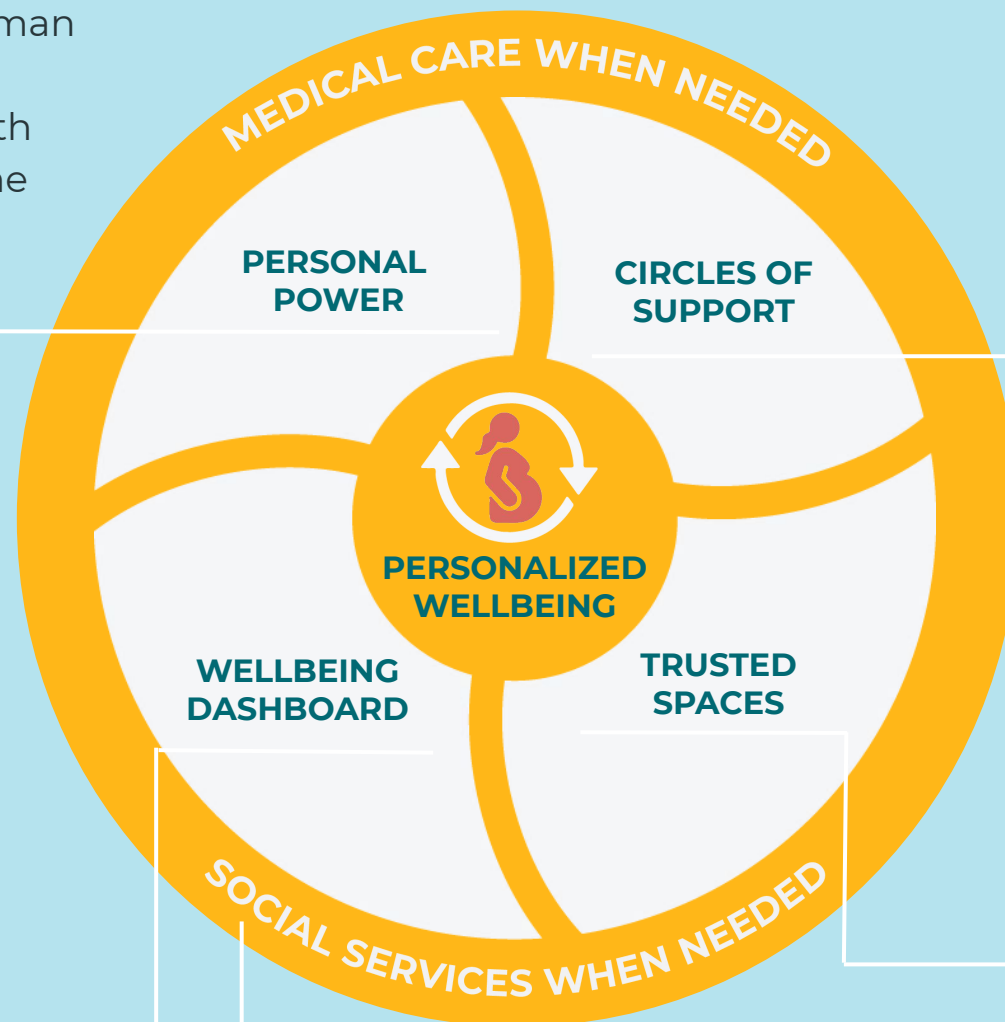


REIMAGINING MATERNAL HEALTH

A WOMAN-CENTERED WELLBEING MODEL

Empowering each woman to take charge of her pregnancy journey, with the confidence that she can influence better outcomes.

Facilitating the connection of a small group of family and friends to support each woman on her pregnancy journey.



Providing direct, and trusted access to a real-time flow of information relevant to a woman's maternal health and wellbeing, and her pregnancy.

Catalyzing a micro-culture of racial sensitivity, respect and honest communication to lessen the stress of interacting with today's inherently biased healthcare system.

Facilitating rapid and seamless escalation to the right medical care and social services to address serious maternal health risks urgently when they arise throughout pregnancy.