

Genesis: A Consumer Informatic
Approach to Pre-Eclampsia in
African-American Mothers

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Pre-Eclampsia aka Toxemia

A medical condition seen in pregnant women that consists of...

● Hypertension ● Excess protein in urine ● Excessive swelling in extremities

- Most common cause of maternal death
- 2x risk for cardiovascular disease
- 60% of preeclampsia deaths are preventable.

Preeclampsia Awareness

2014 Survey Results Show:



High overall awareness of preeclampsia among expectant and new mothers*

83% had heard of preeclampsia



Yet despite high overall awareness, there is less knowledge of the symptoms



More than half of respondents did not associate many known symptoms with preeclampsia

Most are also aware that this serious condition related to high blood pressure requires immediate medical evaluation



99% knew preeclampsia is serious, even life-threatening, for mother and baby



88% knew high blood pressure is a sign of preeclampsia



96% would call their doctor or midwife if they experienced symptoms

Other important aspects of preeclampsia are also less known

44% didn't know that preeclampsia can occur up to six weeks after delivery



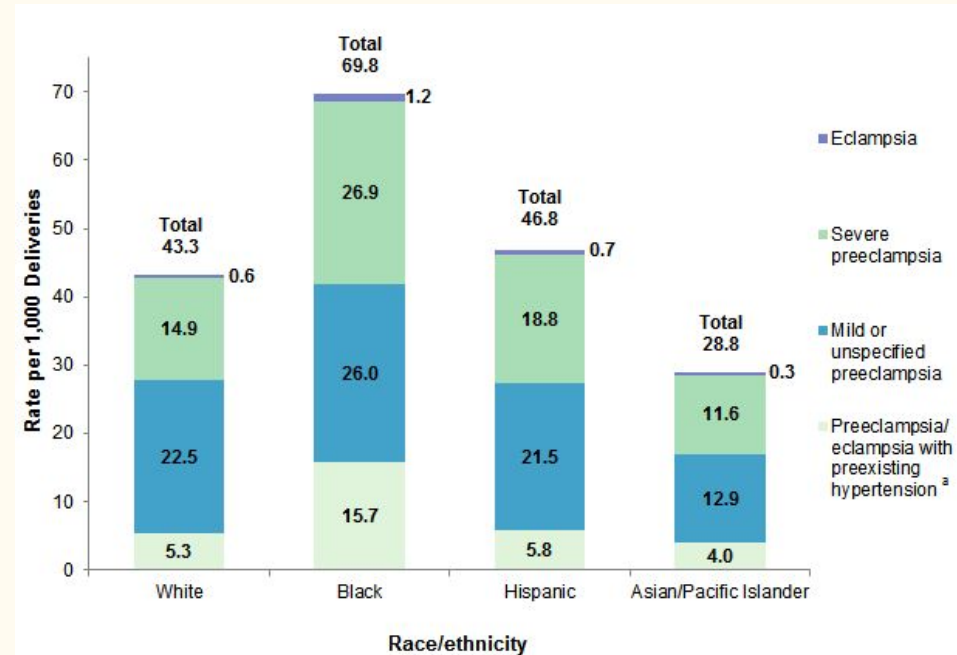
46% didn't know that women with preeclampsia are at greater risk for future health problems



*Survey conducted among visitors to the BabyCenter website from January 17 to January 20, 2014. Total of 1,591 respondents completed the survey; qualified respondents defined as female U.S. residents, 18 years or older, who are pregnant or have at least one child three years of age or younger.

African-American Mothers and Pre-Eclampsia

- African-American women have a 3x higher risk of preeclampsia fatality
- Contributing factors
 - Lack of access
 - Low quality of care
 - Lack of knowledge (patient)
 - Missing diagnosis (doctor)
 - Missed Appts





- Complicated Medical issues
- Higher rates of death & disability
- AA mothers have 50% higher preterm birth rate than white and hispanic mothers (CDC)

Current Climate



- Worsens condition
- Endangers mom & baby

Genesis





App

- ❑ **Pregnancy tracker**
- ❑ **Preeclampsia information**
 - ❑ Risk factors
 - ❑ Promote healthy behaviors with goals
 - ❑ How to discuss with doctor
- ❑ **BP measurement reminders**
 - ❑ Exported reports for doctor
- ❑ **Input appointment reminders**

Supporting Devices

- ❑ **BP monitor**
- ❑ **Edema monitor**

Increasing patient engagement and supporting doctor patient interactions allows for earlier intervention to reduce the incidence and severity of preeclampsia.