Women's and Family Health App Auto-Prescriptions

Team

WOMEN AND CHILDREN'S INSTITUTE
Clinical leads

INFORMATION SYSTEMS (IS)
Epic cadence

MARKETING
Brand and project organization

Technology

WILDFLOWER HEALTH – CIRCLE
The Providence branded women's and family health mobile app

XEALTH
Auto prescribe communications platform

Learn More

Learn more about **Circle here** and **FAQs here.**

OVERVIEW

Starting in Dec 2021, Providence now invites patients to the Circle health app experience through a new auto-prescription program. In partnership with Wildflower Health and Xealth, Providence automates digital prescriptions in the provider workflow, leading to increased patient awareness and engagement in Circle.

The patient-facing experience notifies patients through a message from their Providence-affiliated OB provider. The communications are sent based on upcoming prenatal appointments and after labor and delivery from a Providence hospital. The trigger points are based on integrations provided by Xealth through the Epic workflow, and seamlessly automated to help streamline the provider's recommendation to Wildflower's unique Circle app.

The app not only provides personalized content aligned with a patient's due date and health conditions, but also directly connects the patient to trusted Providence resources in their community. This new workflow saw a 49% increase in registered users on the Circle app. Following birth, the app continues to support the entire family with content and tools specific to women's wellness and pediatric milestones. Additional phases and trigger points are planned for 2022 into the pediatric and women's health journey.

RESULTS

- E-mails open rates around **75%**
- Registered app users increased by **49%**
- New users average **2+** visits per week with an **8 min** duration (1.5 hrs per month)
- **50%+** of new users join in their first trimester, benefitting from the app's trusted clinical content and trackers throughout their pregnancy, into postpartum and the baby's first few years