



FUTURE OF MATERNAL CARE

San Francisco, California | January 25-26 2023

Conference Day 1, January 25

8:00am Registration, Breakfast and Networking

9:00am Chairs Opening Remarks

Kimberly Seals Allers, Founder, [Irth App](#)

9:10am Keynote Presentation: The Maternal Healthcare Crisis - Why Maternal Care Must Be Established as a Healthcare Priority

There is a Maternal Healthcare Crisis in the US, with estimates that women today are twice as likely to die during pregnancy than the previous generation. For Black, Hispanic and Indigenous Mothers this risk is even higher, with the rates of Maternal Morbidity shown to be 2-3 times greater than in White Mothers. With the recent overturning of Roe Vs. Wade and abortion bans, these disparities are set to become even harder to overcome. How can we ensure therefore that all stakeholder groups are on board to establish Maternal Care as a Healthcare Priority?

Neel Shah, Chief Medical Officer, [Maven Clinic](#)

9:35am Panel Discussion hosted by Heluna Health: Striving for Birth Equity: Community-Based Models of Success in California

Moderator: **Nwando Anyaoku, Chief Health Equity Officer, [Providence/ Swedish](#)**

Zea Malawa, Founder and Physician Director, [Expecting Justice \(Abundant Birth Project\)](#)

Marna Armstead, Doula and Executive Director, **SisterWeb Doula Collective**

Toncé Jackson, Co-Founder of **CinnaMoms** & Senior Health Equity Manager at **Heluna Health WIC**



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10:15am

Morning Break, Refreshments & Networking

Empowerment - Meeting the Mother Where They're At

11:05am Panel Discussion: How can the Maternal Care Industry Encompass Holistic Approaches to Care to Ensure Mothers are Wholly Supported?

Holistic Care and more Integrated Care Models may help provide higher quality, more personalized and convenient care for the Mother. How can this more whole-person approach to care improve Maternal health outcomes?

- What does empowerment look like for different demographics?
- How can we integrate Mental Health Support both prenatally and postnatally?
- How can healthcare systems re-centralize the patient in their treatment and offer decision making opportunities for them?
- What gaps currently exist in provider understanding & education of maternal health and how can we strategize to bridge these gaps?

Moderator: **Diana Derige**, Vice President, Health Equity Strategy, **American Medical Association**

Kay Matthews, Founder, **Shades of Blue Project**

Melanie Silverman, Chief Clinical Officer, **Pacify**

Liz Miracle, Head of Clinical Quality & Talent, **Origin**

Zainab Sulaiman, Vice President of Impact & Advocacy, **HealthConnect One**

11:45am Presentation: Connected Maternity Care - Paving The Way from Technology to Value

Despite the tremendous boost in virtual care triggered by the Covid-19 pandemic, maternity care delivery powered by the digital health ecosystem is far from being the default standard of care.

In this presentation, we will describe the process of proving real value creation through the implementation of a comprehensive digital health platform for maternity care delivery. We will discuss value creation from

different stakeholders' perspectives, the critical role of innovative maternity care visit schedules, and the potential for complementary maternity care services delivered through Connected Maternity Care infrastructure.

Arturo Weschler, Vice President of Innovation, **HeraMED**



12:10pm Presentation: Reimagining Virtual Care to Facilitate Community Connection and Combat Maternal Health Disparities

Amanda P. Williams, Medical Director, **Mahmee**



12:30pm

Lunch and Networking

Diving Deeper Into Health Inequity in Maternal Care

1:30pm Presentation: Prioritizing Black Maternal Care

The rates for Maternal Mortality for Black Women is Over Double the National Average for Maternal Mortality. This presentation will outline what steps must be taken to ensure Black Maternal Care is addressed and recognised a priority in Healthcare Systems.

Layo George, Founder & CEO, **Wolomi**

1:55pm Presentation: Learning from the Lived Experience: Lifting Up Black & Brown Patient Voices for More Respectful and Equitable Maternal Care

To achieve an equitable maternal care system, we must center the lived experience as critical data needed to advance care. Learn about Irth's innovative approach, learnings from the first national database of Black & brown patient voices in maternity care, and how transparency and community accountability are driving impact.

Kimberly Seals Allers, Founder, **Irth App**

2:20pm Panel Discussion: What Steps Do Different Stakeholder Groups Need to Take to Ensure The Future of Maternal Care is Bright Across All Demographics?

The Maternal Health Crisis requires engagement from all stakeholder groups to tackle the high rates of maternal mortality and poor maternal health outcomes. What are the current challenges associated with providing high quality maternal care across all demographics, and how can all stakeholder groups strategize and have methodologies to address these issues?

- What are the current challenges in providing accessible and high quality perinatal care?
- How can we, as professionals, more closely engage with community members and patients to achieve maternal health equity? Who are the key stakeholder groups, in particular community stakeholder groups, that we need to engaged in maternal care and how can we successfully engage with them to affect maternal mortality rates and disparities?
- How can population health data and public health knowledge be integrated into healthcare systems to help improve maternal health outcomes across all demographics?
- How can digital platforms and technology be used as a tool to achieve health equity?

Moderator: **Ericka Gibson**, Medical Director, **Kaiser Permanente Medical Center**

Crystal Tyler, Chief Health Officer, **Rhia Ventures**

Jin Lee, Director of Digital Health, Rx+ (Global), **Astellas Pharma Inc.**

Andrea Winter, Senior Director, Women's & Children's Strategy, **HealthPartners**

Angela Glyder, Vice President of Clinical Operations, **Lucina**

The logo for Lucina, featuring the word "lucina" in a dark grey, lowercase, cursive font. A small green dot is positioned above the letter 'i'.

3.00pm Afternoon Break and Refreshments

Investing in the Future of Maternal Care

3:35pm Panel Discussion with Lengthened Q&A: How do We Break Through the Bottleneck to Increase Investment in Maternal Health?

This investor-focused panel will offer an opportunity for Maternal Health Companies to hear from top healthcare investors on how best to secure investment.

- What was you and your funds' journey into maternal health?
- What trends have you seen in the maternal health innovation landscape which you are excited about?

- How do investors define the maternal health space? For example by focus area (delivery, mental health, postpartum) or by sector (diagnostic, therapeutic, device, digital)
- What unmet needs are you not seeing being addressed in the maternal health innovation landscape?
- What motivates an investor to invest in Maternal Health companies? What key piece of information would each investor panelist give to Maternal Health companies looking to secure investment?
- What tends to be the most common barriers that prevent investors from investing in Maternal Health companies?

Moderator: **Tracy Dooley**, Partner, **Avestria Ventures**

Emily Zhen, Venture Capital Investor, **New Enterprise Associates**

Alice Zheng, Principal, **RH Capital**

Jessica Karr, General Partner, **Coyote Ventures**

4:15pm: Shark Tank Pitches - 3 Maternal Health Start-Up Companies Pitch to A Panel of Investors

In this Shark Tank Session, Maternal Healthcare Start-Up Companies will pitch for 10 minutes each to a panel of investors with feedback provided to them post-event. Expect to hear from the newest Start-Ups in Maternal Care at a variety of funding stages.

Moderator: **Kimberly Seals Allers**, Founder, **Irth App**

Presenting Start-Ups:

Neil Ray, CEO & Founder, **Raydiant Oximetry**

Mandy Major, CEO, Founder & Certified Postpartum Doula, **Major Care™**

Ijeoma Uche, Co-Founder, **Birth By Us**

Investors:

Emily Zhen, Venture Capital Investor, **New Enterprise Associates**

Carli Sapir, General Partner, **Amboy Street Ventures**

Linda Greub, General Partner, **Avestria Ventures**

5:05pm: Panel Discussion: Reimbursement in Maternal Care

The role of Payers in the Future of Maternal Care cannot be understated. This panel will discuss the current strategies Payers have in place to tackle the Maternal Health Crisis, and what further steps payers can take to ensure Maternal Health outcomes are improved.

- What current strategies do Payers have in place to improve Health Equity in Maternal Care?

- What can Payers learn from Providers and Maternal Health companies about how best to innovate within Maternal Health?
- How are Payers investing in more personalized, accessible and high quality Maternal Care?
- What is your collective view on recent changes in state legislation/reimbursement for maternal care? For example for Doulas.
- How can payers and providers respond to these changes in a way that ensures that the benefits extend across all populations ?

Moderator: **Reema Taneja**, Senior Counsel, **Nixon Gwilt Law**

Leah Sparks, Chief Executive Officer and Founder, **Wildflower Health**

Jill Davis, Director, Disease Case Management and Clinical Education, **HealthPartners**

Pooja Mittal, Chief Health Equity Officer, **Health Net**

Zainab Sulaiman, Vice President of Impact & Advocacy, **HealthConnect One**

Christine Henningsgaard, Chief Executive Officer and Co-Founder, **Quilted Health**



5:45pm Chair's Closing Remarks

Kimberly Seals Allers, Founder, **Irth App**

5:55pm Close of Day 1 of Future of Maternal Care Summit

Conference Day 2, January 26th

8:00am Registration, Breakfast and Networking

9:00am Chairs Opening Remarks

Kimberly Seals Allers, Founder, **Irth App**

Looking Top Down - Governmental Initiatives on Maternal Care

9.10am Presentation: The Gold Standard of Care for Birthing People: Re-centering on the Midwifery Model

Elle Schnetzler, Chief Clinical Officer, **Quilted Health**



9:35am Panel Discussion: How can Policy Makers Prioritize Maternal Care in the Future?

Policy makers play an undeniably crucial role in driving innovation and improved outcomes within Maternal Care. With the recent overturning of Roe Vs Wade, how are policy makers going to address the increased demand in maternal care and tackle the Maternal Health crisis?

- What policies are currently in place to tackle the maternal health crisis? Of the policy gaps that currently exist, which 2 would each panelist say are the most prominent in maternal care?
- What are the effects of not focusing on closing maternal health gaps, not just to the Mother but to the family, community and nation?
- How is each panelist striving to close these gaps in maternal care? Who else, aka providers, payers, policy makers etc needs to be involved, and what will it take to get them to invest in establishing maternal care as a priority?
- Looking forward, what are we excited about that is on the horizon for maternal care on the policy front?
- What would each panelist's 2 call of actions be to ensure the future of maternal care is bright?

Moderator: **Kimberly Seals Allers**, Founder, **Irth App**

Flojaune Cofer, Senior Director of Policy, **Public Health Advocates**

Sarah Hague, Chief Programs Officer, **Vote Mama Foundation**

Linda Genen, Chief Medical Officer, **ProgenyHealth**

10:15am

Morning Break, Refreshments & Networking

Future Innovations in Maternal Care

11:00am Presentation Case Studies: Maternal Care Technology & Improved Maternal Health Outcomes

11:00am: Case Study 1: **Lauren Demosthenes**, Senior Medical Director, **BabyScripts**

11:15am: Case Study 2: **Alyssa Dietz**, Senior Director, Precision Care Strategy, **Twill**

11:30am: Case Study 3: **Olga Kokshagina**, Co-Founder, **Ninti**



11:45am Panel Discussion: How can Innovation in Virtual Care & Technology Change the Course for Maternal Care?

Virtual Care and healthcare technology offer an opportunity to tackle many of the problems within Maternal Care. Integration of these healthcare approaches could solve a wealth of problems such as enabling equitable access to care, providing more holistic care, improving problems with patient engagement and enabling the shift of healthcare to a value-based model. This panel will discuss these technological and virtual innovations and their role in ensuring the Future of Maternal Care is bright for all.

- How can technology be used to elevate effective strategies in Maternal Care?
- How can Virtual Maternal Care address the healthcare needs of individuals from underserved populations? What groups are at risk of being left out of Virtual Maternal Care and how can we innovate around these populations
- How can provider systems, policy makers, pharma and payers make use of the recent advances in technology to propel improvement in Maternal Health Care outcomes?
- How much are provider systems utilizing virtual care for Maternal Health, how can ensure Virtual Care is better implemented into healthcare systems?

Moderator: **Layo George**, Founder & CEO, **Wolomi**

Dilek Barlow, Vice President, Product Strategy, **Twill**

Eric Dy, Founder & CEO, **Bloomlife**

Crystal Adesanya, Founder & CEO, **Kiira Health**

Kari Carlson, Medical Director, **Permanente Medical Group**

12:25pm Panel Discussion - The 4th Trimester: Maternal Support on the PostPartum Journey

This panel will focus on understanding how we can ensure that high quality care is provided to the mother not just during pregnancy, but after birth - postpartum. This panel will examine the wealth of challenges both unique to postpartum care, and that exist throughout the maternal care journey which affect a mother's ability to access quality care after birth.

- What are the biggest barriers for mother's looking to access postpartum care? What strategies are in place or could be put in place to overcome these?
- How can we ensure that the postpartum care provided is holistic, taking into account the mother's physical health, mental health, socioeconomic situation and employment status?
- How can we invest in high quality doula care post-partum?
- How can we improve postpartum education for mothers? For example providing clear and comprehensive guidance on lactation, pelvic floor disorders, postpartum depression/anxiety.
- How can different stakeholder groups ensure a continuum of maternal care is provided to the mother, to ensure the mother feels wholly supported?

Moderator: **Alissa Erogbogbo**, Medical Director, **Maven Clinic**

Liz Miracle, Head of Clinical Quality & Talent, **Origin**

Amanda P. Williams, Medical Director, **Mahmee**

Bhairavi Parikh, Chief Operating Officer, **Wildflower Health**

Lydia Zeller, President & CEO, **Flyte**



1:05pm Chairs Closing Remarks

Kimberly Seals Allers, Founder, **Irth App**

1:10pm End of Future of Maternal Care Summit