

NEW HEALTHCARE APPLICATION

Reducing Pregnancy Risk

The **ReproAnswer™ Application** was developed by RightAnswer.com, Inc. working with teratology experts from the University of Washington, and with funding from the CDC (U.S. Centers for Disease Control and Prevention) via a SBIR Grant (Small Business Innovation Research). The new App will support improvement in drug safety for pregnant women by delivering current and authoritative information to health-care providers, helping to reduce premature births and birth defects.



According to the CDC:

“A few existing databases provide an expert review and evidence summary of the available literature on the fetal risks of specific medications, but these resources are not widely available to women or their healthcare providers and are thus underutilized.”

“With no ‘gold standard’ information source to consult regarding these health decisions, clinical uncertainty exists, leading to significant variations in care, thus vast potential to improve health equity and outcomes for mothers and their babies.”

Why is this new tool for medication safety in pregnancy significant?

“Almost every pregnant woman will face a decision about taking medicines before and during pregnancy. However, not all medicines are safe to take during pregnancy. Some medicines may cause birth defects, pregnancy loss, prematurity, infant death, or developmental disabilities.”

The CDC has also stated: *“Published research has shown an important potential for reducing adverse outcomes by shifting prescribing practices to medications with lower risk.”*

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- *10% of U.S. women experience pregnancy each year, and more than 90% of women take at least one medication during pregnancy and lactation*
 - *Medication use in pregnancy is up more than 60% in the last 30 years, yet for most medications the safety or risk profile is unknown or hard to find*
 - *It is difficult for healthcare providers and women to weigh risks and benefits of treatment options during pregnancy*
 - *Preterm birth and birth defects are the leading cause of infant mortality*
 - *Adverse fetal outcomes comprise a major health public health burden – to women, families, society, health systems, governments*
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This new App bridges the gap between healthcare providers and the expert teratogen information needed to support better decisions for medication use in pregnancy.

Why wasn't there already a comprehensive App for medication risk assessment related to pregnancy?

The FIRST answer is that it's not as easy as just developing an App -- there were substantial content and design challenges involved.

Based on its research, RightAnswer developed and tested versions of the application with healthcare providers in the human-computer interaction lab at the University of Washington. Overall, healthcare provider ratings of the ReproAnswer™ App were very positive and indicated above-average usability. 90% said they would be very likely or extremely likely to adopt the decision support App for medication use in pregnancy.

Further, the testing reconfirmed the project findings that healthcare providers have four distinct information needs and usages addressed by the App:

- **Find** applicable current, authoritative and trustworthy teratology information
- **Understand** the potential teratogenic risk of the drugs patients use or might use
- **Decide** whether to prescribe medications during pregnancy and lactation
- **Educate** and advise patients about potential risks to the mother or baby

The results achieved with the new ReproAnswer™ Application have exceeded original CDC expectations, making it highly attractive for adoption by healthcare providers. The App is:

- ✓ **Flexible** – the application works on smartphones, tablets, or computers
- ✓ **Truly Mobile** – no Internet or WIFI needed, except for the initial download and updates
- ✓ **Single Solution** – multiple authoritative teratology data sources integrated in one App
- ✓ **Targeted Results** – single-search functionality returns results across multiple sources

The SECOND answer is there are commercialization challenges.

You can help provide access to users locally, regionally, nationally or globally. By partnering with RightAnswer.com, Inc., more healthcare providers can gain access to the latest teratology information – gold-standard, curated reproductive risk data – with efficiently targeted search results.

Your participation in sponsoring access will help improve the health of women and reduce the high emotional and financial costs associated with preventable premature births or birth defects.

- **FOUNDATIONS** – sponsorship opportunities are available to support user access to the ReproAnswer™ App
- **ASSOCIATIONS** – increase your organization's visibility with national health organizations, hospitals, and medical professionals with discount and sponsorship program options
- **CORPORATIONS** – increase your visibility and improve your community relationships through supporting healthcare providers by sponsoring their access to the app
- **GOVERNMENTS** – support your public healthcare initiatives by providing broad access

You can help make an impact!

**We hope to assist everyone concerned with women's and children's health.
Your support can help make a difference in improving pregnancy outcomes.**