

20 MUST ASK QUESTIONS

When Evaluating a Maternity Solution

With the multitude of options available, identifying the right maternal health solution for your practice can be a formidable challenge. Devoting the time to deeply evaluate the plethora of solutions, or worse deploying a solution only to realize you were sold aspirations rather than reality, is untenable for obstetrics providers who are already grappling with resource constraints.

Below are twenty must ask questions developed by OBGYNs, healthcare executives, and technology experts to help you identify the best solution for your patients, your providers, and your bottom line.

Solution:

Date:

Question	Notes	Rating
Do you have evidence-based care pathways? If so, please provide examples.		★ ★ ★ ★ ★
Is your solution customized to individual patients? If so, how?		★ ★ ★ ★ ★
Does your solution adapt to changing risk? If so, how and what is required of the provider?		★ ★ ★ ★ ★
Do you have proven clinical outcomes that you can share?		★ ★ ★ ★ ★
What is the source for your educational content? How is kept up to date?		★ ★ ★ ★ ★
Do you identify SDOH or Mental Health risks? If so, how is that information surfaced to the provider? What do you do to resolve the identified concern?		★ ★ ★ ★ ★
Does your solution include any remote monitoring or self-management tools, such as: <ul style="list-style-type: none">• blood pressure• glucose• weight• BMI• medication management• kick counter• contraction counters• other: _____		★ ★ ★ ★ ★
Do you refer patients to needed resources? If so, how and what is the providers involvement?		★ ★ ★ ★ ★
Does your solution include any human support? If so, what services are available and how are they accessed?		★ ★ ★ ★ ★



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Question	Notes	Rating
How many clicks are required for a provider or staff member to enroll a patient?		★ ★ ★ ★ ★
Do providers have to leave the EHR to utilize any functionality of your solution?		★ ★ ★ ★ ★
Does all of the data that you collect from my patients flow back in to my EHR?		★ ★ ★ ★ ★
Do you connect to any other external data sources?		★ ★ ★ ★ ★
Is your solution customizable to individual practices? What components are customizable?		★ ★ ★ ★ ★
What type of reporting is available? How is it accessed and on what cadence?		★ ★ ★ ★ ★
How does your model support value-based care or alternative payment models?		★ ★ ★ ★ ★
How are your fees structured? Are there additional one-time fees for implementation, integration, devices, service or reporting?		★ ★ ★ ★ ★
What is the expected ROI and what are the key drivers of ROI for a provider?		★ ★ ★ ★ ★
Can you provide data on utilization: <ul style="list-style-type: none"> • Identification (how many newly pregnant patients are offered the solution/ total new pregnant patients) • Conversion (registered patients/identified patients) • Engagement (time spent per log-in, log-ins per user, log-ins per month & week) • Retention (patient utilization by gestational age) 		★ ★ ★ ★ ★
What is your retention rate for provider customers over the past 18 months? <small>Calculated as: Customers who renewed their contracts/ Total customers eligible for renewal or cancellation</small>		★ ★ ★ ★ ★

Overall Rating:



Pros:

Cons: