**OB CONNECTED CARE MODEL BLUEPRINT**

**THE “ANXIETY” HUMP**

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### INVESTMENT PHASE

<table>
<thead>
<tr>
<th>Visit</th>
<th>Pre-OB</th>
<th>5-8</th>
<th>12</th>
<th>18-20</th>
<th>FLEX</th>
<th>28</th>
<th>36</th>
<th>38+</th>
<th>DELIVERY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interaction/Duration</td>
<td>Call to schedule OB care</td>
<td>NOBN Visit 2 hrs</td>
<td>Prescheduled</td>
<td>Prescheduled</td>
<td>Express Care Scheduling Model</td>
<td>Prescheduled</td>
<td>ROB Visit Group B Strep Test 15-20 min</td>
<td>ROB Visit 15-20 min</td>
<td>Video / Phone Call Postpartum Phone Call / Video Chat 15 min</td>
</tr>
</tbody>
</table>

**Care Team Member**

- **PAC**
  - Patient's Nurse
  - NOBN Standard Education
  - Establish relationship and how to connect

- **OB/CNM**
  - Patient's Nurse
  - OB/CNM Nurse or OB/CNM
  - Standard Care based on Gestation

**Tasks**

- Schedule NOBN visit
- Direct mom to online OB space (online communities)
- NOBN Standard Education
- Review ultrasound
- Standard 18-20wk education
- Fundal Height Training
- Ongoing Activities:
  - Data Collection/Interpretation
  - Proactive Communication via Text

- Option for Virtual Check-in

**Behind the Scenes Staff**

- **MFM Physician**
- View Ultrasound

**Supporting Staff**

- **PAC/CA**
- Setting up tools – technical assistance
- Prescheduling future OB Visits

- **CA**
- Technical assistance, if needed

**Patient-facing Tools**

- Online Communities
- Mayo Clinic Guide to a Healthy Pregnancy / OB Connect – Mobile App
- Asynchronous Communication
- Proactive Communication
- Hi Jane, how are you feeling?
- ROB Visit Group B Strep Test 15-20 min

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**CONNECTED PHASE**

**PREP PHASE**

**DELIVERY/POSTPARTUM**

**PATIENT'S NURSE**

- Patient's nurse uses the Asynchronous Communication App to schedule time to follow-up with mom after delivery

**LEADERSHIP OPPORTUNITY**

- Preventive Chronic Care Models
- Opportunity to use the Mayo Brand

**SYSTEM FLEXIBILITY & TRANSPARENCY**

- 99% of care at home
- Evolving needs of patients
- Behind current rhythm of care
- Visit
- Visit
- Visit
- Visit
- Visit
- Visit
- Visit

**JOY & CELEBRATION**

- This is my only perception of continuity of care

**PROCESS OF EXPERIMENTATION**

- The closer moms are to the culture of OB
- ants between departments, staff or
- Information to connect with them outside of appointments

**DIVERSIFY CONNECTED COMMUNITIES**

- Access to reassurance on mom's schedule

**ACTIVATE**

- There is no need to contact OB
- Moms are aware that OB as a practice faces many lawsuits, and many will wait to have concerns addressed until their next appointment is "extra" and is burdensome to their providers; therefore, care team and perceive that any attention outside of appointments is not confident

**MAYO IS IN A POSITION TO GO BACK TO BASICS ON PREGNANT CARE**

- Online Community Text Via Asynchronous App
- 99% of care at home
- Opportunities

**Drop-in**

- Ultrasound
- 18-20

**1-2 WEEKS UNTIL NEXT APPOINTMENT**

- Offered to Mayo Clinic patients throughout Rochester practice.

**OB/GYN and the Center for Innovation (CFI) are**

- BEHIND CURRENT RHYTHM OF CARE

**VITALISATION**

- The closer moms are to the culture of OB
- Anticipation for baby kick all the time

**ONE-DIMENSIONAL PERCEPTION OF CONTINUITY**

- TO A WELLNESS CLINICAL MODEL

**Beyond the planned visit**

- CALLS
- ACCESS TO MEASUREMENT EQUIPMENT

**EXPERIMENTATION**

- Patient's nurse uses the Asynchronous Communication App to schedule time to follow-up with mom after delivery

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**ALREADY PROVIDING CONNECTED HEALTH**

- Online Community Text Via Asynchronous App
- 99% of care at home
- Opportunities

**DROP-IN**

- Ultrasound
- 18-20

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**EXPERIMENTATION**

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**CALL TO SCHEDULE OB CARE**

- NOBN Visit 2 hrs
- NOBN Visit 45-60 min
- Ultrasound Visit 45 min
- Check-in 20 min
- Glucose testing

**ROB VISIT**

- Group B Strep Test 15-20 min
- Standard Care based on Gestation

**OB/CNM + Nurse**

- Standard Care based on Gestation

**Patient's Nurse**

- Standard Care

**OB/CNM**

- Standard Care

**CONCEPTION**

- Delivery

**5w12 - 20w6-8w 36w**

**THAT BETTER LEVERAGES THE 99% OF CARE**

- Access to reassurance on mom's schedule

**SHIFT IN RHYTHM OF CARE**

- 1-2 WEEKS UNTIL NEXT APPOINTMENT

**Co-creation**

- They assume that there is medical

**Director of OB Care**

- Call to schedule OB care

**Process of Experimentation**

- The closer moms are to the culture of OB
- Anticipation for baby kick all the time

**Joy & Celebration**

- This is my only perception of continuity of care

**Patient-facing Tools**

- Online Communities
- Mayo Clinic Guide to a Healthy Pregnancy / OB Connect – Mobile App
- Asynchronous Communication
- Proactive Communication
- At-Home Measurement Kit (Doppler, scale, BP cuff, Photo App)
- Mayo-Campus Drop-in Care Stations
- Video ROB Capability
- Express Care Scheduling System

**Patient Panels Visualizations**