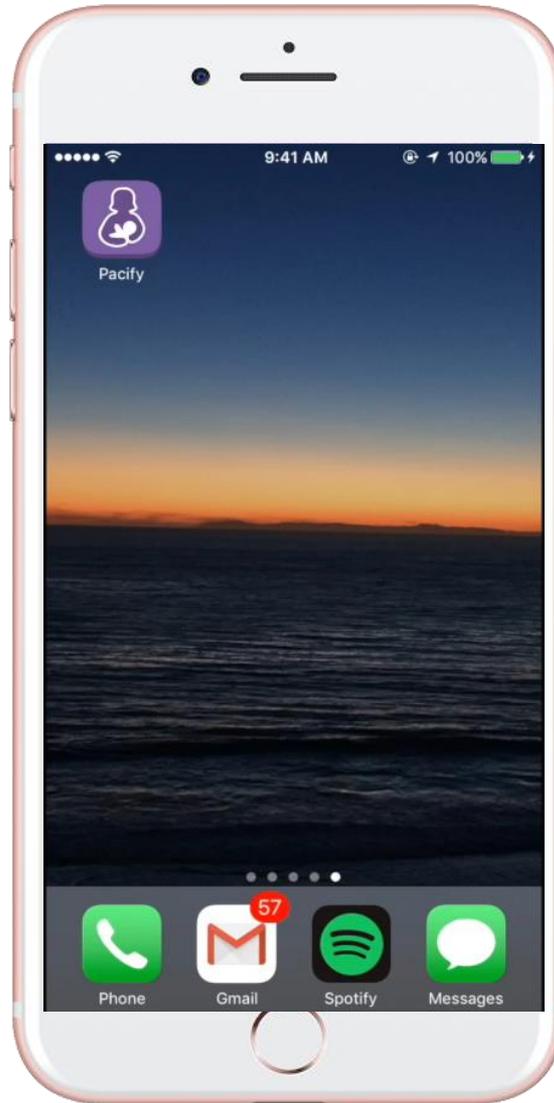
# A simple user experience



**24/7** support  
(nights and  
weekends)



**Unlimited**  
consultations



Services  
available in  
**English and  
Spanish**



Average answer  
time of about 30  
**seconds**

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***What kinds of  
questions do  
patients ask?***

# Common Questions

- Latch
- Milk supply
- Nipple pain
- Medications
- Pumping

- *“Is this normal?”*

- *“Am I doing this right?”*



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***Who is answering  
patient questions?***

# Pacify & iProvider



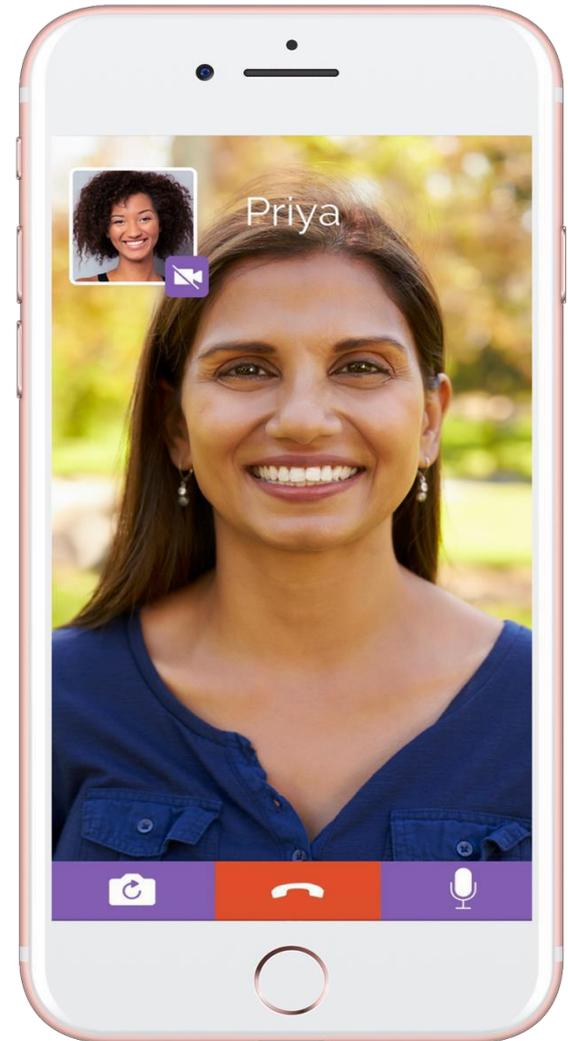
Pacify (for parents)



iProvider (for providers)

# Pacify's Lactation Consultants

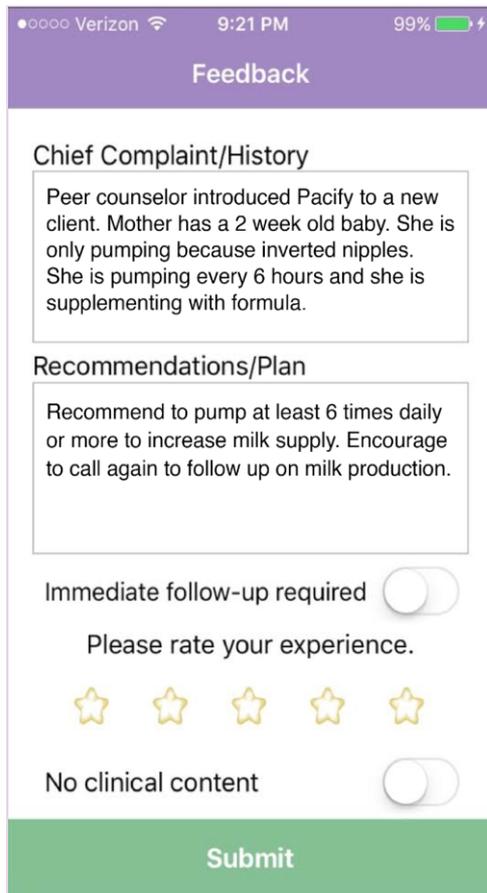
- **100% International Board Certified Lactation Consultants (IBCLCs)**
- **~15 years of clinical experience**
- **75% hold dual degrees RNs, RDs, or MDs**
- **Diverse provider network**



# Sample Charts

**Sent to partners for continuity of care ↔ HIPAA Compliant**

CHART 1



Feedback

Chief Complaint/History

Peer counselor introduced Pacify to a new client. Mother has a 2 week old baby. She is only pumping because inverted nipples. She is pumping every 6 hours and she is supplementing with formula.

Recommendations/Plan

Recommend to pump at least 6 times daily or more to increase milk supply. Encourage to call again to follow up on milk production.

Immediate follow-up required

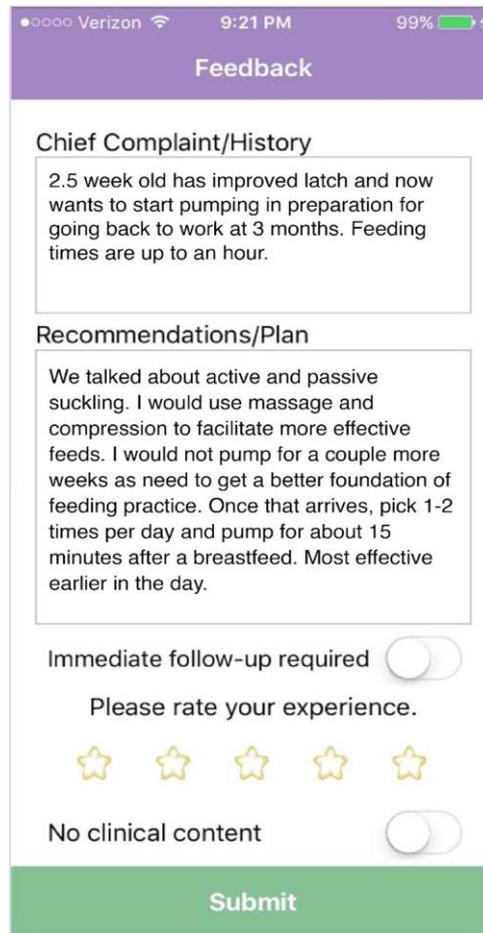
Please rate your experience.

★ ★ ★ ★ ★

No clinical content

Submit

CHART 2



Feedback

Chief Complaint/History

2.5 week old has improved latch and now wants to start pumping in preparation for going back to work at 3 months. Feeding times are up to an hour.

Recommendations/Plan

We talked about active and passive suckling. I would use massage and compression to facilitate more effective feeds. I would not pump for a couple more weeks as need to get a better foundation of feeding practice. Once that arrives, pick 1-2 times per day and pump for about 15 minutes after a breastfeed. Most effective earlier in the day.

Immediate follow-up required

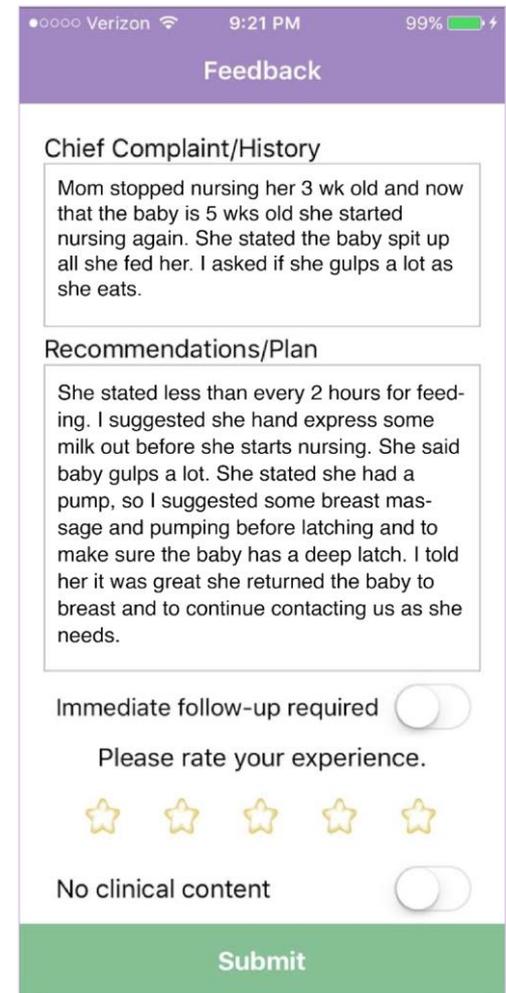
Please rate your experience.

★ ★ ★ ★ ★

No clinical content

Submit

CHART 3



Feedback

Chief Complaint/History

Mom stopped nursing her 3 wk old and now that the baby is 5 wks old she started nursing again. She stated the baby spit up all she fed her. I asked if she gulps a lot as she eats.

Recommendations/Plan

She stated less than every 2 hours for feeding. I suggested she hand express some milk out before she starts nursing. She said baby gulps a lot. She stated she had a pump, so I suggested some breast massage and pumping before latching and to make sure the baby has a deep latch. I told her it was great she returned the baby to breast and to continue contacting us as she needs.

Immediate follow-up required

Please rate your experience.

★ ★ ★ ★ ★

No clinical content

Submit

# Caller Reviews and Comments



**4.8/5 Stars**



I was able to get the baby to latch!

Outstanding! Saved my sanity.

Muchisimas gracias-muy atenta y clara.

So incredibly helpful and friendly. Made me feel like a wonderful mom.

Best help I've ever received, thank you so much!

Y'all are so good

You saved my marriage.

*Pacify*

***Where do parents  
find Pacify?***

# Where To Find Pacify



Available for purchase



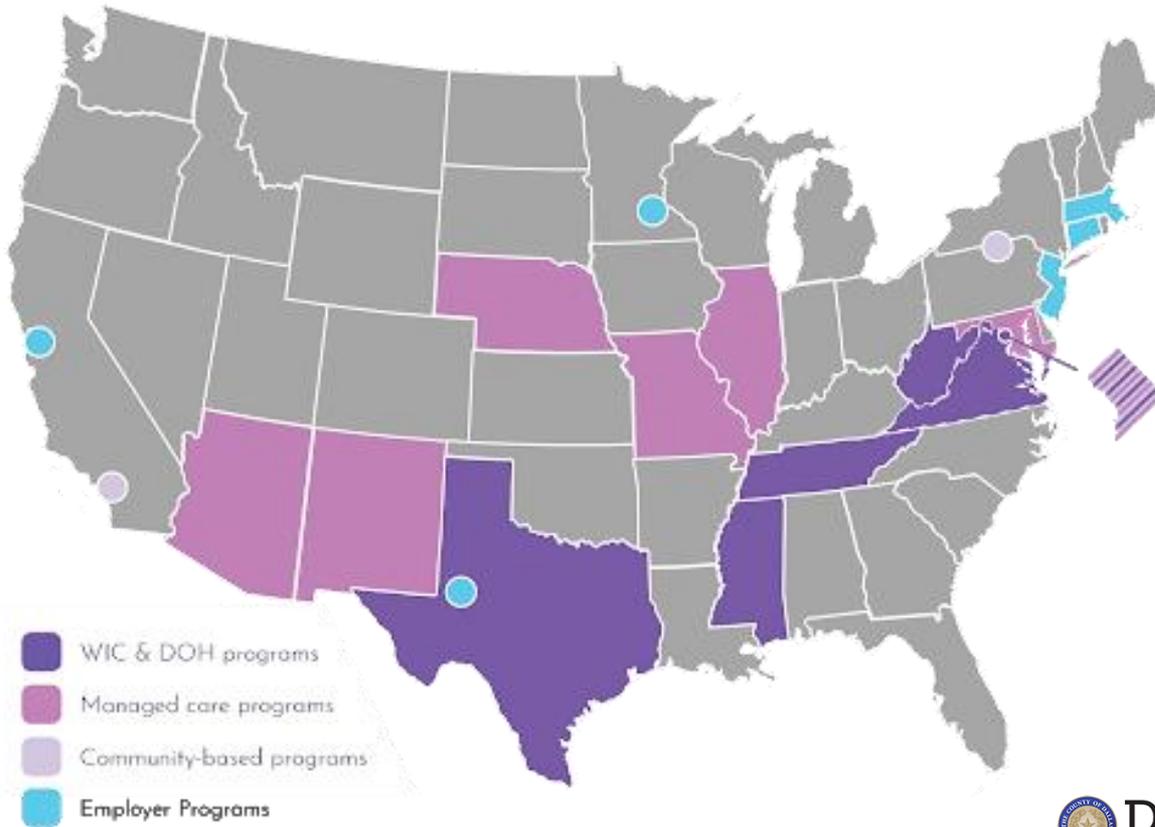
Baby Shower Gift

WIC, Medicaid, Home  
Visiting Programs

Hospitals: BF clinics,  
NICUs, Postpartum

Employers

# PACIFY: Partnerships



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***Are there any extra  
features besides  
video?***

# Tennessee Breastfeeding Hotline



AUDIO line: 1-855-4BFMOMS



Routed to Pacify IBCLC



IBCLC answers the audio call



IBCLC charts through the app

**\*\*Dallas Breastfeeding Hotline**

# Push Notifications



- Messages anchored to the baby's due date or birth date
- Tips and reminders reinforce existing campaigns and messaging
- Reminds moms that support is available to them anytime

# Customized call screens



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*Is there data on  
Pacify's  
effectiveness?*

# Pacify Results: WIC

- Total WIC clients Served: ~10,000+



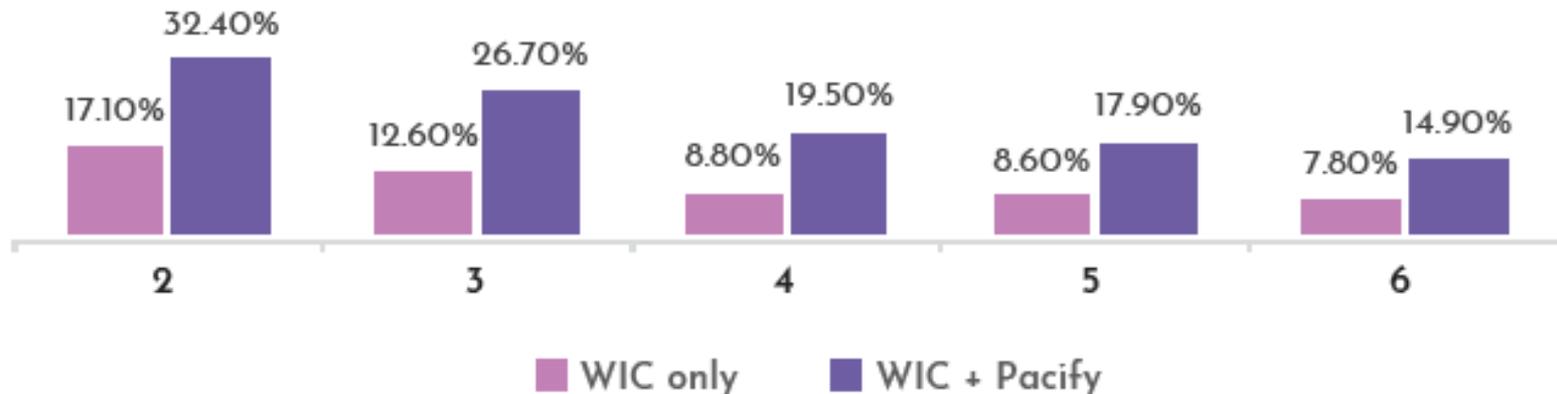
- Total Lactation Consults Completed: ~14,000+



- Total calls outside of clinic hours: 7,669 (57%)
  - *Weekend Calls*: 3,341 (44%)
  - *After Hours*: 4,328 (56%)

# Results: Mississippi WIC's Pacify App Program

## Rates of Exclusive Breastfeeding by Month



Compared to participants who were not enrolled in the WIC Pacify Program, participants who had access to the Pacify app were approximately:

**1.5X**

More likely to breastfeed at 3 months.

**2X**

More likely to breastfeed at 6 months.

**2.5X**

More likely to exclusively breastfeed at 3 and 6 months.

# RAND Telelactation Study



- **50%** of women made at least one call through the Pacify app and **33%** had a substantive clinical consultation.
- **87%** said the app was helpful, and **91%** were satisfied with the help they received.
- **>7%** higher overall breastfeeding rate among Pacify group at 12 weeks (73% vs. 68% in control).
- **24%** higher exclusive breastfeeding rate among Pacify group at 12 weeks (56% vs. 45% in control).

Utilization of 50%, “is quite high when you consider that when telehealth is offered to a population, you typically see uptake of less than 1% to 20%.”

- Lori Uscher-Pines, PhD

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***What are next steps  
for Pacify?***

# Next Steps

**HOSPITAL LACTATION CLINICS:** Clinics understaffed/wait times

**NICUs:** Moms with premature infants challenged to express milk

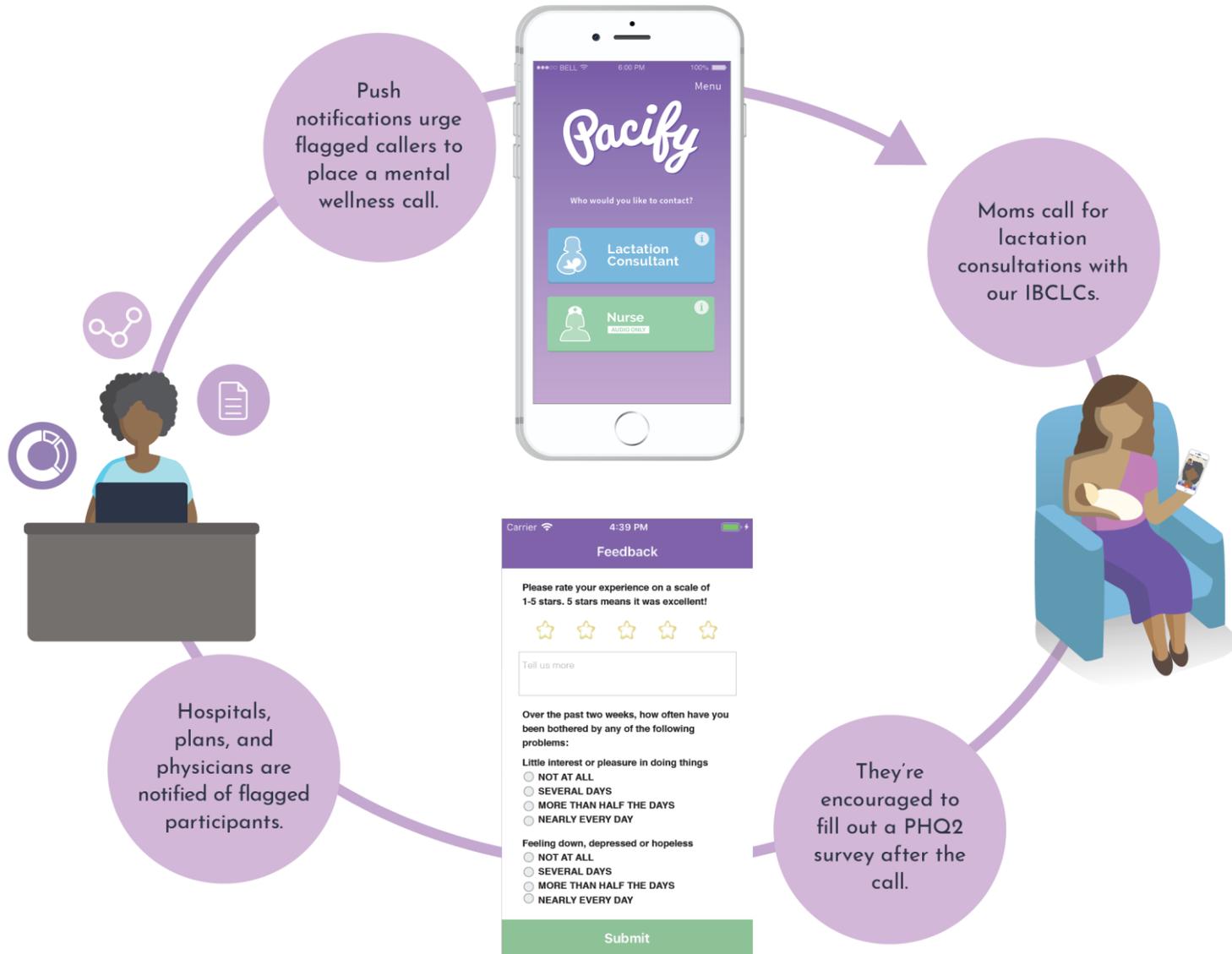
**BREASTFEEDING HOTLINES:** Only 9-5 M-F

**MEDICAID & WIC:** Clinics understaffed/wait times—HELP NEEDED!

**Maternal Mental Health:  
an urgent need**



# Example: Mental Health Screening



**9-5? Never heard of it.**



*Pacify*

***Any questions?***

# Pacify

## Questions?

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