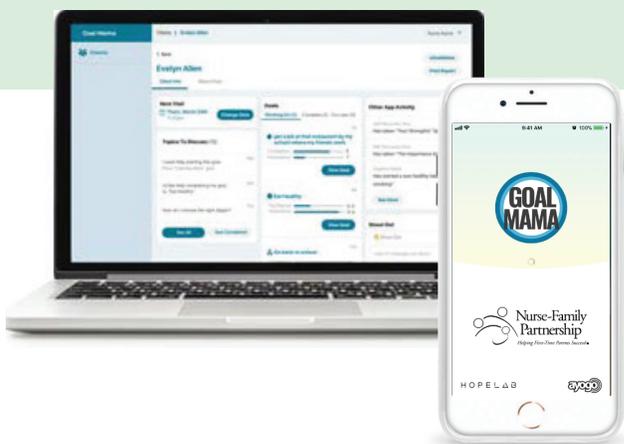


HOPELAB + NURSE FAMILY PARTNERSHIP + AYOGO

A collaboration to improve the lives of at-risk moms and babies

In 2016 we teamed up to answer the question: How might technology increase the scale and impact of the NFP program?

Through our collaborative research, we found that moms and nurses are very interested in using technology to bolster the work they are doing together. We also uncovered that goal setting is a promising approach to keep moms engaged with the program and that technology can support nurses and moms in their goal-related efforts.

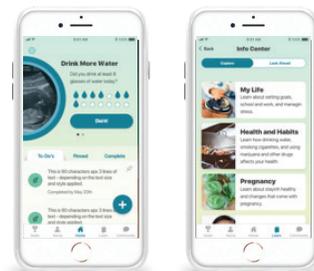


WHAT'S YOUR GOAL MAMA?

The Goal Mama app and companion nurse dashboard was co-designed with moms and nurses to help better set goals, track progress, and celebrate success. The product includes a variety of features to augment existing program materials and support client engagement, retention, and satisfaction. The HIPAA-compliant platform was co-developed with Ayogo, an award-winning health application firm.

GOAL MAMA FEATURE OVERVIEW

- Goal setting, tracking, and support
- Update topics for next visit
- Receive encouragement from nurse
- Quizzes to find priorities and strengths
- Dashboard for optimized client support
- Mom to-do list
- Foster healthy habits
- NFP mom community
- Key parenting and pregnancy info



TESTING GOAL MAMA IN THE FIELD

Hopelab conducted a multi-site efficacy study with NFP to assess the impact of Goal Mama. Launched in June 2018, the pilot study was designed to assess the efficacy and impact of the Goal Mama app on program engagement and retention, and to explore factors affecting implementation and app use at five sites across the country.

PRODUCT LAUNCH

As of May 2019, the app has been rolled out to new NFP sites in Pennsylvania, followed by several other states. Ultimately, it will be rolled out to all 250+ NFP Implementing Agencies in the United States. Combined, these sites serve more than 50,000 families each year.



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