

Q1 Please provide your contact information below.

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Q2 Please describe your company or organizations overall goals and mission.

Our company, Totali, Inc, sells a compelling, fun, and popular mobile app platform called Totally Pregnant and designed to be a daily pregnancy companion for pregnant moms. All the content changes every week and includes videos, expert Q&A, lifestyle suggestions, and guides to local services.

Totally Pregnant is currently used by our 18 hospital customers to deliver education, engagement, and marketing. One of our goals for 2018 is to work with others who have programs designed to improve pregnancy outcomes, and coordinate our content and platform to support their content and interventions. Most initiatives focus on a technology or intervention, with the platform and presentation as an afterthought. We want to start with our popular platform, and then add in compelling medical interventions.

Totally Pregnant is a highly compelling pregnancy mobile app. It has been download by 600,000 users and is used by pregnant moms an average of 4 times a week. It currently is loaded with great, but generic, educational content. We have 18 hospitals using the app for education, engagement, and marketing. In the recent "Best Pregnancy Apps" article, the app was ranked #2 (<https://www.bestproducts.com/parenting/g1488/best-pregnancy-apps/>).

Our 18 hospital customers use the app to increase patient engagement, provide education better suited to modern moms than traditional classroom content, and to attract new patients. Hospitals have seen results of increasing maternity customers by 30% and increasing patient satisfaction scores from "D" to "B".

With this project we want to use our data and analytic platform to tailor the content and reminders to particular medical conditions and population needs. The app is easily tailored by adjusting our content database — we want to work with the right people who know what to put into that database and how to decide who gets what interventions.

Q3 Please indicate which category your organization falls under.

Technology Solutions

Q4 Innovation Executive Summary. Please describe the innovation, and how it addresses the social determinants of health. Please identify how the innovation addresses the 6 innovation criteria (i.e. ROI, scalability, feasibility, evidence based support for innovation, relevance to the Medicaid population and speed to market).

Totally Pregnant and this project flip the normal medical innovation approach on its head. We are starting with a popular and compelling app, currently focused on education. Mom’s love it and 18 hospitals have paid for a customized and branded version.

Totally Pregnant is obviously scalable and feasible, and already on the market. We have strong evidence demonstrating patient engagement. The key question is to determine how to best leverage that engagement toward improved outcomes. We are applying to this program to work with experts and community groups serving medicaid populations, adjusting our content database and weekly prompts to best deliver interventions and education. Our database can vary content by zip code, patient condition, patient age, week of pregnancy, and other parameters entered by social workers and clinicians.

Lifestyle health interventions often do not work because the patients do not use them. Mom’s use our app 4 times per week. Our 3D animations of the developing baby — a different video for each week — are watched multiple times and lure moms back each week. We note unexpectedly high video watching at 2-3-4 in the morning and I think back to my wife not sleeping well during her pregnancy.

The goal of this project is to determine if our highly popular and compelling app, when integrated with expert recommended interventions, can produce improved outcomes.

Totally Pregnant has sophisticated hooks for managing different content for different users. For now, this is in production with our hospital customers to allow them to customize and brand the content. We are extremely anxious to leverage these tools to tailor specific content and interventions on particular conditions, zip codes, and patient question responses.

Our team are mostly from a enterprise software background. We have extensive experience with mobility, IoT, real-time sensor response, and enabling technologies. This has allowed us to build an app that can support different content for 18 different hospitals. The underlying technology is highly scalable.

Q5 Was your innovation implemented? If so, please explain when, the number of people impacted, and the results.

Yes (please specify when and the estimated number of people impacted):

The app is live and has been installed by 600,000 moms with 300,000 using through their full pregnancy. First time moms use the app on average of 4 times per week.

Q6 Please identify the SDH Domain that your innovation addresses. (Select all that apply.)

- Social and Community Context** ,
- Health and Health Care** ,
- Neighborhood and Environment** ,
- Economic Stability**

Q7 I give the Department of Health the right to share the information submitted in this application publicly (for example: on the DOH website). I understand that there is no monetary reward/reimbursement for my submission or for attending the summit should my innovation be selected.

I consent to have my innovation shared

