

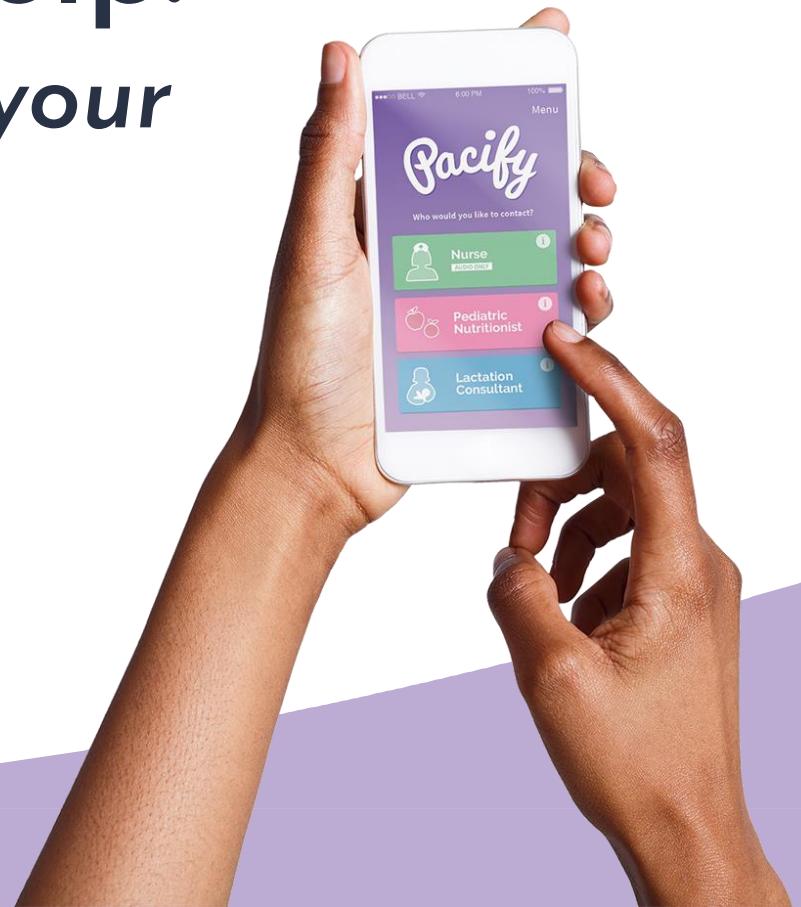


Breastfeeding Help: *Pacify in the palm of your hand*

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

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 24th, 1998



BEN

MEL

***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!”**

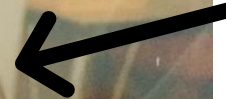


1980's

BEN



GEORGE



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



GEORGE

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



MEL: “YES!!!”



Pacify

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

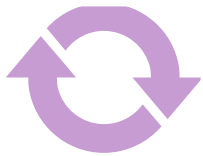
PACIFY: the patient's screen



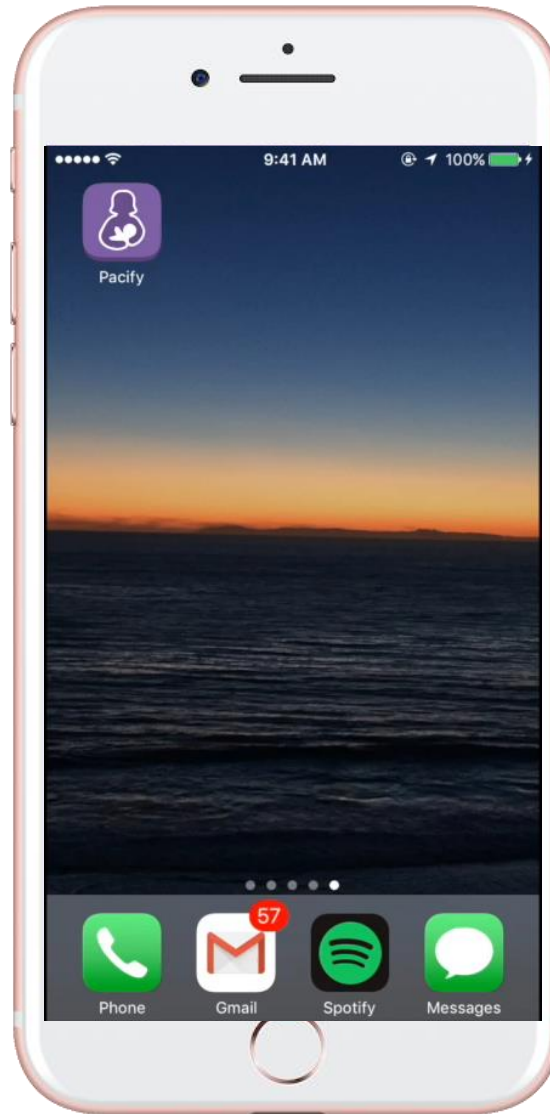
A simple user experience



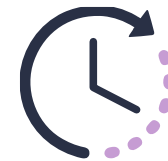
24/7 support
(nights and
weekends)



Unlimited
consultations



Services
available in
**English and
Spanish**



Average answer
time of about 30
seconds

Pacify

*What kinds of
questions do
patients ask?*

Common Questions

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

- *“Is this normal?”*

- *“Am I doing this right?”*



Pacify

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



Pacify & iProvider



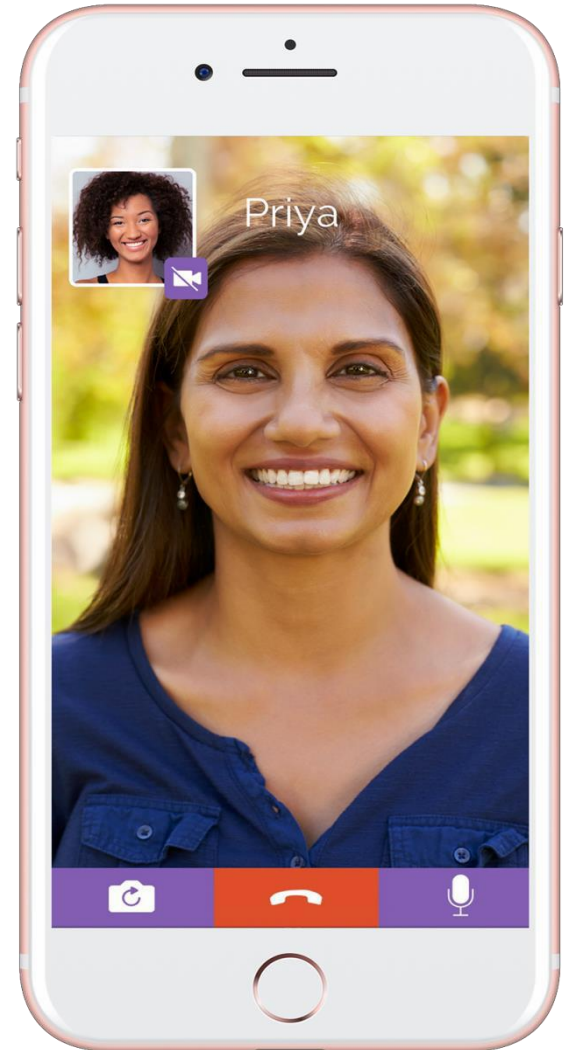
Pacify (for parents)



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



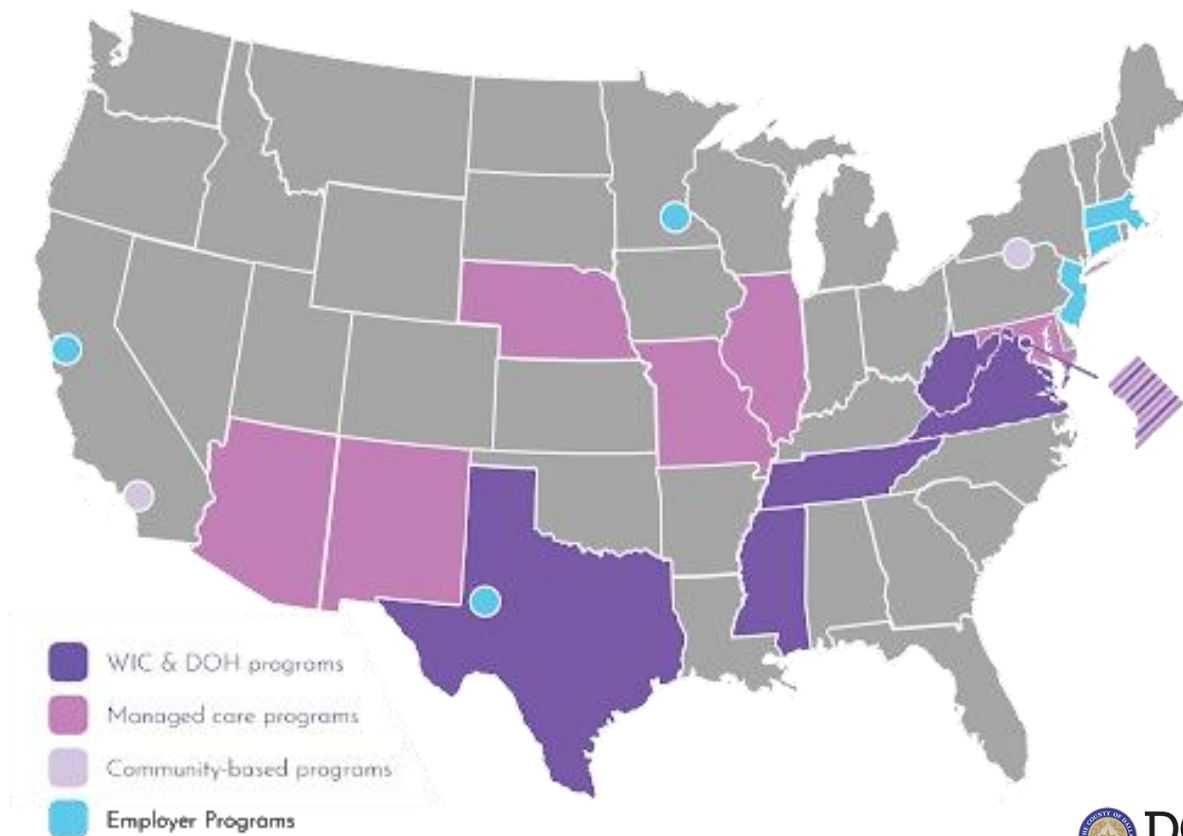
Baby Shower Gift

WIC, Medicaid, Home
Visiting Programs

Hospitals: BF clinics,
NICUs, Postpartum

Employers

PACIFY: Partnerships



Pacify

*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



Pacify

*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

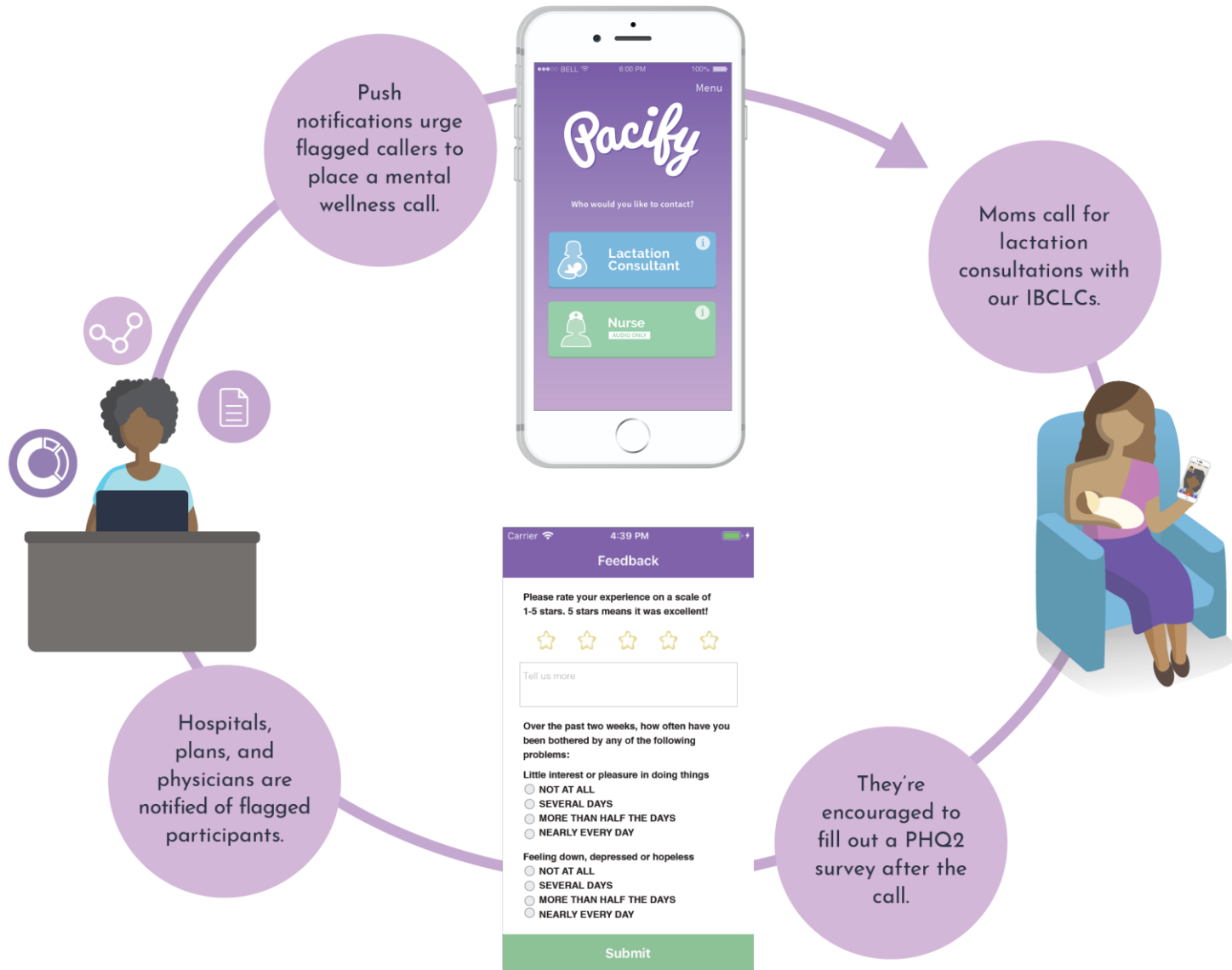
BREASTFEEDING HOTLINES: Only 9-5 M-F

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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melanie@pacify.com

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