

November 2021

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# DIGITAL Destinations

New Moms

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xhealth®

## Introduction

# Advancing Digital Health Engagement

**Early 2020, we set out to understand how expecting and new moms utilize digital health tools**—their attitudes towards digital engagement and availability from their medical providers. Since then, the COVID-19 pandemic deeply impacted our world, and especially how we received care.

To curb spreading the virus, many doctors and hospitals quickly began offering virtual care out of necessity, as seeing people in real life carried risk. Digital health smashed investment records during just the first half of 2021 with a record \$14.7 billion, already more than was raised in all of 2020. How did that translate to our moms and their growing families?

We recently took a fresh look at this research to learn how time, and a pandemic, have altered attitudes towards digital health.

Moms often manage the healthcare decisions for their families and aging parents. Focusing on new or expecting moms, lovingly referred to as “our moms” throughout this report, we wanted to see how their expectations

stack up against the digital health experiences offered by doctors and hospitals today—and what, if any, progress has been made in aligning desire with reality.

We were excited to continue our journey into understanding how today’s digital health tools and services impact a mom’s healthcare experience at the start of her new family’s health journey. This report summarizes the results of our study, which examined the digital health related attitudes and behaviors of more than 1,000 new or expecting moms in the USA.



## Key Learnings

### 1 Digital tools bring more engagement, not less visits

Non-urgent, in-person care stopped during a portion of time covered by this report. Despite this pause, the amount of new moms seeing their doctors in-person was on par with the previous survey responses. Digital health use in this period also increased, showing more engagement with their care instead of replacing in-person with other channels.

### 2 Digital health awareness and usage receives a major bump

Digital health was on an upward trend at the time of our inaugural study. Broader availability of digital tools by hospitals and doctors, along with a desire to avoid risk of COVID-19 exposure, increased awareness and usage exponentially.

### 3 Even with a pandemic, providers do not meet patient digital expectations

COVID-19 spurred more digital options, although many doctors and hospitals hastily rolled out virtual care out of necessity and, in some cases, without a clear strategy. This band-aid approach filled a momentary need, but patient ratings show that strategic changes to how digital is applied may be needed.

### 4 No clear digital health leader

When asked for top-of-mind digital health companies, nearly half of our moms did not cite one. Those who did name a brand offered a wide range of categories with a surprising number listing Zoom.

# Opportunities for Doctors and Hospitals

## 1 Use digital health to expand services and deepen engagement

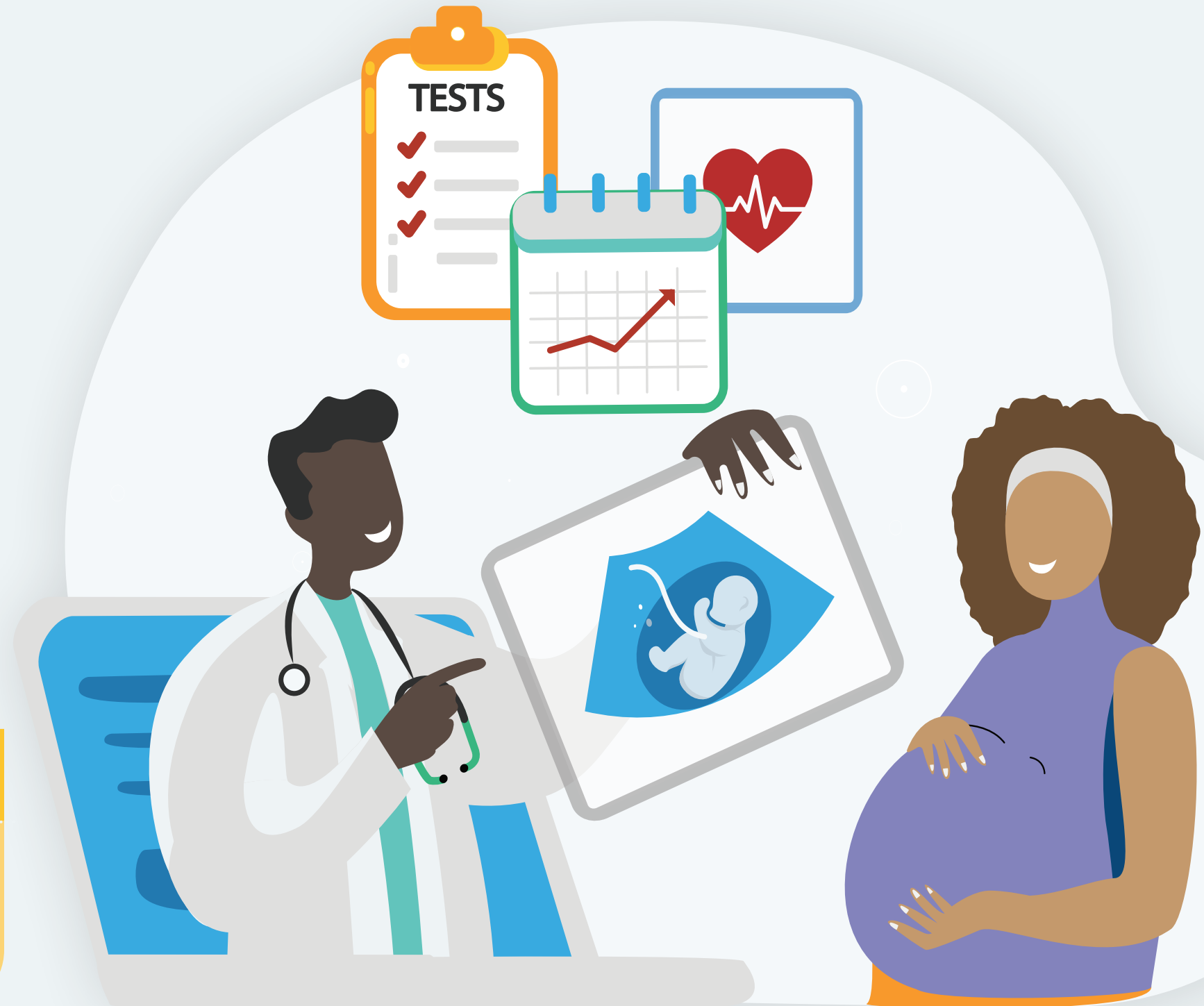
People traditionally trust their doctors, especially new moms who are expanding their families. Moms have questions and want answers fast and personalized. While they are comfortable using technology, our moms still expect to see their doctors. Hospitals and doctors would be well served by incorporating digital health in ways that expand their care offerings, build trust and create loyalty. Especially during a polarizing time, a positive digital health experience is one area that enjoys broad support.

## 2 Adjust for enhanced patient experience

COVID-19 thrust many hospitals and doctors in a position of quickly implementing unplanned virtual care options. Now is the time to revisit these approaches to make sure they support clinical and operational goals. Find out what is working and what could use fine-tuning. For example, questions about a rash may be answered virtually, while a toddler annual wellness visit might offer a better experience in-person.

## 3 Listen to your patients' digital health needs

Our moms' expectations on what they expect from digital health are increasing nearly across the board, and, so far, these needs are not being met by doctors/hospitals. Areas around communication with care team, medical record access and price transparency saw some of the biggest jumps in expectations. These are areas that new healthcare players are well-positioned to deliver, and opportunities to move us from transactional to personalized care.

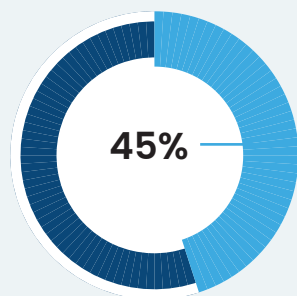
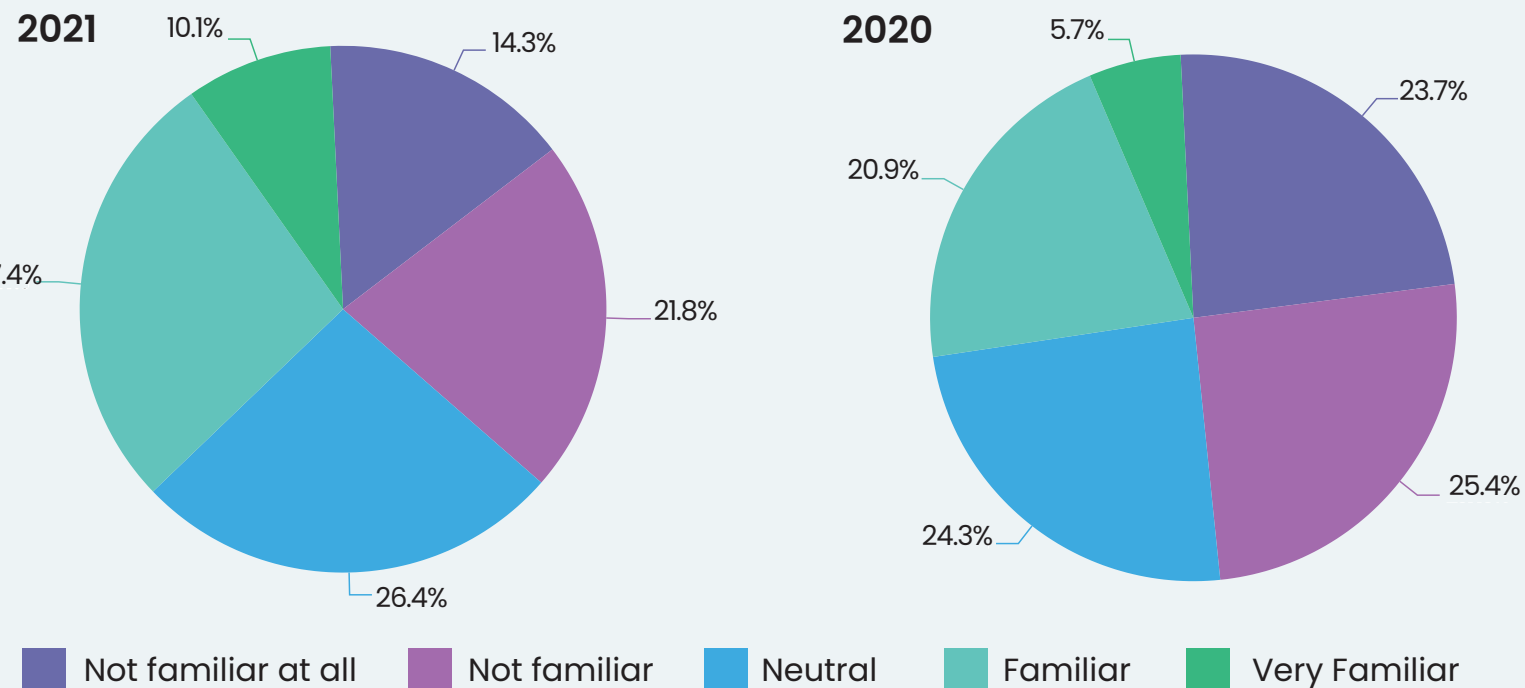


# Greater Digital Health Awareness

As expected after COVID-19 prompted many healthcare facilities to temporarily transition care from in-person to virtual, where it made sense, people responding that they are very familiar with the term digital health nearly doubled (5.7% to 10.1%).

Those not familiar or not familiar at all with the term dropped by 13 percentage points, from half of all respondents (49.2%) to 36.2%. Those familiar or very familiar increased from 26.6% to 37.5%.

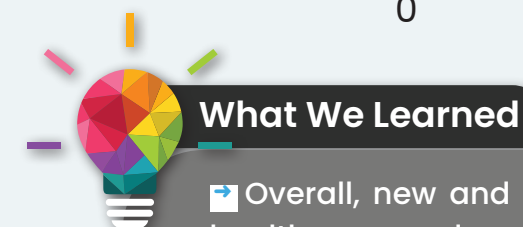
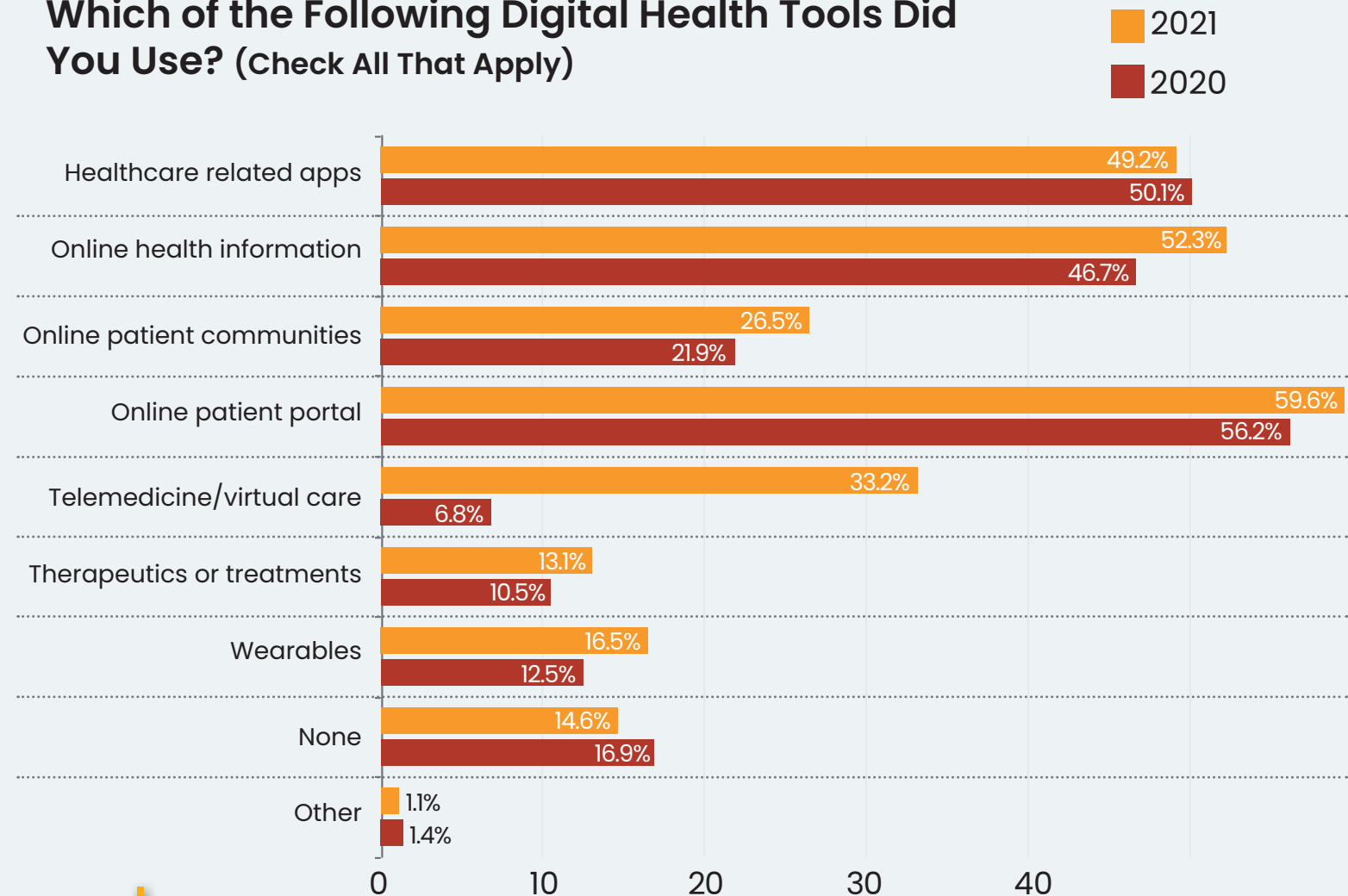
## Q How Familiar are You with the Term Digital Health?



For all the media attention given to virtual care during the pandemic, nearly half of our moms (45%) were unable to name a digital health company. Of those that were named, the top brands were (in order):

1. Apple
2. Fitbit
3. Kaiser Permanente
4. Zoom
5. CVS
6. Johnson & Johnson
7. MyChart
8. Google
9. Maven
10. WebMD

## Q During Your Current or Most Recent Pregnancy, Which of the Following Digital Health Tools Did You Use? (Check All That Apply)



### What We Learned

- Overall, new and expectant mothers are moving online for their healthcare needs.
- Telehealth/virtual care saw the largest jump in usage, as expected (33.2% vs. 6.8%).
- Healthcare related app usage is also up across categories, with more people responding to this survey going online for health information (52.3% vs. 46.7%), patient communities (26.5% vs. 22%) and to access their patient portals (59.6% vs. 56.2%).
- Therapeutics or treatments are also increasing (13.1% vs. 10.5%), as is wearables use (16.5% vs. 12.5%).

# People are Still Seeing Their Doctors IRL...

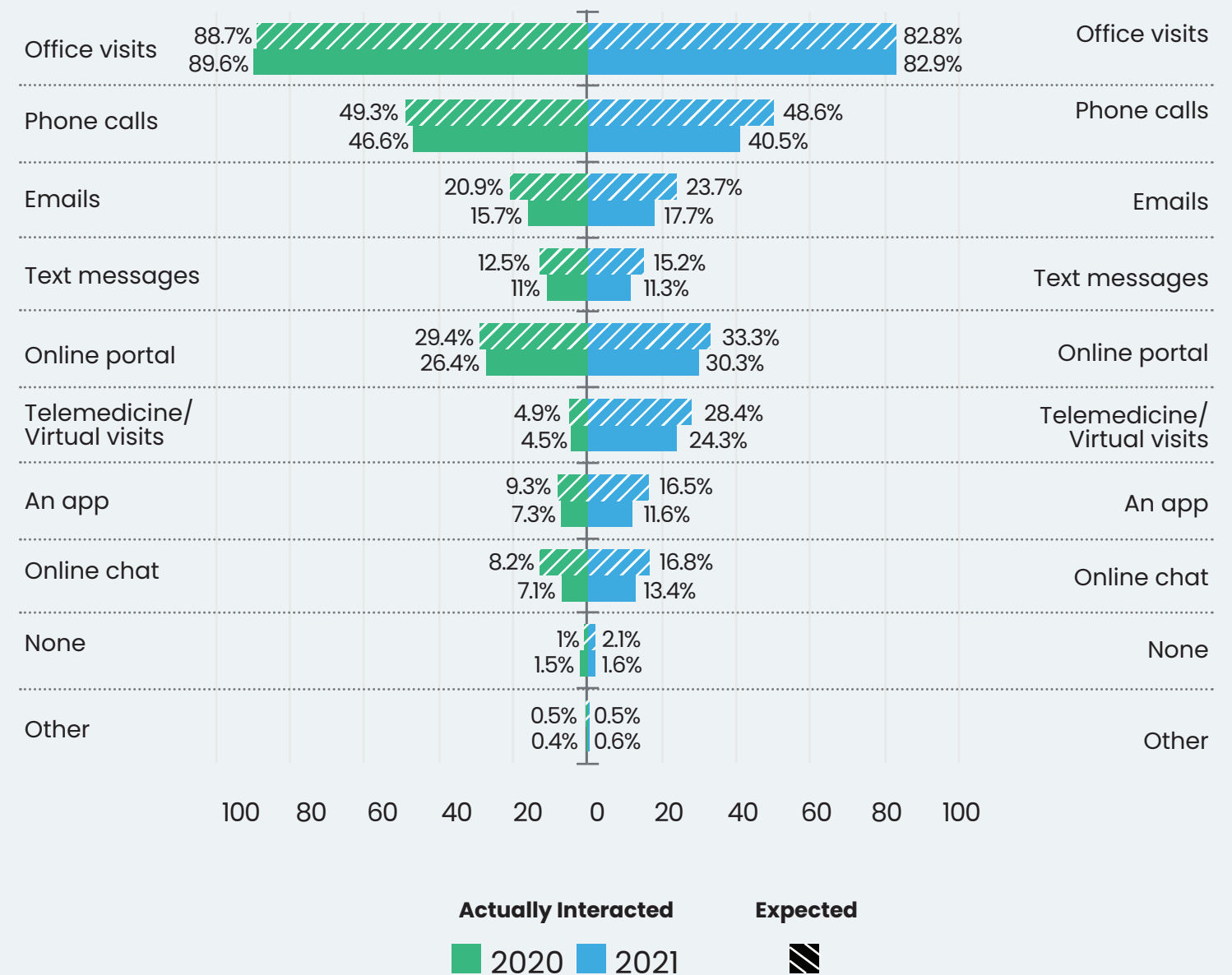
## In-person visits are not going away anytime soon.

While telemedicine/virtual visits, app usage and online chats increased, in-person visits only slightly decreased (82.9% reported in 2021 vs. 89.6% reported in 2020)—and this was during a time when much non-urgent, in-person care was put on pause due to the pandemic. This signals greater engagement with providers instead of shifting away from in-person care. Therapeutics or treatments also increased (13.1% vs. 10.5%), as has wearables use (16.5% vs. 12.5%).

What did decrease were phone calls to the office (40.5% from 46.6%), potentially showing more efficient modes of engagement. Further, even with a pandemic, reality is falling behind patient expectations.

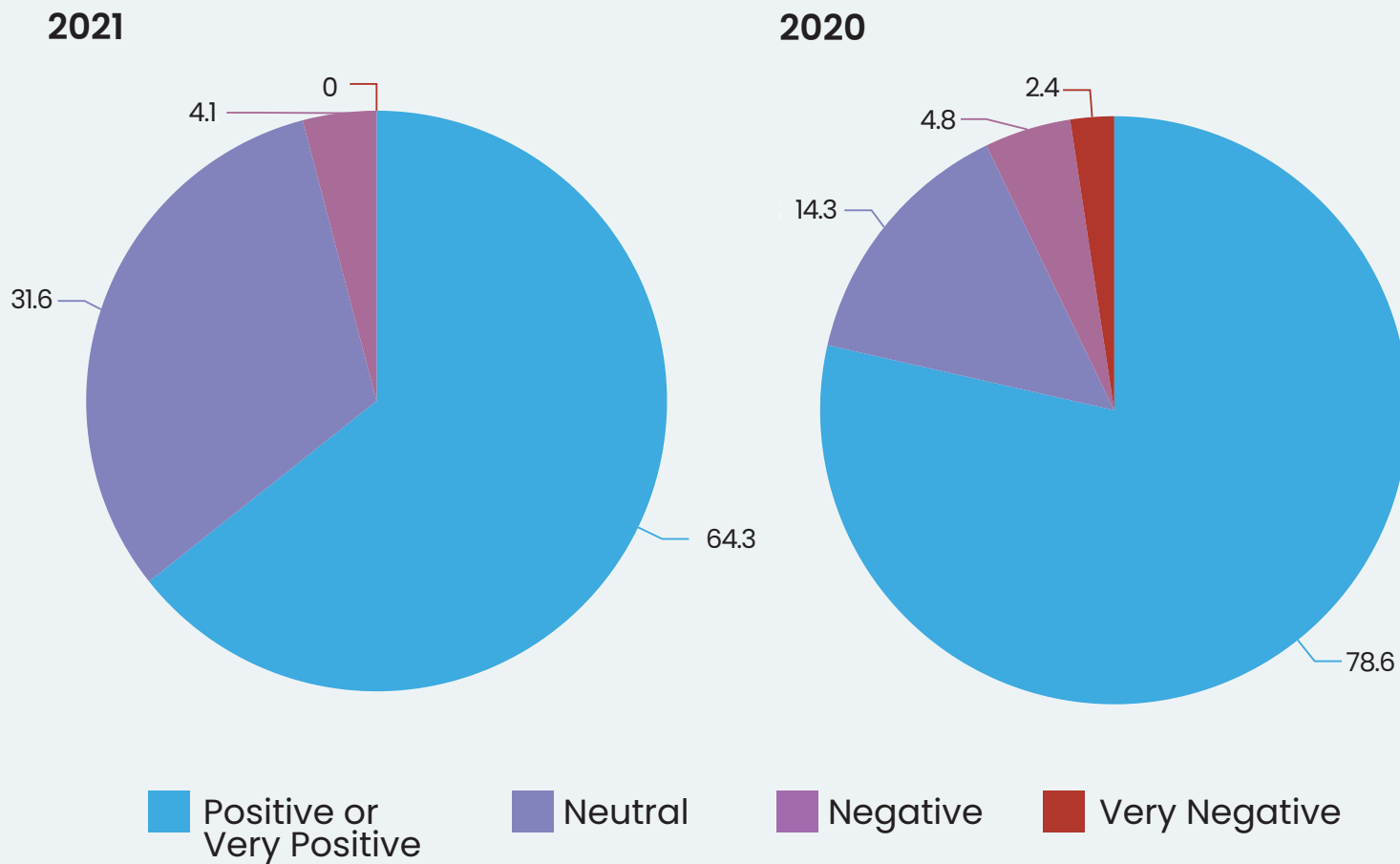


## Q During Your Current or Most Recent Pregnancy, How Did You Expect to Interact and How You Actually Interacted with Your Doctor? (Check All That Apply)

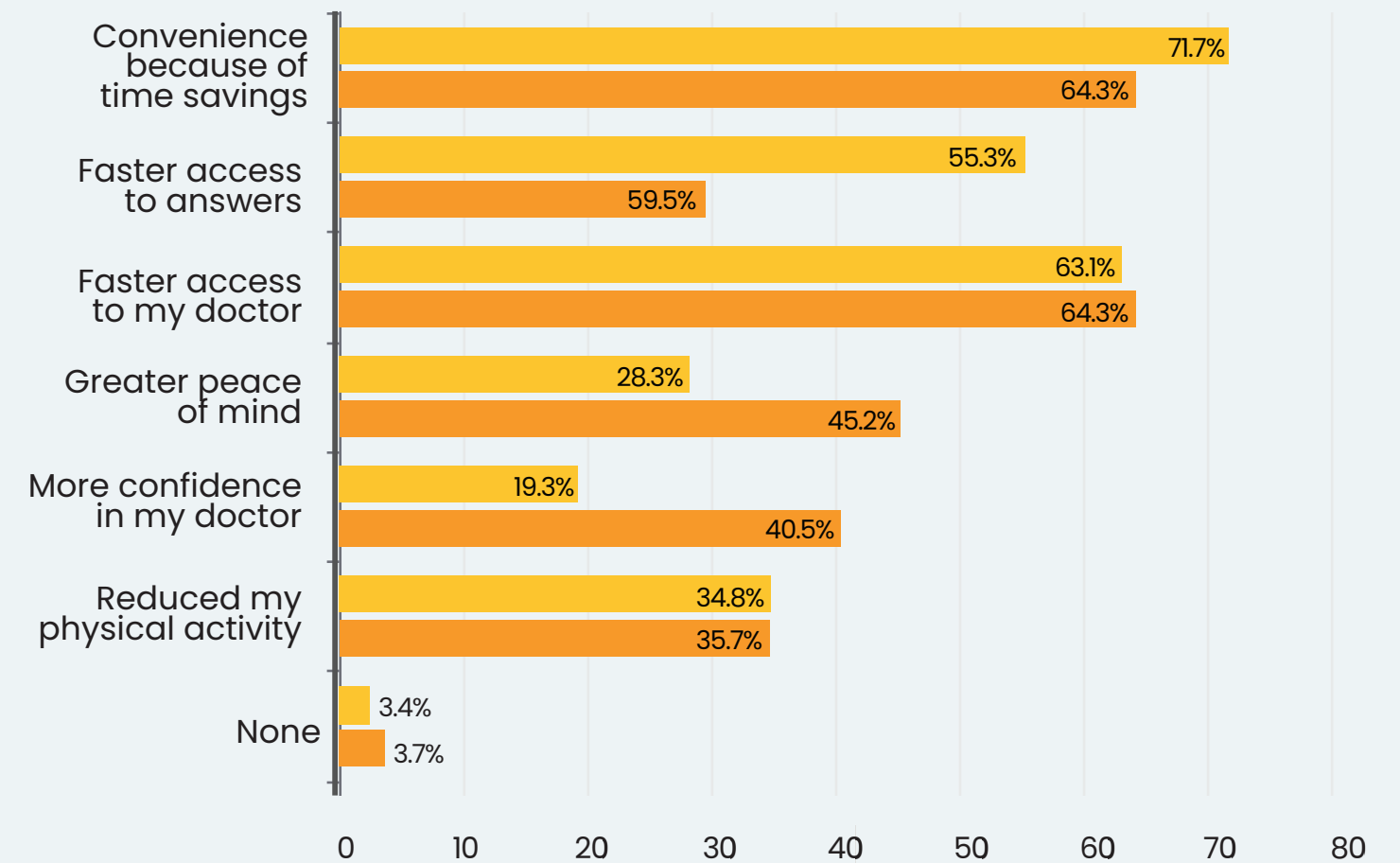


## ...Even Though They Like Telehealth

**Q** How Would You Rate the Experience of Interacting with Your Doctor via Telemedicine/Virtual Visits?



**Q** What Were the Biggest Benefits of Interacting with Your Doctor via Telemedicine/Virtual Visits? (Check All That Apply)



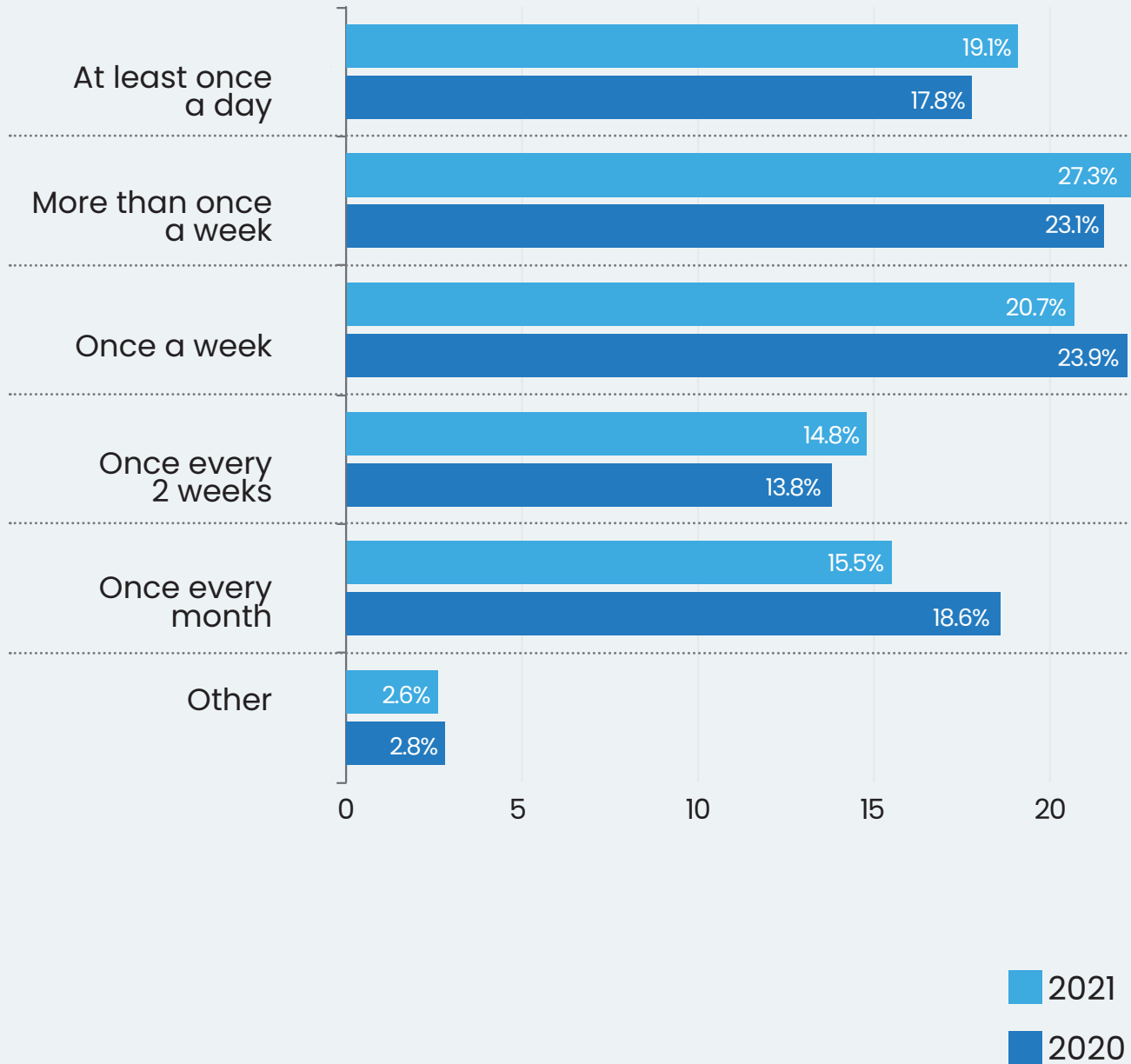
### What We Learned

- ➔ No one in this survey cited a very negative experience, while 22.1% rated their experience as very positive.
- ➔ Patients value virtual care and healthcare professionals benefit from taking a thoughtful approach to how these programs are rolled out.
- ➔ Many practices had to quickly adopt telehealth/virtual care options during the pandemic, leading to a mixed response about how these pathways were applied and the related experience.

2021  
2020

## Our Moms Use Patient Portals

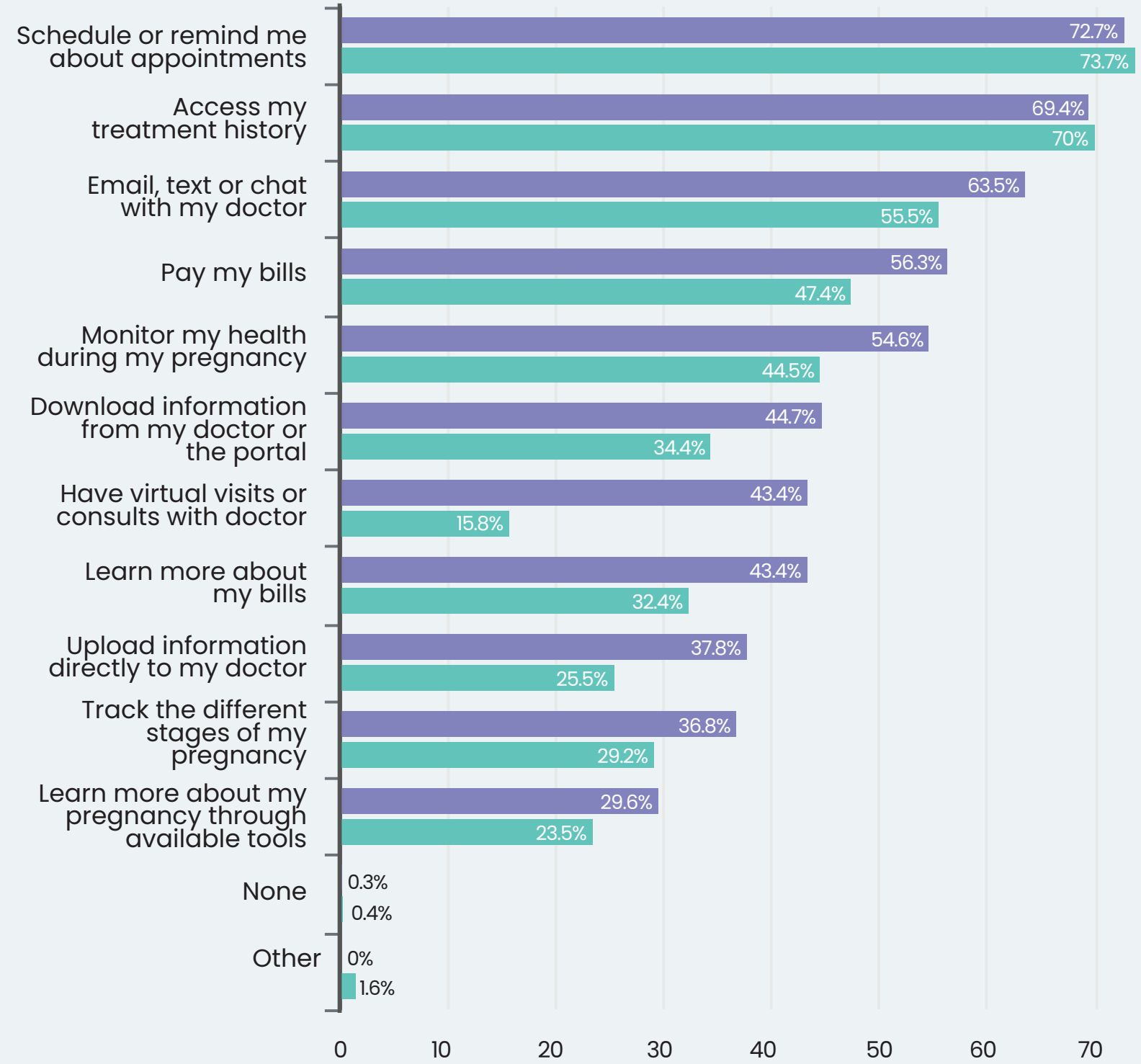
### How Frequently Did You Log in to the Online Portal?



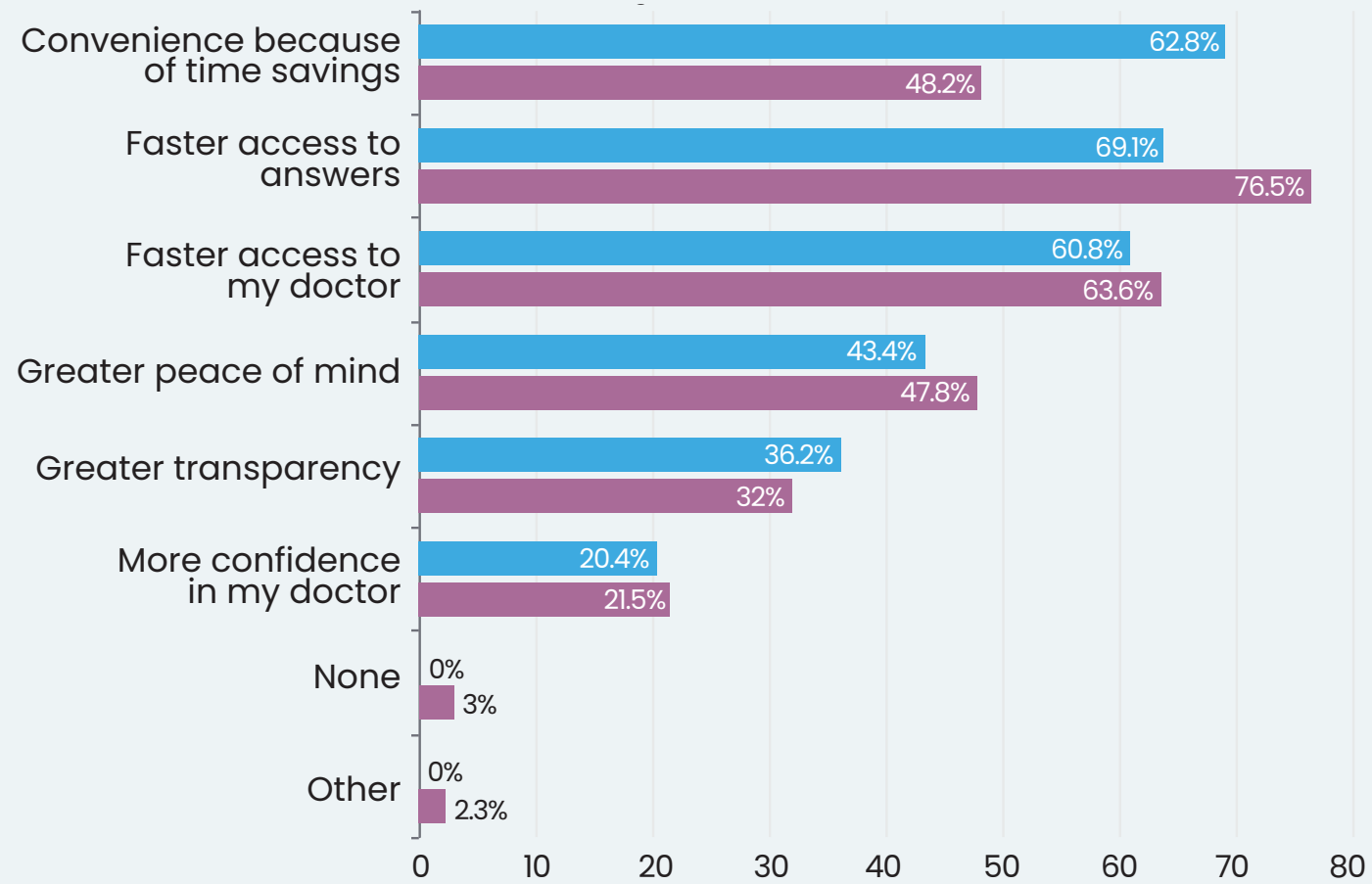
### How Did You Use the Online Portal?

To... (Check All That Apply)

2021  
2020

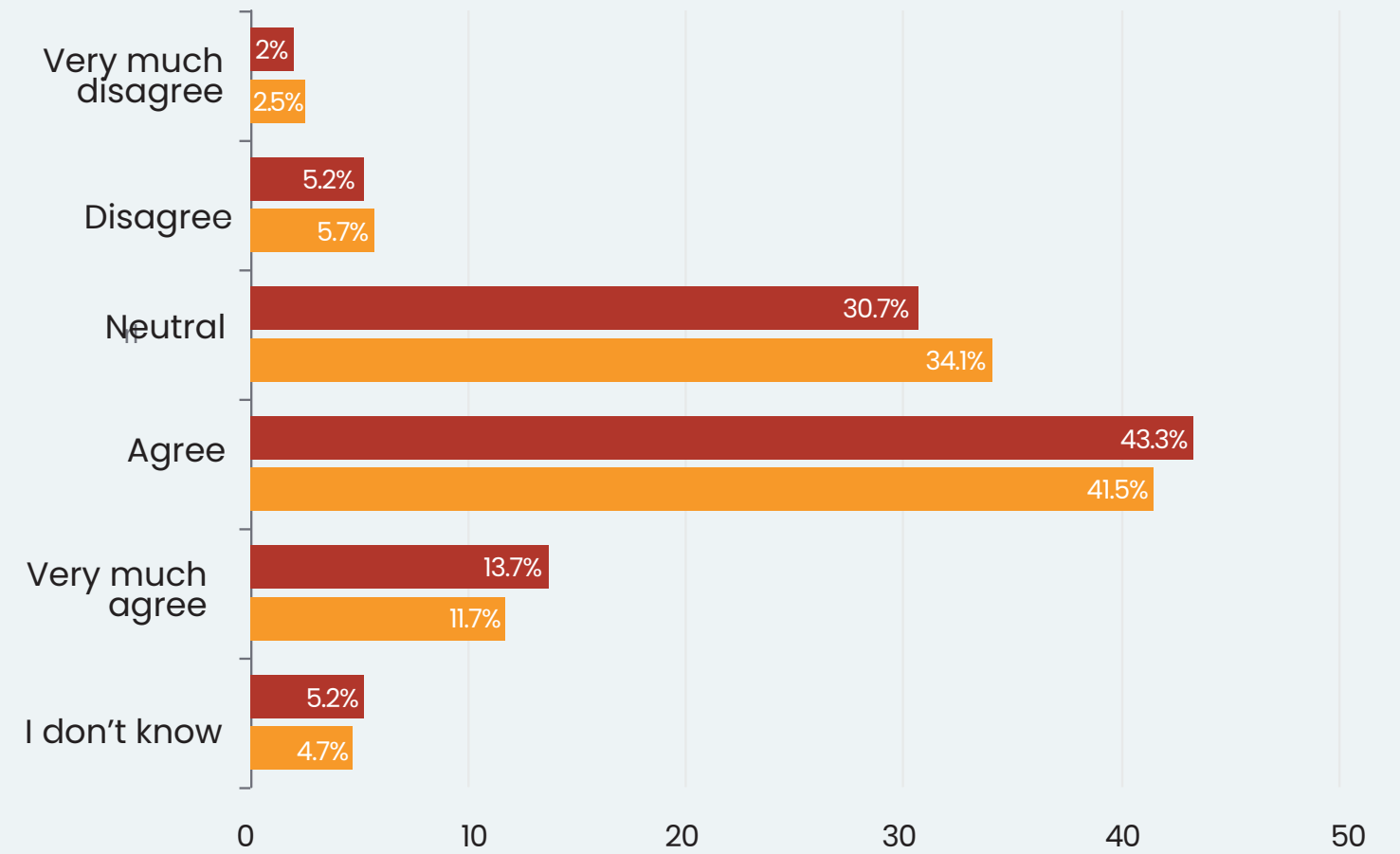


**Q What Were the Biggest Benefits of Having Access to the Online Portal During Your Pregnancy? (Check All That Apply)**



2021  
2020

**Q During My Pregnancy I was Very Satisfied with the Digital Health Experience Offered by My Doctor—Agree or Disagree?**



2021  
2020



# Our Moms Want Their Hospitals to Deliver More Digital

Which of the Following Digital Health Services Would You Expect to Be/ Were Offered by the Hospital Where You Would be Delivering Your Baby?

Tools to facilitate communication with my doctor (email, texts, chat)

Electronic refill of prescriptions

Online access to my medical records

Online education and information

Online payment tools

Online scheduling tools

Price transparency tools

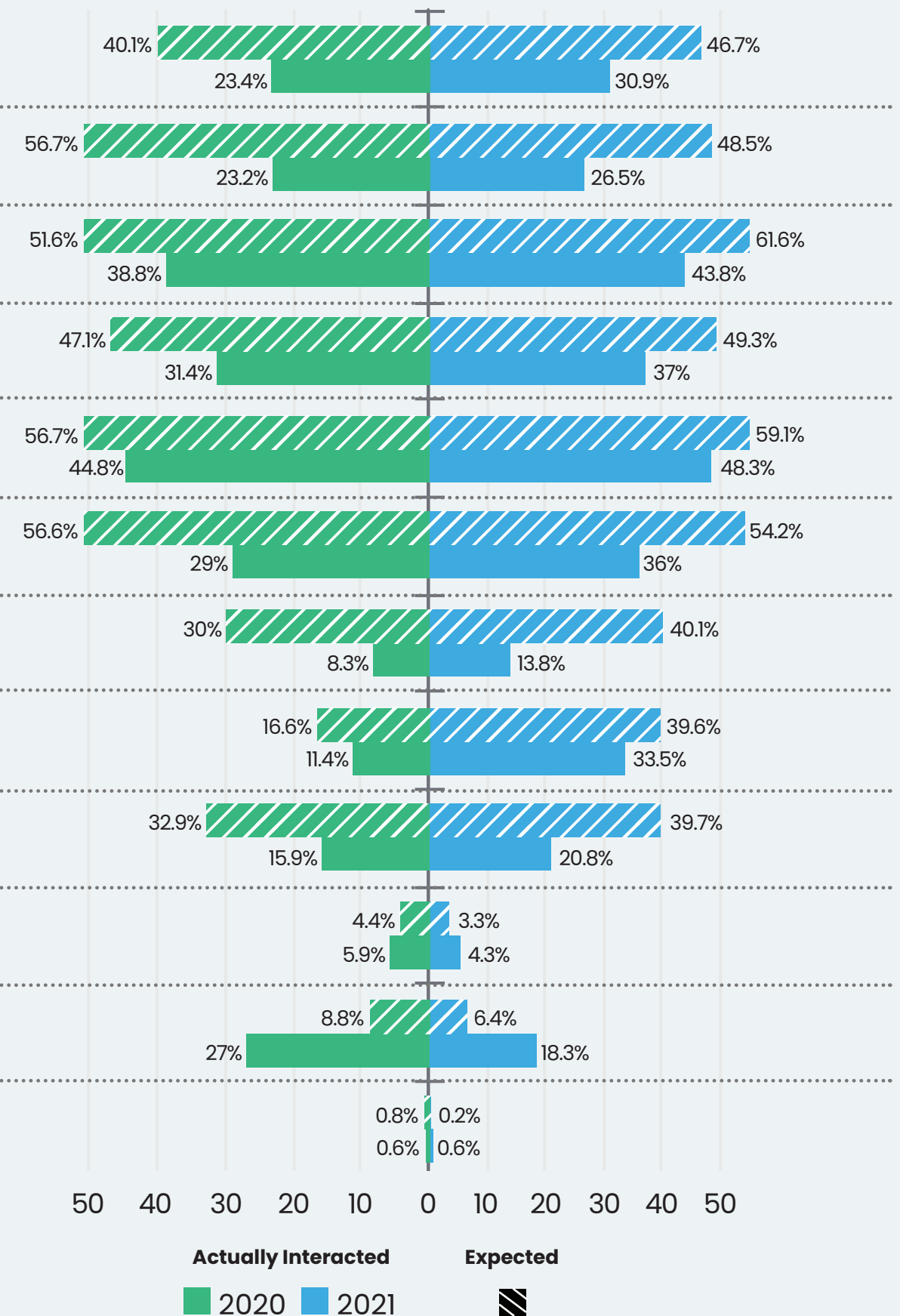
Telemedicine/virtual care

Virtual monitoring/tracking tools

None

I don't know

Other

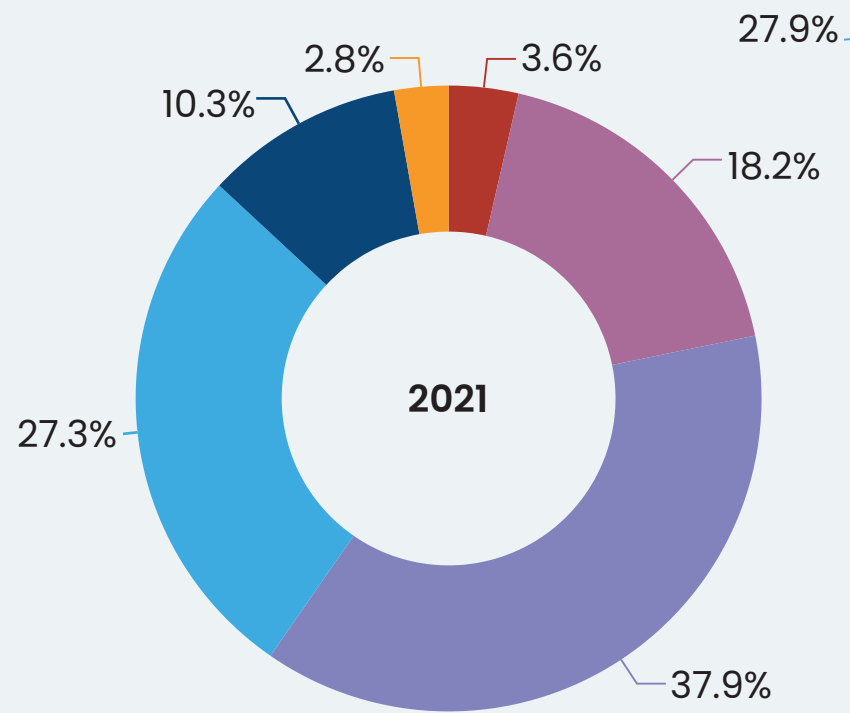
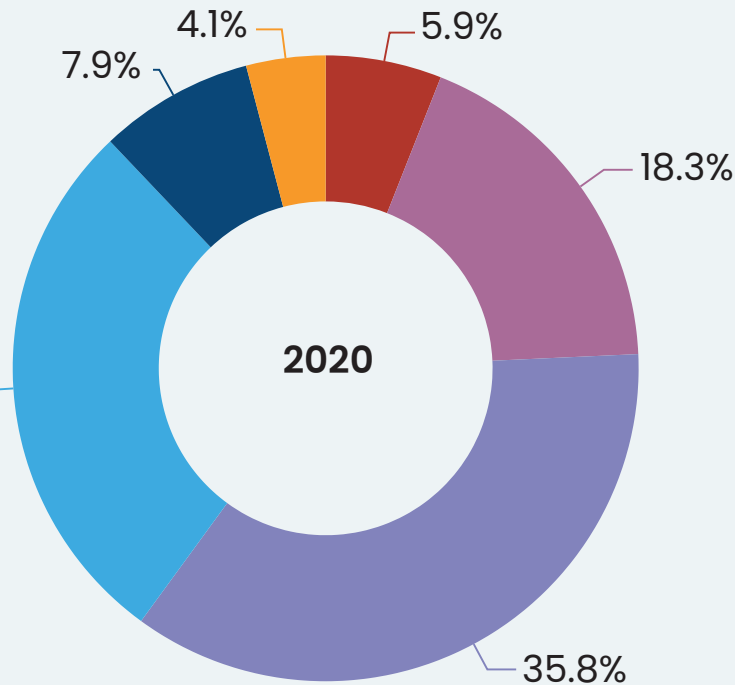


**What We Learned**

Significant gaps between patient expectations and reality persist.

# Digital Health Impact on Doctor and Hospital Choice

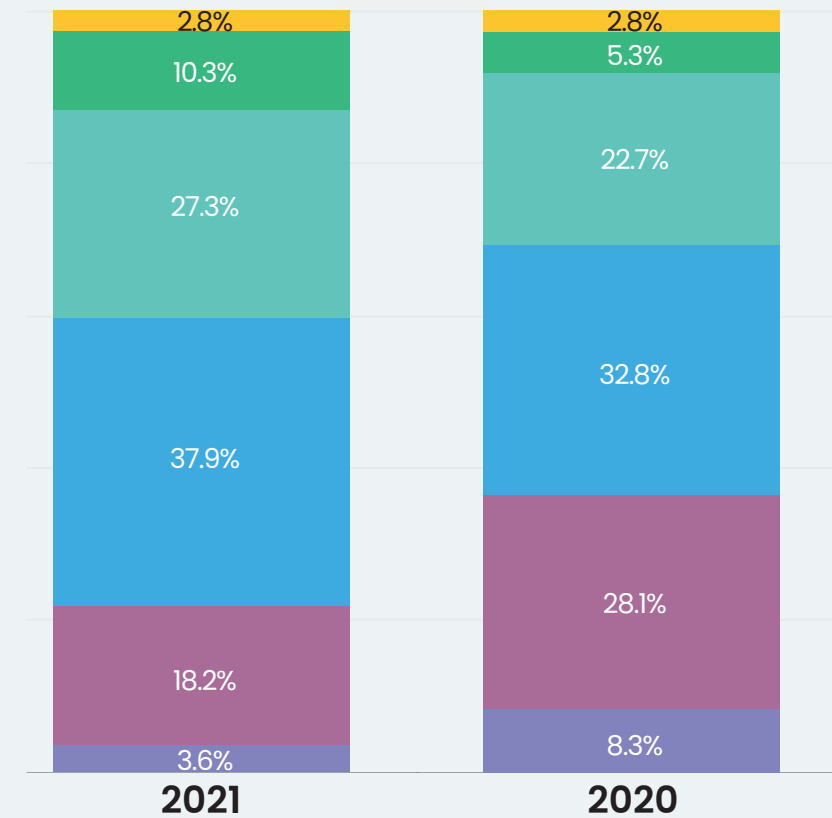
**Q I Would Choose One Doctor Over Another if He or She Offered More Advanced Digital Health Tools to Improve My Experience—Agree or Disagree?**



Very much disagree Disagree Neutral Agree Very much agree I Don't Know

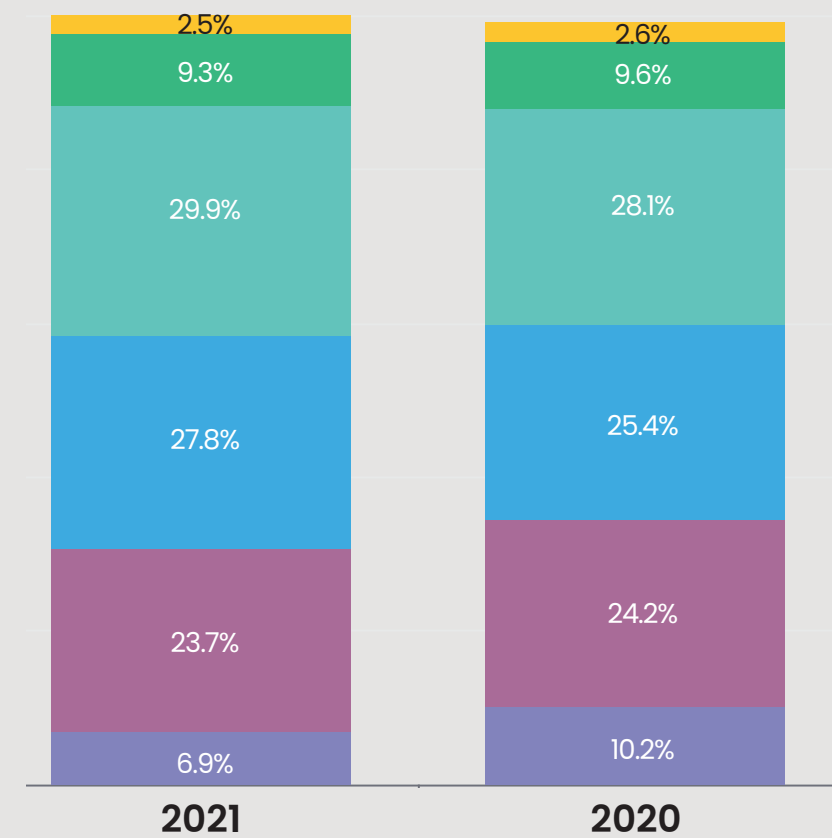
**Q I Would be Open to Switching to a Different Doctor if My Current Doctor Did Not Offer a Satisfactory Digital Health Experience—Agree or Disagree?**

Very much disagree Disagree  
Neutral Agree  
Very much agree I Don't Know



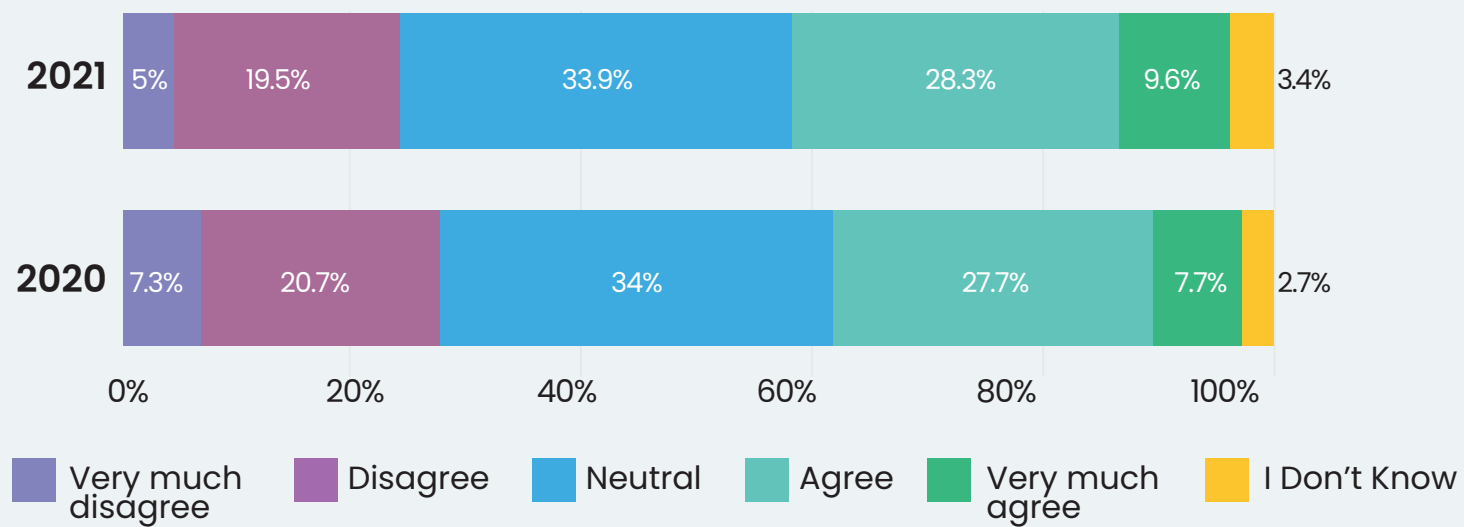
**Q A Key Factor in Choosing the Hospital for Delivering My Baby Was Based on the Information I Could Find About It Online—Agree or Disagree?**

Very much disagree Disagree  
Neutral Agree  
Very much agree I Don't Know

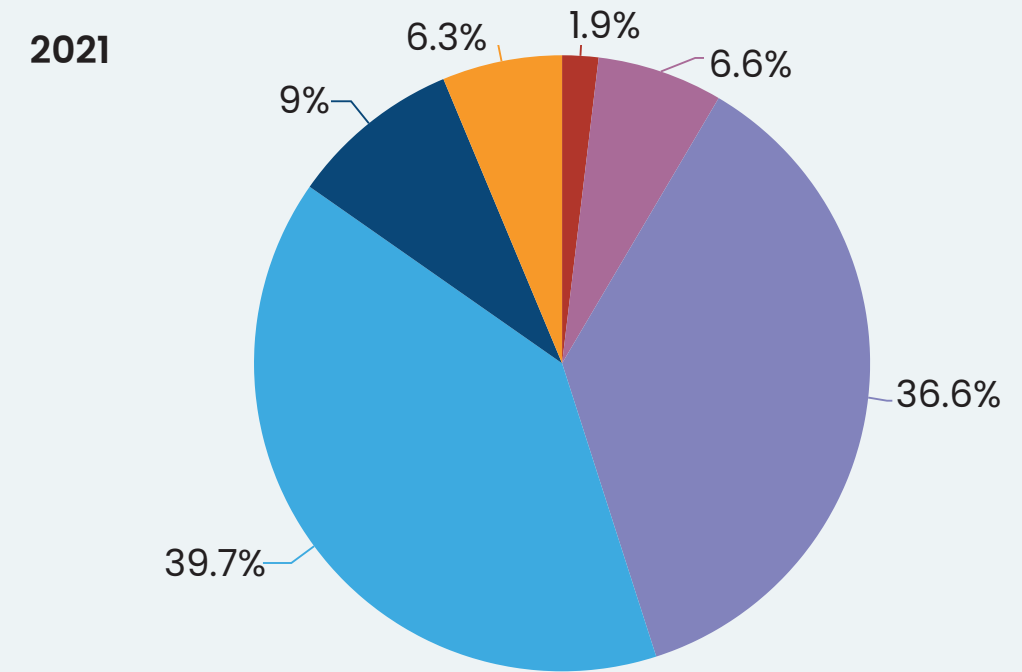


2021 2020

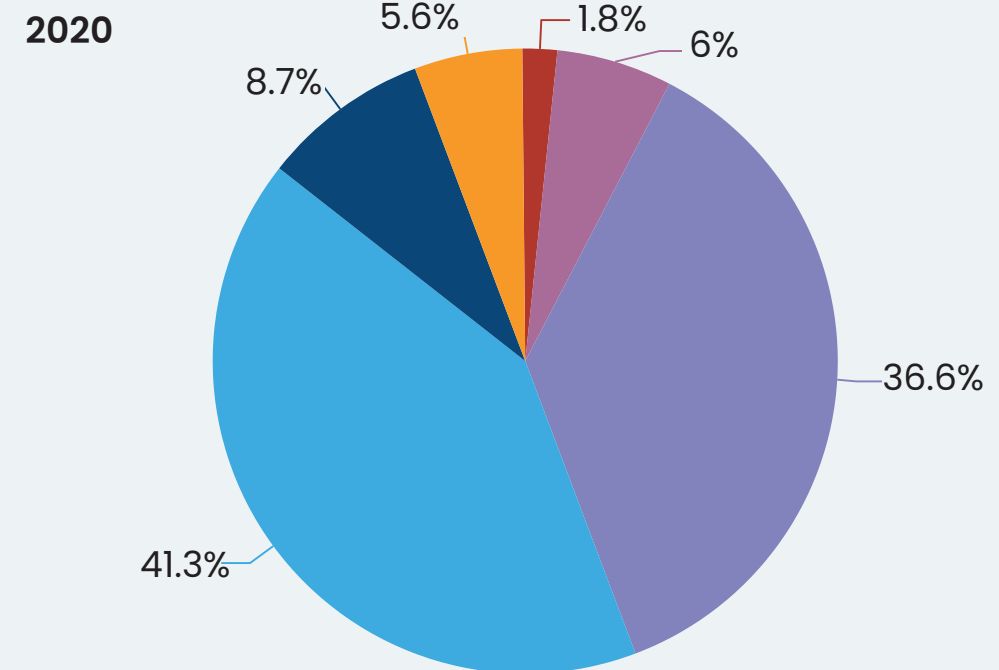
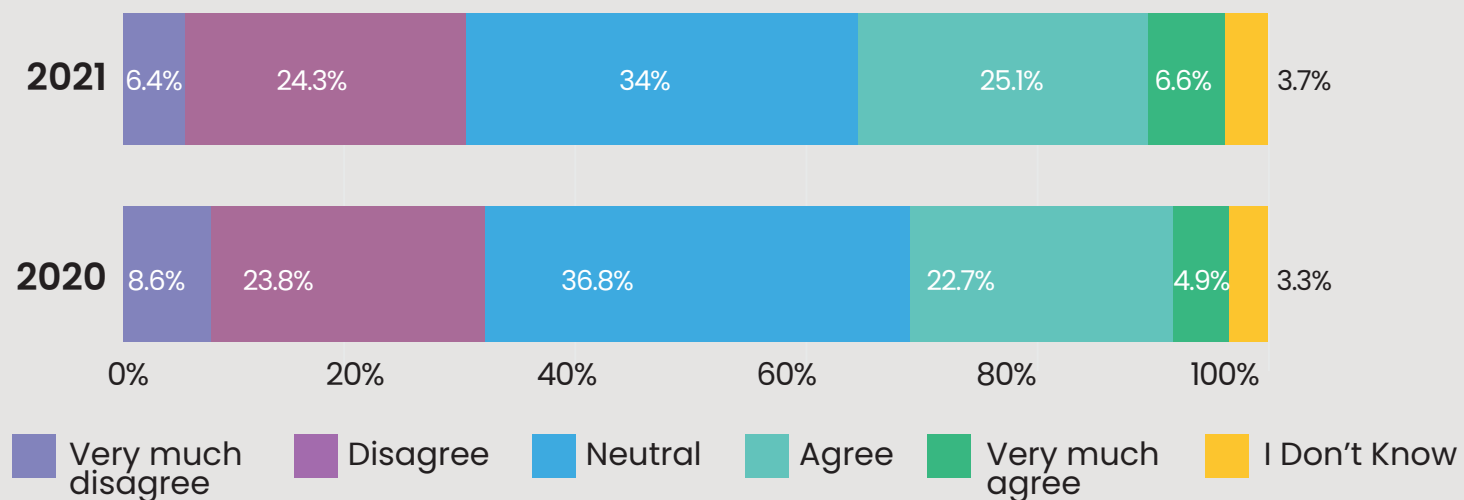
**Q I Would Choose One Hospital Over Another if it Offered More Advanced Digital Health Tools to Improve My Delivery Experience—Agree or Disagree?**



**Q During My Pregnancy I was Very Satisfied with the Digital Health Experience Offered by My Hospital—Agree or Disagree?**



**Q I Would be Open to Switching My Hospital for Delivering My Baby if it Did Not Offer a Satisfactory Digital Experience —Agree or Disagree?**



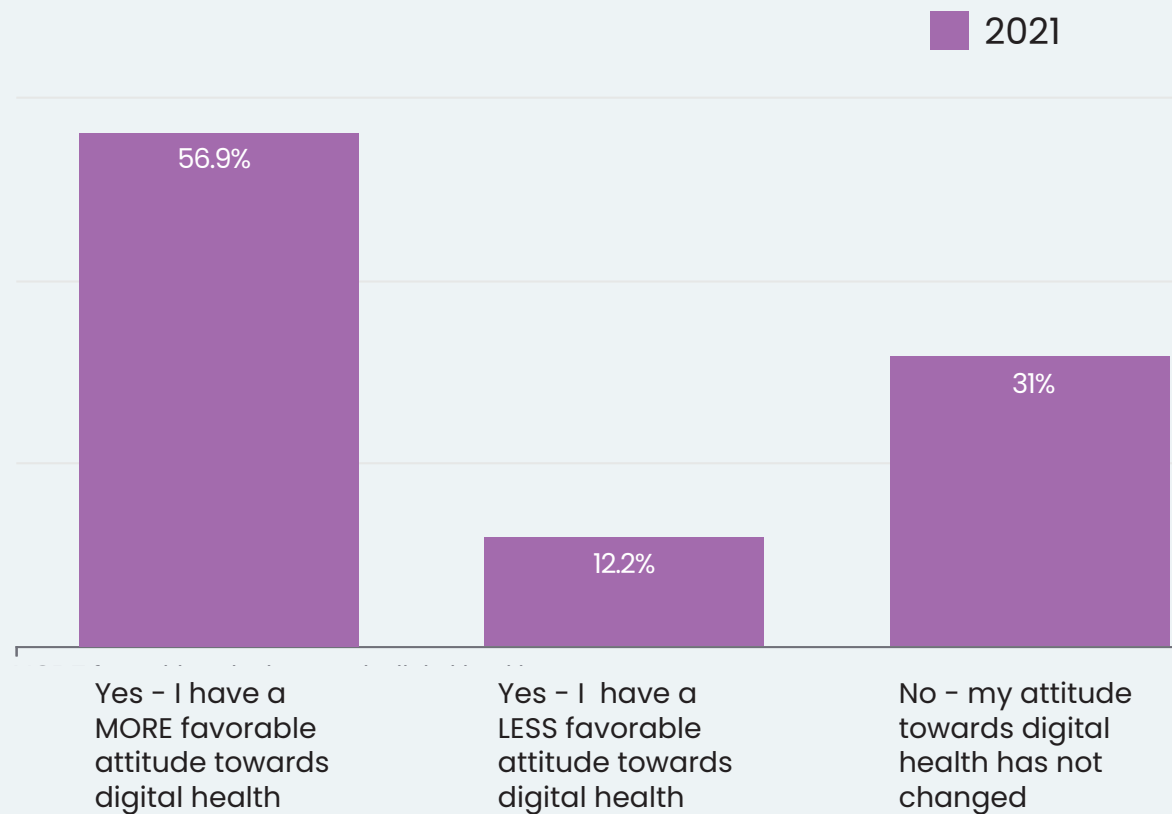
Very much disagree Disagree Neutral Agree Very much agree I Don't Know

# COVID-19 Serves as Digital Health Catalyst

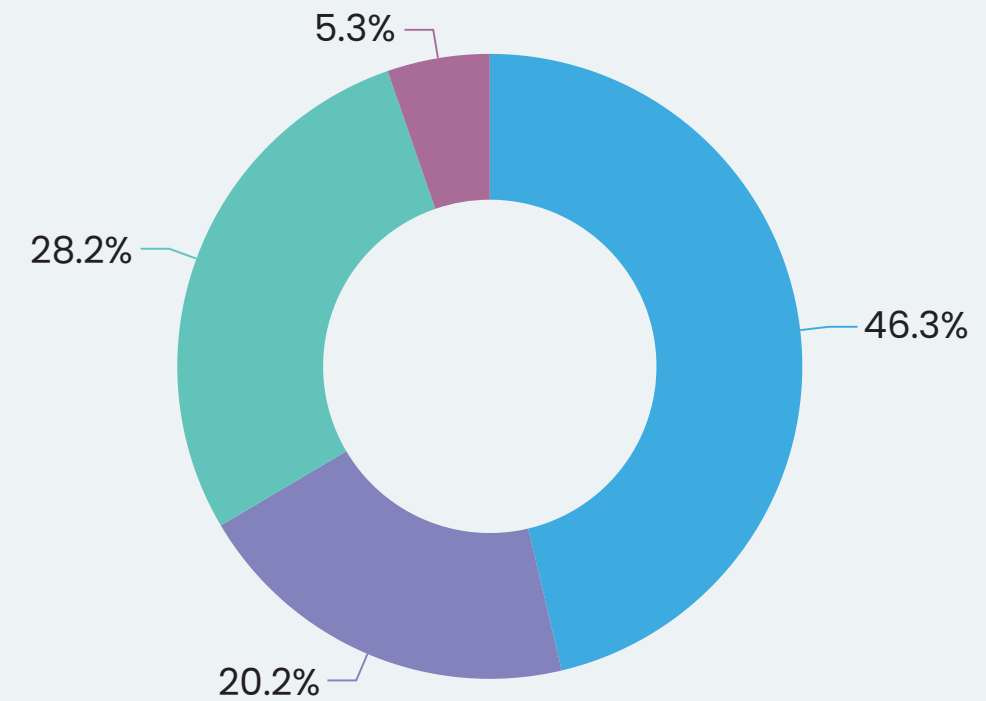
**COVID-19 altered what care delivery looks like.** More than half (56.9%) of new and expectant moms responding to this survey have a more favorable view of digital health and 2 in 3 respondents report that their providers have upped their digital health game.

The majority of these moms note that their providers have started offering telehealth visits (68.9%) and patient portals (64%). Nearly 1 in 4 report their providers are now offering remote patient monitoring and/or mobile apps.

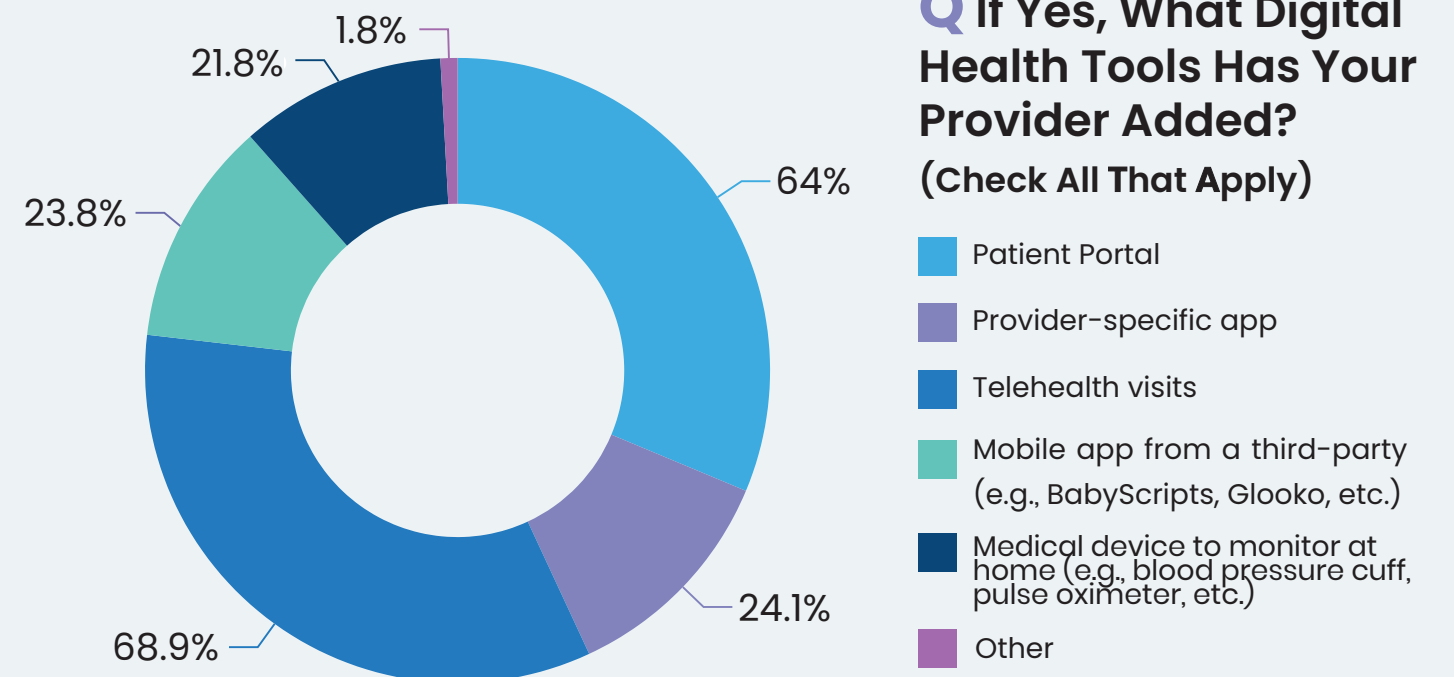
## Q Has Your Attitude Towards Digital Health Changed Since Start of the COVID-19 Pandemic?



## Q Has Your Medical Provider Begun Offering More Digital Health Tools Since the Start of the COVID-19 Pandemic?



## Q If Yes, What Digital Health Tools Has Your Provider Added? (Check All That Apply)

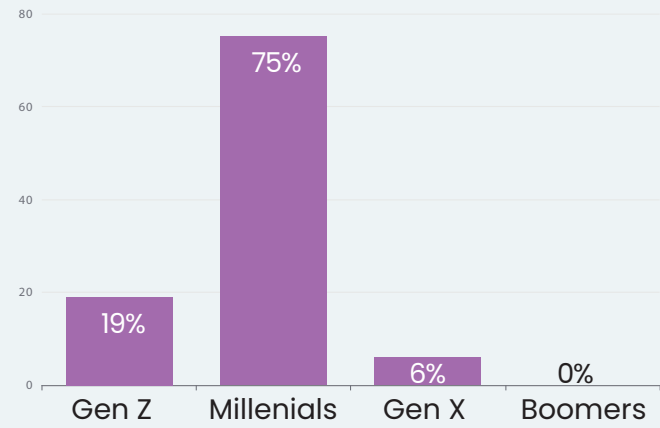


## About Our Sample

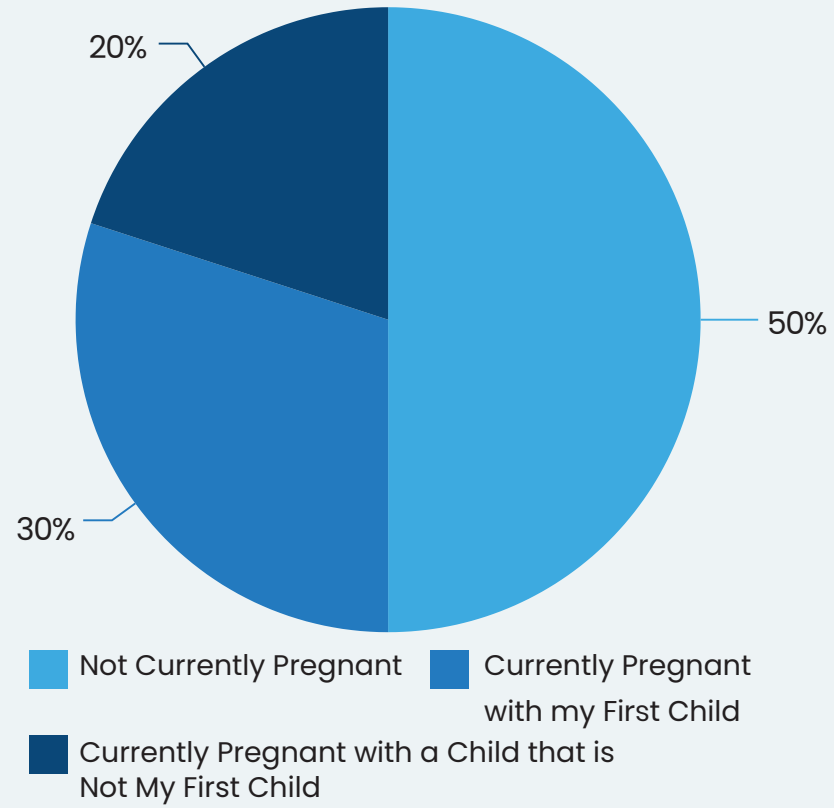
In partnership with Persky, Xealth conducted an online, mobile survey within the United States from August 28 to September 8, 2021, with 1,004 adults ages 18 and older who are new or expecting moms.

Some demographic details about the respondents are provided below.

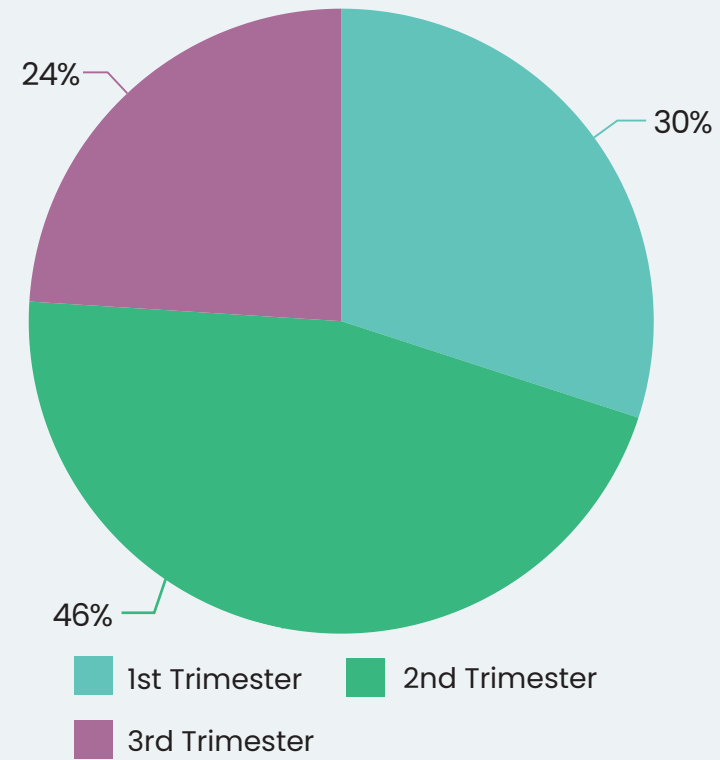
### Q Age/Generation



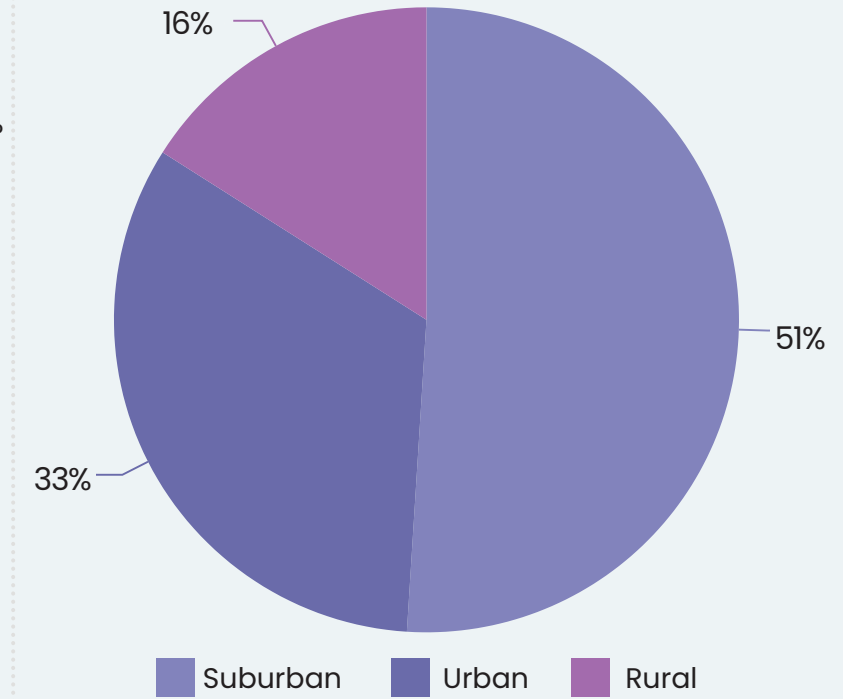
### Q Which of the Following Best Describes You?



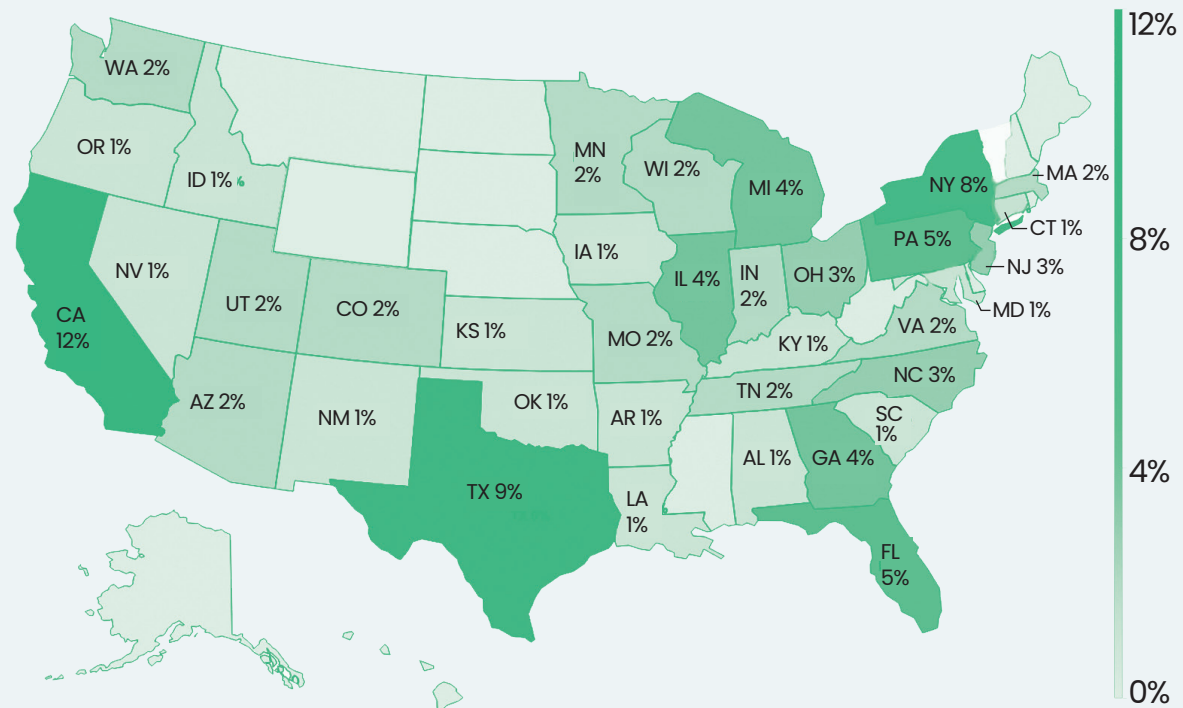
### Q At What Stage Are You in Your Pregnancy?



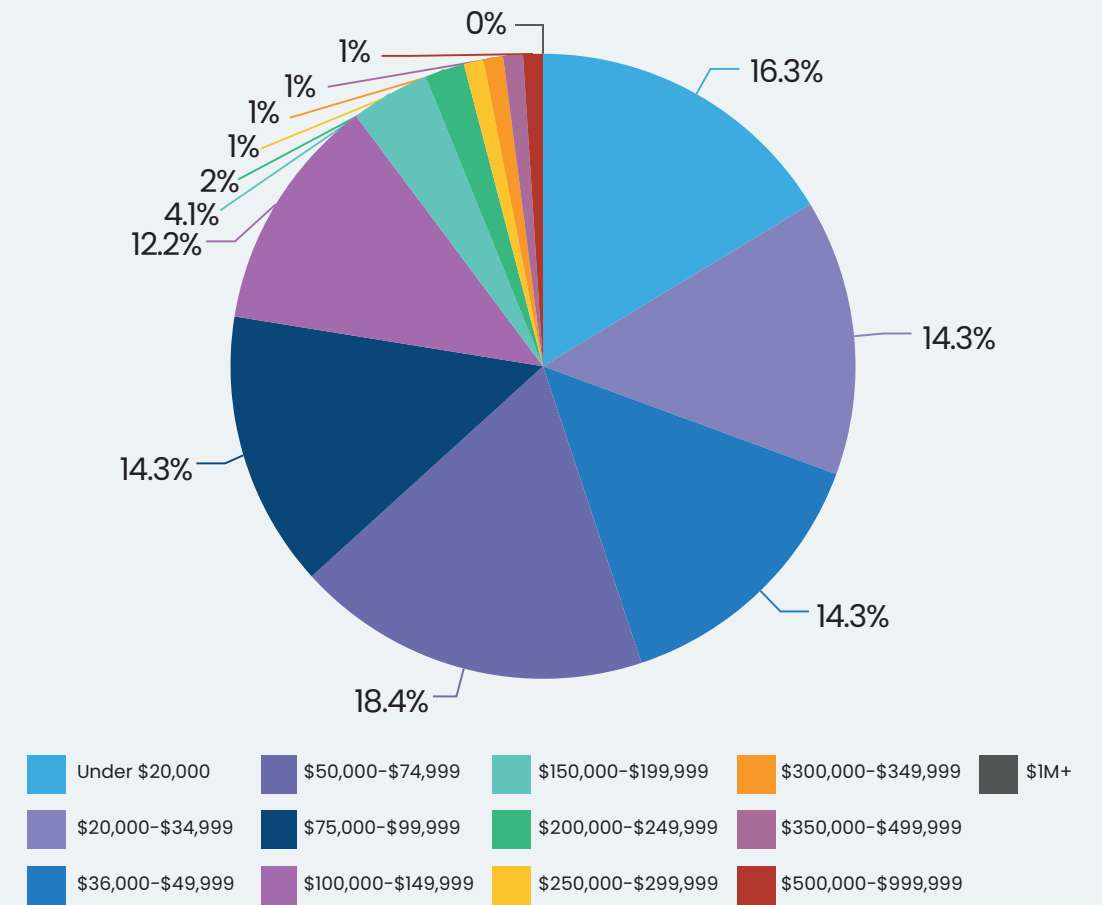
### Q Which Best Describes the City or Town Where You Live?



### Q Location



### Q Household Income



## About Xealth

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Xealth scales digital health programs, enabling clinicians to integrate, prescribe and monitor digital health tools for patients to drive engagement and utilization. Through the secure Xealth platform, clinicians can find and order the right digital health tools and programs for patients direct from the EHR workflow, send these digital health orders to the patient's email or patient portal, and then monitor activity. Xealth spun out of Providence St. Joseph Health (PSJH) in 2017, and investors include 14 health system investors, including Advocate Aurora Enterprises, Atrium Health, Banner Health, Cleveland Clinic and UPMC. Additional investors include Cerner, McKesson Ventures, Novartis, Philips, and ResMed.

For more information, visit [www.xealth.com](http://www.xealth.com).



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The Xealth logo features the word "xealth" in a white, lowercase, sans-serif font. The letter "x" is stylized with a dotted pattern. A registered trademark symbol (®) is located at the top right of the "h".