

WOLOMI MOBILE APP

The Trusted Pregnancy & Motherhood
Companion For BIPOC and Under-Resourced
Communities



MY BIRTH PLAN

“I don’t want to die.”

PROBLEM

Women of color are **about four times** more likely to die of pregnancy-related causes than white women. Lowrisk c-section: **30%**, **Preterm birth: 1.4 x** times likely in blacks, mental health leading cause.



Women of color on a pregnancy journey often feel lost/out of control during pregnancy.



Premature infants spend on average 15 days in the hospital post-birth compared to the 2-3 day average.



Women of color are often **ignored, judged, disrespected, and discriminated feeling** extremely isolated and alone during a crucial time both at work and motherhood journey.



MY BIRTH OUTCOME

I owned my pregnancy journey so I could have a better outcome.

My perspective as a nurse and health administrator made all the difference.

ABOUT WOLOMI

Wolomi is the first digital community founded by a nurse that offers support to women of **BIPOC community and Under-Resourced (Rural, Black, Latina, Asian, Native American, etc) and** to improve maternal health outcomes.

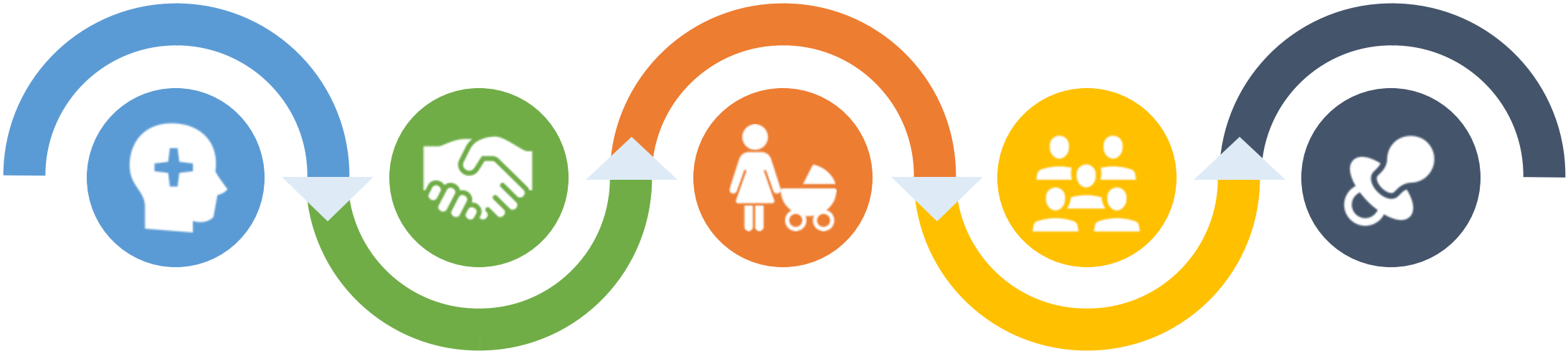
- Founded by a registered nurse & maternal health care expert.
- **Focused on 5 value pillars: Strengthened provider-patient relationships** using interdisciplinary model as the building block, **mama companion™, community, perinatal mental health, & early childhood development.**
- A trusted companion for women who struggle to find community, feel unheard or dismissed on their journey.
- Reducing Total cost of care and Inpatient Cost Avoidance

OUR 5 VALUE PILLARS

Perinatal Mental Health

Mama Companion™

Early Childhood
Development



Provider Patient
Relationships

Community

SOLUTION

Wolomi focuses on the unique needs of women and families of color during a very vulnerable time so they feel supported. Wolomi provides a trusted and supportive community with like minded families that is not available on other platforms. The Wolomi mobile app supports women of color's maternal health by:



Connecting women of color on their pregnancy journey to **clinically accessible information and mental health screening.**



Fostering **a unique online community** of like-minded aspiring moms, moms-to-be, and new moms.



Putting **women at the center** and empowering them to find the best care and feel less isolated because of their unique needs.

FEATURES

ASK THE EXPERT:

A combination of experts answer pregnancy-related questions within payers agreed timeframe through a forum format. Experts include: **Doulas, midwives, therapist, nutritionist. Text Messaging only.**

WEEKLY EXPERT LEAD GROUP SESSIONS:

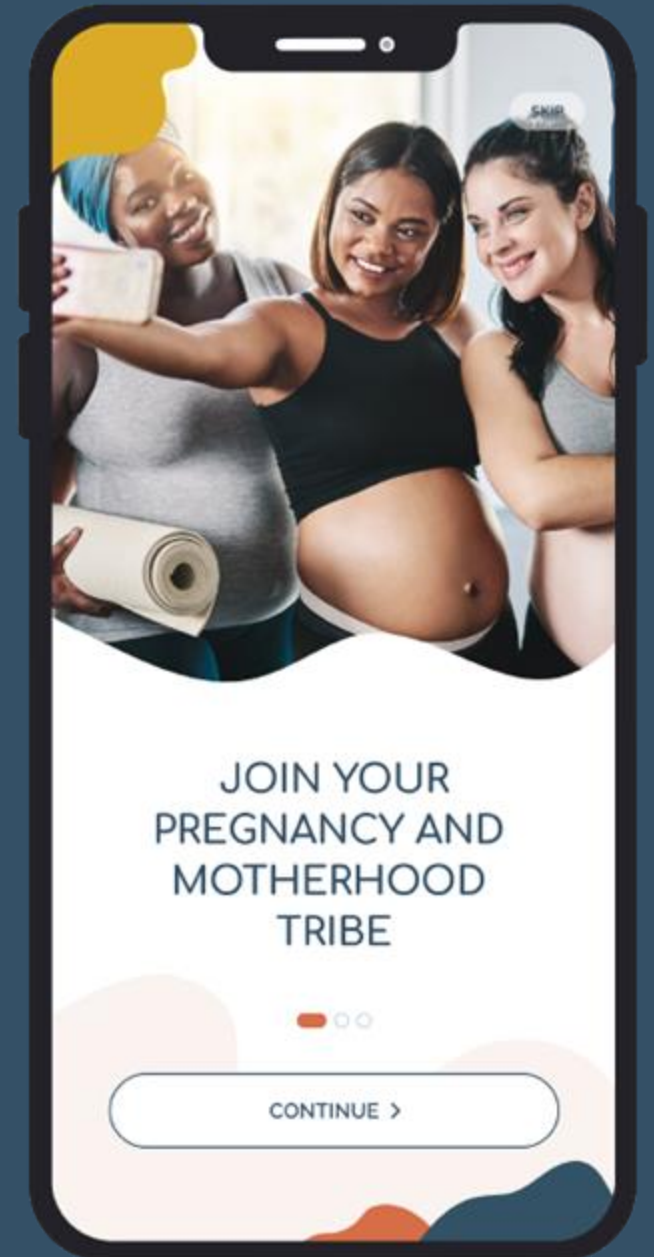
Group Perinatal, Postpartum, and Lactation Support with experts and peers. **Virtual opportunity to interact with experts.**

WEEKLY PREGNANCY UPDATES:

The app sends weekly updates via text as to what is happening to a member's body and the baby, including RX reminders. Preparation for provider appointments.

COMMUNITY/EVENTS:

Members can find like-minded women who are going through similar experiences, make deep connections, share, and ask questions. **Events and groups can be region specific based on topic and resource needs.**



FEATURES

MENTAL HEALTH SCREENING, THERAPY & CLOSED LOOP REFERRALS:

Friendly screening of members using PHQ2; also scored, as mental health screening is crucial to providers and health systems. Individual consultation and group support available to moms.

SDOH SCREENING & CLOSED LOOP REFERRALS:

Mama companions does referral based on screening results and follow up to coordinate resolution of any SDOH barriers.

MAMA COMPANION:

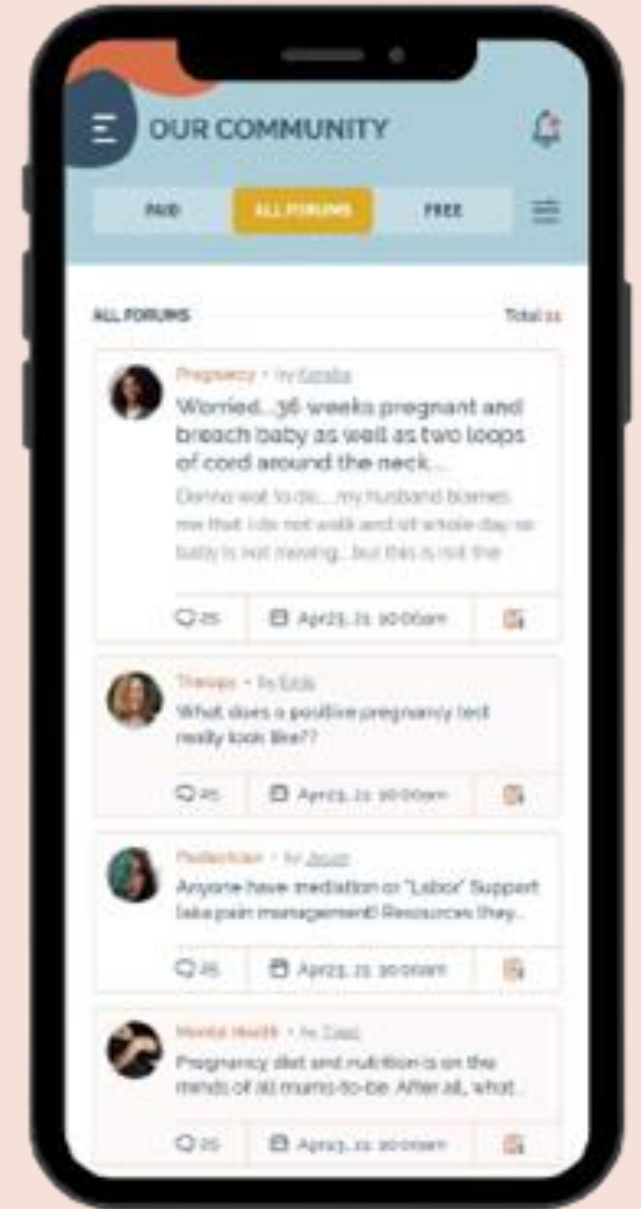
An advocate with lived experiences who understands our moms and help them achieve goals. Assist with patient navigations, appointment reminders, and goal settings etc.

VIRTUAL DOULA SUPPORT:

A trained culturally competent doula available to support families on their perinatal journey for better outcomes. (This is an supplemental services based on partner's need).

VIRTUAL BIRTH CLASSES:

Enjoyable, short culturally relevant on-demand virtual birth classes.



OUR METRICS

Program Demographics



3000+

Wolomi moms



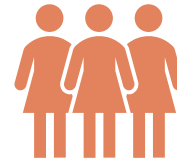
33

Average age



30%

Medicaid beneficiaries



95%

BIPOC moms



0

Maternal deaths



49%

First time moms



98%

Initiate exclusive breastfeeding



100%

Attendance for postpartum visits between 7 and 84 days after delivery

Program Engagement



60%

of users consistently engage with the app



95

Net Promoter Score



98%

Found Wolomi useful and validating



90%

Continue onto postpartum programming

OUR OUTCOMES

PRENATAL DEPRESSION SCREENING:

Increase in percentage of deliveries in which members were screened for clinical depression during pregnancy using a standardized instrument. **100% of Wolomi users are screened.**

- Savings health systems up to **\$1M**

ACUTE HOSPITAL UTILIZATION:

Decrease in preterm births that are correlated with more hospital admissions. **98% of our moms give birth at 37 weeks and above.**

- Saving up to **\$21.4M** in specialty care costs

POSTPARTUM CARE:

Increase in the percentage of deliveries in which women had a postpartum visit on or between 7 and 84 days after delivery.

- Saving up to **\$1.3M** in preventable ED visits and hospital readmissions

BRIDGING THE GAP IN THE POSTPARTUM PERIOD

Individualized support

- Virtual doula care
- Mama Companion support to book postpartum appointments 7-84 days after delivery
- Mama Companion assistance with finding and booking the first pediatric appointment
- Lactation assistance

Group-based resources

- Mental health support group led by a perinatal therapist
- Postpartum support group led by a midwife or doula
- Early childhood education led by a pediatrician

TESTIMONIALS



"This was the most **validating** thing I had gone to before my baby was born. Hearing those other moms talk about their experience, defining what it means to be a good mother, and knowing that I am going to have to constantly adjust and change my expectations for what is going to happen really **prepared me** for motherhood. 11 days into it and I am learning more about myself and my baby than I knew before"

-Judea, **Wolomi mom**



"Wolomi allows me to have a place to hear insight and provide insight to moms who have been in my place and aspiring moms. It's provided **a safe space** and resources to ask questions and **become educated** on topics I may have any experiences in that is so amazing."

-Stacie, **Wolomi mom**



"What I love about the Wolomi community is it's a diverse community, i've felt **comfortable** enough to **share** my experiences and **ask questions**. Moms get judged a lot so it feels good to be able to relate to women who won't judge."

-Kimberly, **Wolomi mom**

THE ASK

Partner with us to provide better maternal outcomes and motherhood journey for women who need support the most.

FIND US BY

wolomi.com | [@wolomiapp](https://www.instagram.com/wolomiapp) | layo@wolomi.com