



validating the impact of a digital health coaching service on uptake of cervical measurement during pregnancy

Contact

Dani Bradley, Ovia Health
dani.bradley@oviahealth.com

Katie Noddin, MPH (Ovia Health), Paige Beauchemin, RN (Ovia Health), Adam Wolfberg, MD, MPH (Ovia Health & Cambridge Hospital), Dani Bradley, MS, MPH (Ovia Health)

Objective

To assess the impact of a pregnancy mobile app's health coaching service in cervical insufficiency education and uptake of cervical length measurement.

Study Design

Participants were enrolled if they used the pregnancy mobile app between January 1, 2018 and September 30, 2019 and delivered by July 15, 2020. Participants were given access to a digital, educational program about cervical insufficiency and preterm delivery prevention. Participants also had the option to use text-based messaging with health coaches who were trained to educate and encourage participants to seek a cervical length measurement during their mid-trimester ultrasound. Engagement with a coach was defined as having sent at least one message to a coach during the pregnancy. Self-reported health data, including information about cervical length measurements, cervical insufficiency, progesterone prescriptions, and progesterone adherence were collected throughout participants' pregnancies.

Results

A total of 199 participants engaged with coaching and 182 did not. **Compared to those who did not engage with a coach, coaching participants were more likely to report having their cervix measured at a recent appointment (between 16 and 25 weeks gestation) (OR = 2.1; p = 0.0007), more likely to engage with a short cervix/preterm delivery prevention educational program (OR= 2.3; p = 0.04), and more likely to be enrolled in a progesterone adherence program (OR = 3.1; p = 0.047).**

Conclusion

Our coaching platform is proven to help improve care. **Women who engaged with health coaches in a digital preterm delivery prevention program were more likely to receive cervical length screening at their mid-trimester appointment, a demonstrably effective way of identifying risk and avoiding preterm delivery.**

Figure 1. Proportion of Cervical Length Measurement and Program Enrollment Outcomes by Coaching Engagement Group

