Breastfeeding Help: Pacify in the palm of your hand

Melanie R. Silverman MS, RD, IBCLC
Chief Clinical Officer, PACIFY

www.pacify.com

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How did Pacify start?
...a family company
It was 2014, I was minding my own business when...
BEN: “I have a question MEL!”
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!”
BEN: “Will you be our Chief Clinical Officer?”
MEL: “YES!!!”
What is Pacify?
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
What kinds of questions do patients ask?
Common Questions

• Latch
• Milk supply
• Nipple pain
• Medications
• Pumping

• “Is this normal?”
• “Am I doing this right?”
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 sucking. 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 breastfeeding. 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
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.
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
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
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

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

Push notifications urge flagged callers to place a mental wellness call.

Moms call for lactation consultations with our IBCLCs.

Hospitals, plans, and physicians are notified of flagged participants.

They’re encouraged to fill out a PHQ2 survey after the call.
9-5? Never heard of it.
Any questions?
Questions?

Melanie R. Silverman MS, RD, IBCLC
Chief Clinical Officer
melanie@pacify.com
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