

Maternal care Delivering essential care to rural America

PHILIPS

Supporting mothers and babies at every stage

Philips is advancing maternal health by combining online apps and monitoring equipment to improve care for expecting mothers, especially those with high-risk pregnancies. Through innovative remote patient monitoring, Philips and its partners are expanding prenatal care access, saving lives and redefining maternity care for every mother—wherever she is.



Empowering
professionals



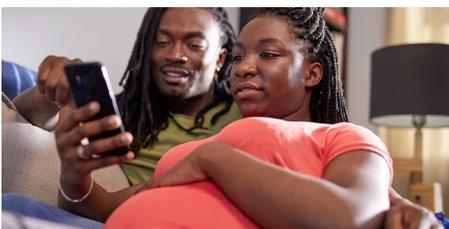
Connecting
communities



Improving
lives

Partner with Philips to maximize RHT Program funding

The Rural Health Transformation (RHT) Program presents a pivotal opportunity to improve healthcare access, quality and sustainability in rural communities. Our innovative solutions directly align with RHT Program priorities, empowering you to build a connected, resilient and high-performing rural health ecosystem.



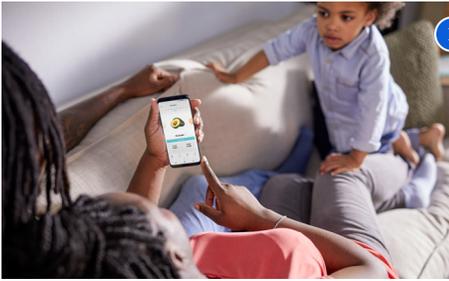
Pregnancy+
app



Remote perinatal
monitoring



Point-of-care
ultrasound



> **Pregnancy+ app**

Connect expectant mothers through the world’s leading pregnancy application¹ to educational and state resources.

- Early engagement and intervention with curated information specific to where moms are in their pregnancy ensures they get the right care at the right time.
- Promote awareness on preventable pregnancy conditions and drive behavioral change through health literacy.
- Tailored content connects users to state and local resources such as home nursing services, breastfeeding support and Medicaid applications.



> **Remote perinatal monitoring**

Support healthier pregnancies through personalized prenatal and postpartum remote monitoring and coaching—helping mothers feel confident, connected and cared for every step of the way.

- Get patient onboarding and 24/7 monitoring by Philips clinical team.
- Manage conditions such as maternal diabetes and hypertension from home with automated data sharing for timely intervention.



> **Point-of-care ultrasound (Lumify and Compact)**

Bring high-quality diagnostic imaging to any rural clinic or patient bedside.

- Real-time, imaging at the bedside, in the ICU, or in the emergency room helps with diagnosis and treatment decisions.
- Integrated tele-ultrasound capabilities provides remote clinical guidance and decision support.
- AI-powered algorithms enhance image quality, automate measurements and guide users in various clinical applications.

Michigan case study: removing barriers to accessing care and improving utilization of vital resources and programs

Challenge

To help connect pregnant and postpartum Michigan residents to support and assistance, the Michigan Department of Health and Human Services (MDHHS) selected Philips to provide access for Medicaid-eligible families to the award-winning Philips Pregnancy+ app.

Solution

MDHHS has worked with Philips to tailor the app to make it easier for participants to access available state support programs.

Impact

32,000 families reached²

850,000 times MDHHS content was seen in the Pregnancy+ app²

80% of users found Pregnancy+ has helped them become more aware of the resources available to them in Michigan²

Let’s reimagine rural healthcare, together.

Your state is poised to make a significant impact with RHT Program funding. Partner with Philips to design and deploy technology-driven solutions that create lasting change for your rural communities.

Contact us to learn how we can build a custom strategy for your healthcare facility.

1. Based on downloads <https://apps.apple.com/us/app/pregnancy-tracker-app/id505864483>

2. <https://www.usa.philips.com/a-w/about/news/archive/standard/news/press/2023/20231214-michigan-department-of-health-and-human-services-expands-philips-avent-pregnancy-program.html#:~:text=An%20analysis%20of%20the%20program's,Personal%20Health%2C%20Philips%20North%20America>



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