



FUTURE OF MATERNAL CARE

January 30-31st | 2024
San Francisco, CA

Confirmed and Invited Speakers Include:

- **Amanda Williams**, Medical Director, **Mahmee**
- **Gary Pugh**, Medical Officer, **Alabama Department of Public Health**
- **Diana Derige**, Vice President, Health Equity Strategy, **American Medical Association**
- **Dare Henry-Moss**, Manager of Health Equity Program Stratwegy, **Independence Blue Cross**
- **Dawn Steiner**, OBGYN Medical Director, **Centene**
- **Lori-Ann Satran**, Associate Vice President of Women's, Infants and Children, **HonorHealth**
- **Sarah Chen**, Vice President of Clinical Innovation, **Maven Clinic**
- **Rachel Sheehan**, Corporate Director of Women's and Newborn Services, **UHS**
- **Linda Greub**, Managing Partner, **Avestria Ventures**
- **Meghan Doyle**, CEO and Co-founder, **Partum Health**
- **Linda Genen**, Chief Medical Officer, **Progeny Health**

Conference Day One | Tuesday, 30th January

8:00am **Registration, Breakfast and Networking**

9:00am **Chair's Opening Remarks**

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

9:10am **Keynote Presentation: Setting the Stage: Maternal Care in the US - Where are We Now?**

Inaugurating the Future of Maternal Care Summit, this opening keynote presentation will delve straight into maternal care in the US and the current state of maternal health outcomes. Reflecting on the year following our previous gathering, where are we now? What strides have been taken? How have maternal care outcomes changed? And how far are we from achieving birth equity?

Amanda Williams, Medical Director, **Mahmee**

9:35am **Keynote Panel Discussion: The Answer is in the Community - Hosted by Heluna Health**

As Kimberly Seals Allers reminded us at the last summit, for maternal care, ‘the answer is always in the community’. This panel conversation about centering community in public and population health will focus on how we can harness the power of community to enhance maternal care outcomes, how we can recognize and leverage community-based approaches, and how prioritizing community can help close empathy gaps.

- How can we harness the power of community to enhance maternal care outcomes?
- What strategies or community approaches have demonstrated success in improving maternal health outcomes?
- What are the most effective ways to engage the patient’s family and closer community in their care and what is the value in this?
- How has the community, and can the community continue to close gaps in patient care? For example access to care gaps and equity gaps? How can other stakeholders work in tandem with communities to close gaps such as these?

Moderator: **Sherenne Simon**, Principal, **Global Simon Group**

Renaisa Anthony, Founder, **MOMentum Park**

Wen Ting ‘Wendy’ Fung, Breastfeeding Services Manager, PHFE WIC, a program of Breastfeeding and Nutrition Services, **Heluna Health**

Celeste Beck, Associate Research Scientist, **Heluna Health**

10:10am

Morning Refreshments and Facilitated Networking

During this extended morning refreshments break, there will be a series of round tables each centred around specific topic in maternal care to allow for effective networking. Use this time to network with individuals at the summit, enjoy refreshments and share thoughts on some central topics. More information to be announced on this soon...

10:55am **Presentation: The Rise of Doulas: Exploring Their Growing Popularity with Millennial Moms and Impact on Positive Maternal Health Outcomes**

In this presentation, Alisa Marie Beyer, a seasoned business strategist in women’s reproductive health and a professional doula for U.S. Military families in San Diego, delves into two fundamental truths about the growing popularity of doulas among millennial moms and their impact on positive maternal health outcomes. She will explore these truths in detail, highlighting their significance for companies marketing to expectant and new mothers, as well as for organizations focused on improving maternal outcomes, ranging from hospital systems to clinical care supporters. Beyer will discuss the vital role of doulas, present supporting data and trends in the birthing industry, and underscore the increasing relevance of doulas in modern maternity care.

Alisa Marie Beyer, Founder & Managing Partner, **Anchor Strategy Group** and Chief Strategist, **Pumpspotting**

11:20am **Shark Tank Pitches**

The Shark Tank Pitches are back! During this session each start-up will speak for 10 minutes followed by a 5 minute feedback from investors. After this, investors will provide general guidance to the audience on what investors are looking for in this space.

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

11:20am Start up 1: **Vu-An Foster**, Founder & Executive Director, **Life After 2 Losses**

11:35am Start up 2: **Aqil Jaigirdar**, Founder, **Gravida**

11:50am Start up 3: **Elena Colon**, Project Director & Community Health Coordinator, **Luz de Atabey Midwifery Project**

12.05pm Investment Panel:

Linda Greub, Managing Partner, **Avestria Ventures**

Anula Jayasuriya, Partner, **DigitalDxVentures**

Tracy Dooley, Partner, **Avestria Ventures**

12:35pm

Lunch and Networking

Maternal Health Equity and Access to Care

2:00pm **Panel Discussion: Improving Maternal Mortality in Rural Health Populations**

This panel will hone in on the high rate of maternal mortality in rural health populations. Looking at the current systemic barriers in the US healthcare system, the latest technological and community-based innovations and how we can improve patient education, this panel will look at how we can bring our learnings together to overcome this pressing issue

- How can we leverage communities and education programs to bridge the gap for rural populations and provide rural patients with adequate knowledge and resources to enable safe pregnancies?
- What approaches have been used recently to try and improve maternal mortality in rural populations? Which have been successful and which haven't?
- What policy changes are needed to improve maternal mortality and maternal outcomes in rural populations? What is the policy energy at the moment in helping rural patients?
- How are healthcare systems investing in improving maternal care for rural populations?

Moderator: **Adrienne Griffen**, Executive Director, **Maternal Mental Health Leadership Alliance**

Gary Pugh, Medical Officer, **Alabama Department of Public Health**

Emma Sugerman, Co-founder and Chief Operating Officer, **Mavida Health**

Fahimeh Sasan, Chief Innovation Officer and Founding Physician, **KindBody**

2:40pm **Panel Discussion with Lengthened Q&A : Building Equitable Maternal Care from the Ground Up**

This panel discussion, involving speakers from a diversity of stakeholder groups - insurers, healthcare systems, community based organizations, maternal care providers and investors will focus on one the the largest issues in maternal care - the impact of systemic racism on maternal outcomes for Black and Brown Patients. This panel discussion will be extended to enable 15 minutes of questions at the end from the audience.

- How can we confront current inequitable systems and build systems that can help us achieve health equity?
- How can we gather and utilize feedback from patients experiencing or at risk of racism in maternal care to rebuild current healthcare processes?
- How can we work with communities to achieve maternal health equity?
- How can we, as professionals, ensure we advocate for black and brown patients in the most impactful way?
- What innovations have shown evidence in improving maternal care?
- What two final things/ call to actions would each panelist say to the audience regarding maternal health equity?
- How can we operate justice and equity into business models

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

Melissa Layne, Director of Population Health, Clinical Operations for Maternal Child Health Programs, **Centene**
Diana Derige, Vice President, Health Equity Strategy, **American Medical Association**
K'Lynn Mitchell, Registered Dietitian and the CinnaMoms Project Coordinator, PHFE WIC Program, Breastfeeding & Nutrition Services, **Heluna Health**
Dare Henry-Moss, Manager of Health Equity Program Strategy, **Independence Blue Cross**

3:25pm

Afternoon Break, Refreshments and Networking

Patient-Centered Holistic Maternal Care

4:05pm **Panel Discussion: Empowering & Sustainable Birth Choices - Increasing Access to Midwives for All Birthing People**

This panel will hone in on a crucial and often underfunded area of maternal care - midwives and will examine what steps need to be made to better integrate midwives into the maternal care pathway.

- Firstly, what is the evidence showing the value of prioritizing midwifery led care in maternal care? What gaps can this approach help to bridge?
- What are current strategies to better integrate midwives into the maternal care pathway, and what further steps must we make as an industry?
- What are the best practices for contracting and reimbursement for advancing midwifery care?

Holly Smith, Midwifery Integration Project Lead, **California Nurse Midwives Foundation**
Kimberly Durdin, Executive Director, **Birthing People Foundation**
Jyeshtha Wren, Program Director, **BElovedBIRTH Black Centering**

4:35pm **Lightning Talks**

These short 15 minute talks will dive into two important areas and patient populations which must be considered when designing maternal healthcare models.

4:35pm - Gestational Diabetes **Gary Pugh**, Medical Officer, **Alabama Department of Public Health**

4:50pm - The Impact of the Social Determinants of Health (SDoH) on Maternal Care Outcomes. **Whitney Perkins**, Vice President, Social Determinants of Health, **Highmark Health**

5:05pm - Mental Healthcare in Maternal Health, **Andrea Niles**, CEO and Founder, **Prospera**

5:20pm **Panel Discussion: Increasing the Value and Convenience of Postpartum Visits**

Attendance for postpartum visits is often low which may be attributed to the value and convenience of these visits for mothers. How can we improve these visits by understanding the difficulties the mother may have firstly in accessing this postpartum checkup, and secondly by ensuring these visits are valuable for the mother.

- Fundamentally, what support ideally would a mother need from their healthcare provider post-birth? What does this support look like at the moment?
- Which populations show the lowest attendance for their postpartum visits? How can we understand and meet the mother where they're at before strategizing to improve these visits for mothers?
- What solutions are available to help mothers who have difficulties with their postpartum care? Have any of these solutions demonstrated value so far?
- Which aspects of the mothers postpartum care are most neglected at the moment? How can we advocate and strategize to improve these aspects?

Moderator: **Dawn Steiner**, OBGYN Medical Director, **Centene**

Meghan Doyle, CEO and Co-founder, **Partum Health**

Linda Genen, Chief Medical Officer, **Progeny Health**

Talia Borgo, Co-founder and Clinical Director, **Millie**

Jin Lee, Investor, **Oxford Angel Fund**

Leslie Saltzman, Chief Medical Officer, **Ovia Health**

5:55pm **Chair's Closing Remarks**

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

6.00pm

End of Future of Maternal Care Summit Day One

Conference Day Two | Wednesday, 31st January

8:00am **Registration, Breakfast and Networking**

9:00am **Chair's Opening Remarks**

9:10am **Panel Discussion: Healthcare System Adoption and Adaption**

This panel will hone in on how healthcare systems are adopting new approaches and adapting current

approaches with regards to the provision of maternal care.

- How are healthcare systems adapting their approach to maternal care? Build vs buy?
- How are healthcare systems innovating around populations with access barriers? Aka rural health populations?
- How are and should healthcare systems strive for birth equity?
- What are the largest hurdles?
- How are healthcare systems working on educating mothers around their care?

Moderator: **Lori-Ann Satran**, Associate Vice President of Women's, Infants and Children, **HonorHealth**

Rachel Sheehan, Corporate Director of Women's and Newborn Services, **UHS**

Ericka Gibson, Physician Program Director, Perinatal Safety and Quality, **Permanente Medicine**

Rosemond Owens, Director, Health Equity Integration, **Blue Cross and Blue Shield of Minnesota**

9:50am **Panel Discussion: The Maternal Care Mosaic - Patient-Centricity at Every Point of Care**

This panel will bring together a breadth of professionals involved in caring for mothers and birthing people including Doulas, Midwives, Physicians, Nurses, Social Workers, Birth Community Health Workers, Lactation Experts and more!

- How can we as professionals ensure we are collaborating effectively with one another throughout the patient's care? What aspects are going well in collaboration at the moment and what could be improved?
- As maternal care evolves, how can the panelists envision the role of technology and evidence-based research in shaping maternal care? Is the future hybrid maternal care? How can technology better center the patient?
- How can we as professionals improve patient trust in maternal care?
- Looking forward, what are we excited about that is on the horizon for maternal care on the policy front?
- What would each panellist's 2 call of actions be to ensure the future of maternal care is bright?

Moderator: **Katie Spiess**, Director of Clinical Service Design, **Galileo Health**

Mandy Major, Doula, Founder & CEO, **Major Care**

Kiran Saluja, Executive Director, PHFE WIC Program; Breastfeeding & Nutrition Services, **Heluna Health**

10:30am **Panel Discussion: Innovation in Medicaid Populations**

Moderator: **Adimika Arthur**, CEO & Executive Director, **Health Tech for Medicaid (HT4M)**

Katie Spiess, Director of Clinical Service Design, **Galileo Health**

Jenny Carillo, President, **Ovia Health**

11:10am

Morning Refreshments and Networking

The Future of Maternal Care - Changes in Policy, Technological and Community-Based Innovation

11:45am **Fireside Chat: Birth Centers - A Should-Have Not A Could-Have**

Leseliey Welch, Co-founder and Co-Director, **Birth Centre Equity**
Kimberly Seals Allers, Founder, **lrth App**

12:25pm **Closing Panel - Future Innovation and Advocacy in Maternal Care**

This closing panel will look at the various innovations in maternal care which promise improved outcomes. Looking at various technological innovations in maternal care - remote patient monitoring, telehealth, AI and the value they are providing, as well as non-technological innovations for example provided by communities.

- Which digital innovations are showing the most success in improving maternal health outcomes? By what metrics is their value being measured?
- What access barriers may exist for these? How are companies mitigating these barriers or finding alternative solutions?
- Which populations are these technologies most transformative for?
- The last day and a half we've discussed various problems and solutions. How do we take these learnings and move forward?

Moderator: **Sarah Hague**, Chief Program Officer, **Vote Mama**

Eric Dy, Founder and CEO, **Bloomlife Inc**

Sarah Chen, Vice President of Clinical Innovation, **Maven Clinic**

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

Rosemond Owens, Director, Health Equity Integration, **Blue Cross and Blue Shield of Minnesota**

1:05pm

Close of The Future of Maternal Care Summit