Progeny HEALTH®

High Tech, Higher Touch:

How a Mobile App Enhances the Human Side of Case Management



Why Health Apps Alone Miss the Mark

As mobile devices and access to high-speed internet have proliferated, so has our access to instant health-related information. A recent survey found that **over 73% of Americans obtain at least some health information online**. For pregnant women, **over 50% seek information related to their pregnancies**. At a time when so many are turning to their mobile devices to understand their health, health plans have increasingly invested in mobile applications.

But simply launching an app does not guarantee utilization or improved health outcomes. In fact, many of the health plans ProgenyHealth works with have previously invested in an app but failed to move the needle when it comes to outcomes. In our experience, several additional factors are essential to success.



+1M

Health care apps were downloaded per day in 2023



>50%

of women seek information related to their pregnancies

Outcome Oriented

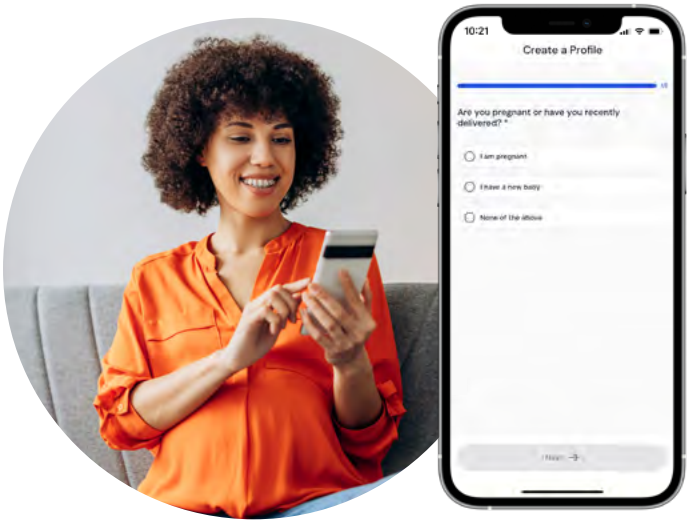
In 2023, over 1 million health care apps were downloaded per day, illustrating a genuine demand for convenient access to information and services. But if simply downloading an app drove change in health outcomes, we would be seeing nationwide improvements in maternal and infant health that are simply not materializing.

At a time when many organizations are pursuing an "app first" approach, ProgenyHealth leverages its mobile app as an extension of our Case Management program. In fact, most downloads are driven by members already engaged with Case Management. The app enhances, rather than replaces, person-to-person engagement by giving Case Managers another way to engage and support members throughout their pregnancy journey.

> "An app really isn't a silver bullet. You need to have something, or in our case, someone behind it to make it resonate with members."
>
> **Janna Lacatell**
> ProgenyHealth VP of Product

A Human First Impression

As mobile apps have become more and more ubiquitous during pregnancy, some organizations may have conflated a “high tech” environment of features like chat bots and push notifications with an authentic connection. This approach undervalues human interaction during the maternity journey and underscores ProgenyHealth’s focus on “high touch” engagement via case management. In our experience, many members are happily surprised that there is a human being on the other side of the app. At a high level, here are a few ways ProgenyHealth establishes a human connection with members:



Managing All Risk

The moment a pregnancy is identified, the Case Management Team works to provide an initial risk assessment. Regardless of risk level, every member receives personalized outreach, while the mobile app monitors member interactions, paying special attention to patterns related to health concerns like headaches or high blood pressure. This helps the Case Management Team stay “in the know” beyond the telephonic interactions they are having with the members.

Personalization

As members spend more time on the app, their home feed is updated to provide relevant information that extends beyond their stage of pregnancy. From action items to information on certain conditions, the experience is tailored to each member.





Keeping Members Informed

The app gives members control over their notification preferences whether by text, push, or email making it easy to stay connected in the way that works best for them. These customized reminders help drive members back to the app at least once a week to complete important tasks.

Results that speak for themselves

As stated earlier, a successful mobile app helps improve health outcomes but that success depends on both enrollment and ongoing engagement. Once members are enrolled, we keep them engaged through a variety of features, reminders, and personalized touch points. Our app engagement far outpaces industry norms. **While most health plans see only 3–5% app usage, 30% of our enrolled Case Management members download and actively use the app**. That's no accident — it is the direct result of our Case Managers introducing and encouraging members to download the app, combined with reinforcement from our health plan partners.

The ProgenyHealth model covers the entire maternal and infant health journey from early pregnancy through the first year postpartum, and into the NICU if needed. The mobile app enhances our team's ability to deliver:

Timely Enrollment

Through data and outreach, we identify pregnancies earlier.

Ongoing Risk Stratification

All enrolled members are assessed for risk at multiple time points to identify and monitor for rising risk throughout the maternity journey—including screenings for depression and social drivers of health.

NICU and Postpartum Support

If a baby is admitted to the NICU, Case Managers guide families through the transition, provide education, and refer them to app features that help them acclimate.

Social and Clinical Support

The Case Management Team identifies and addresses clinical, behavioral, and SDOH risks with education and connection to relevant resources.



>50% of members joined during their first or second trimester



90% of enrolled members are risk assessed



23% Decrease in preterm births across our entire population



38% of enrolled members report a life challenge

Improving Health Outcomes Through Engagements

If you'd like to learn more about ProgenyHealth's mobile app and integrated solution, we invite you to contact us now.