



Leah Sparks

CEO & Founder



How is Wildflower Health innovating within Maternal Care?

Wildflower's purpose is to radically improve maternal care delivery and health outcomes by helping OB providers and payers transform perinatal care and payment models. We bring all

the capabilities that providers and payers need to enter into value-based arrangements, including the bundle model and analytics, point of care technology, remote monitoring, and care coordination.

How does technology have the potential to transform the future of Maternal Care?

Technology like Wildflower's can engage patients as an extension of prenatal care to help better stratify for clinical and social risks, drive care plan compliance, and accelerate escalations to care. When integrated into provider workflows and communication paths, this type of technology approach can improve prevention and reduce rates of complications. Technology



also has the potential to improve clinical decision support for providers and enable novel analytics for risk prediction. We believe technology is a powerful part of the solution, but needs to be connected to the healthcare ecosystem to maximize impact on care and outcomes.

How important is it that different stakeholder groups get involved, strategize and take action to improve maternal care?

We are at a crisis point in the United States as it relates to the safety, access and cost of maternal care. In order to change the trajectory, payers, providers and patient advocates must come together to innovate.

Which conversations are you most looking forward to having at the Future of Maternal Care Summit?

I'm looking forward to meeting with like-minded individuals who share our passion for women's health. In particular, I am hoping to have conversations with innovators, payers and providers on opportunities to align value-based payment models with care innovations.

You can hear more from Leah Sparks, CEO & Founder of Wildflower Health, at The Future of Maternal Care Summit on January 25th-26th in San Francisco, CA. Leah will be participating in the panel discussion: 'Reimbursement in Maternal Care.'