



Implementing a digital childbirth education program

Birthly helps large southeastern hospital system implement a proven digital childbirth education program in 4 weeks. Program standardizes childbirth education across the system and reduces health inequalities by increasing access to critical education.

REGION	COMPANY TYPE	ANNUAL BIRTHS	TIMELINE
Southeast	Large hospital system	15,000	Four weeks

50% REDUCTION OF HARD COSTS

2X CLASS ENROLLMENT

9/10 PARENT SATISFACTION

Why does this matter?

Prior to implementing Birthly, this hospital system faced many of the same challenges that providers across the country deal with today when it comes to childbirth education. These challenges have limited expecting parents' ability to access evidence-based information about their births, disproportionately impacting those from lower social-economic backgrounds.

Administration

- Standardization of curriculum - evidence-based, up-to-date, peer-reviewed
- Lack of scheduling flexibility and reporting
- Inefficient registration management
- Lack of customer support

Expense

- Cost of hiring/training of educators
- Cost of program administration
- Lack of efficiencies

Finding what is best for the consumer

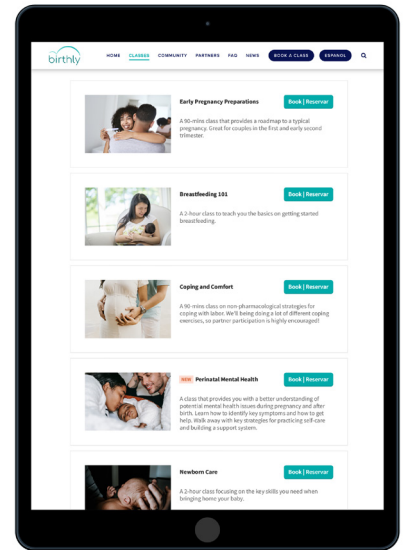
- Limited class availability / access barriers - in person classes create an inherent barrier to entry
- Limited curriculum development/new class initiatives - thought partner with market knowledge
- Health Inequities - transportation barriers, language barriers, more scheduling conflicts- more prevalent in lower socio-economic households

Better for partners

Reduction of hard costs by 40%

Historically, the traditional childbirth education model requires resources for physical classrooms, production of printed materials, as well as training and hiring of dedicated educators. With the adoption of Birthly's online platform and the elimination of these requirements, this health system was able to significantly reduce the hard cost associated with their previous program by 40%.

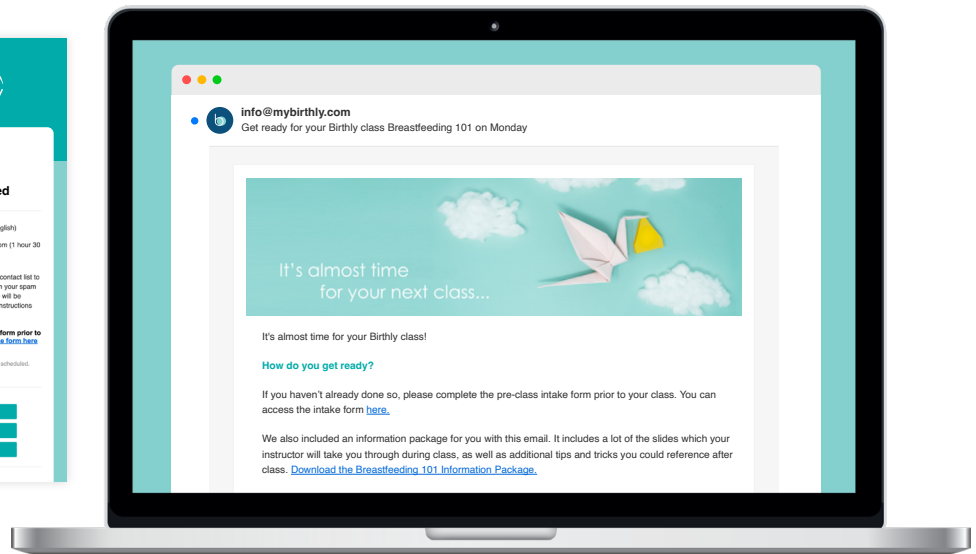
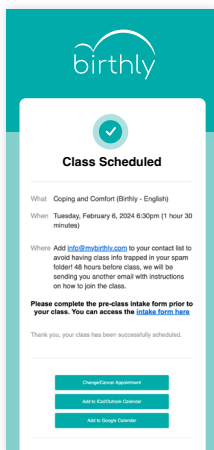
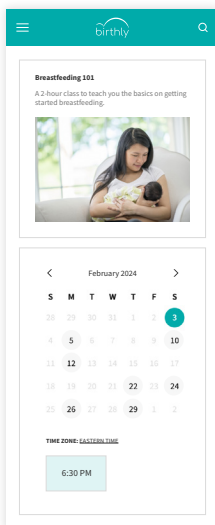
Birthly's comprehensive curriculum is evidence-based, taught by qualified instructors, and developed with partner needs in mind.



Digital resources curated and maintained by Birthly are automatically distributed to parents.

Decrease in administrative requirements

In addition to the hard costs associated with a traditional program comes the extensive administrative efforts required to develop a curriculum, manage scheduling and registration, and distribute resources. Birthly's online platform streamlined these administrative processes, reducing the time and effort required to manage them. This led to a more efficient allocation of resources and a decrease in overhead costs associated with childbirth education.

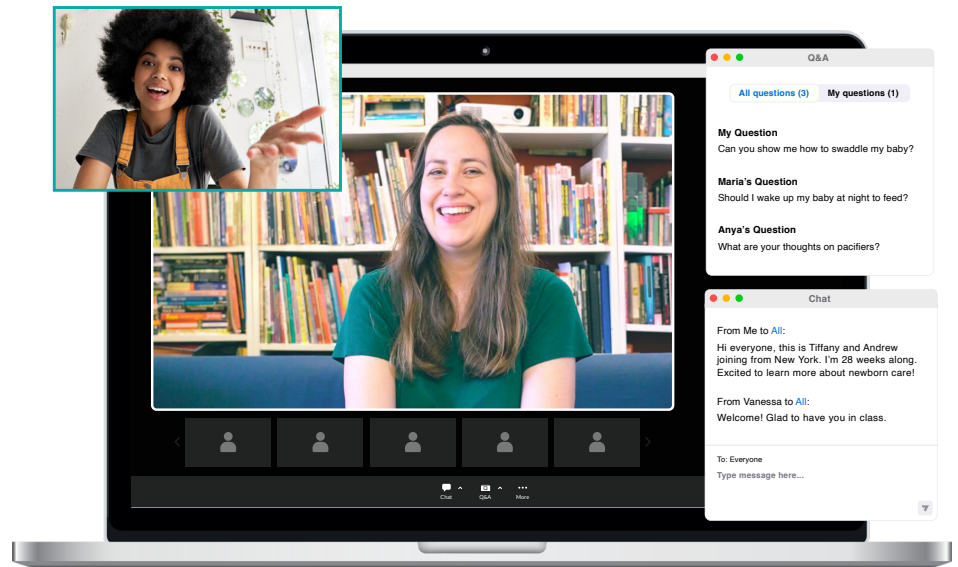
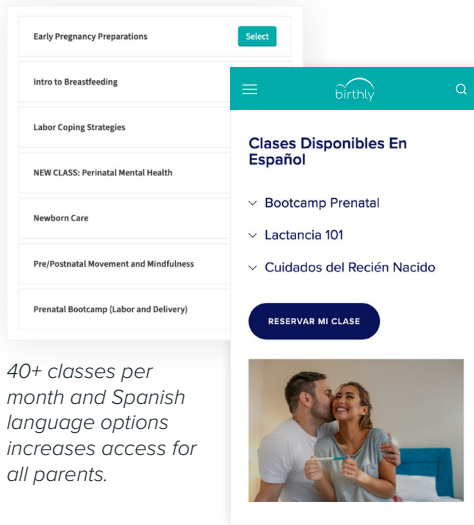


Birthly's online scheduling, automatic calendar invites, and scheduled reminders mean less admin work for our partners.

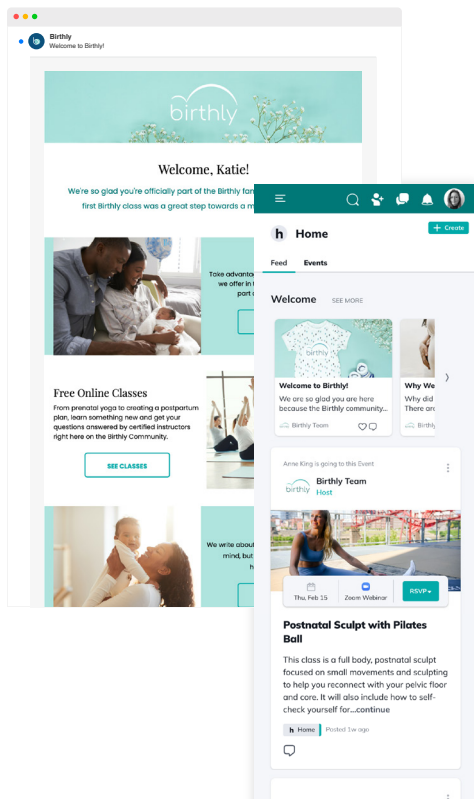
Better for patients

More access

The platform introduced a wider selection of class topics with different language options and provided more flexible and frequent scheduling options at convenient times. Its virtual and interactive format also eliminates access barriers created by transportation and other scheduling conflicts.



Parents prefer Birthly's live, digital childbirth education. With certified instructors, interactive Q&A, and group chat, parents get all the benefits of traditional education with none of the downsides.



More resources

Moreover, Birthly implemented an automatic class reminder system and provided timely customer support, further enhancing the overall experience for expectant parents and ensuring that they receive the essential prenatal education they require. The improvement in parent experience is evidenced by a satisfaction rating of 9/10 and a doubling of class participation.

Parents receive support through every step of their journey.

The bottom line

Parents across the country struggle to find convenient health education. By implementing Birthly, the hospital system was able to provide expecting parents:

- Larger perinatal class selection in multiple languages
- Wider date/time availability in a live setting
- More convenient platform eliminating barriers to access

“*My husband and I took the prenatal bootcamp class. The instructor was relatable and so knowledgeable. She made the content and conversation feel comfortable. Even after 1 of 2 sessions we felt like we learned SO much! We are so glad we signed up!*

– BIRTHLY PARENT

This expansion in service offering and volume was a significant achievement for the health system, enabling them to reach more expectant parents with high-quality education.

Before implementing Birthly, the program required a high touch environment with substantial quantitative investment. Creating and ensuring quality of a comprehensive curriculum and training dedicated educators, which incurred significant costs. With an annual birth rate of 15,000, it became imperative to explore more cost-effective and streamlined alternatives to continue offering prenatal education to patients. Birthly proved to be the solution needed, offering a standardized comprehensive curriculum that could be delivered in multiple languages.

