



@joshfarrington

Eve - A live digital engagement platform to support new and expectant mothers

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Exhibiting at Booth #28





Where it all began

Cabrini Centre for Innovation

- It started with some funding
- \$250k donation to:
 - Establish the Cabrini Centre for Innovation
 - Develop health-related technology-based innovation

The problem

- How to attract pregnant women and their partners to Cabrini Health

Agreed project

- Develop a digital maternity platform





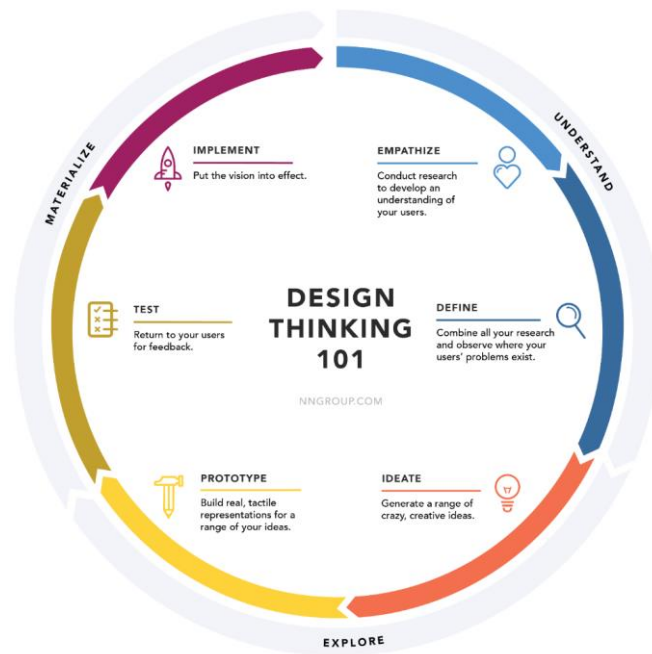
Research & Design

Research

- Focus groups with new and expectant mums
- Interviews with Midwives
- Market research
- UX research

Design

- Co-design workshops
- Professional UX/UI designer
- Produced and tested our high-fidelity prototypes



MEDINFO23

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Eve





We're onto a winner!

- Launched Eve at the Hospital, making it freely available to all Cabrini mums
- Received great feedback internally
- Won two innovation awards
- We're onto a winner
- Attract interest from outside Cabrini



Winner: Innovation Prize for 'Best Communication Strategy' at the Catholic Health Australia Nursing & Midwifery Symposium



Winner: Innovation Prize for 'Best Innovation in the not-for-profit category' at the AiA Industry iAwards 2021





Commercialisation

How to make Eve sustainable?

- Identified an opportunity to transform a cost centre into a profit centre
- Started offering Eve to other hospitals on a subscription basis
- Created a new division of Cabrini Technology Group
- Focus on the ongoing development of Eve and other platforms relating to patient outcomes and patient experience





Eve today

2 years on

- Over the past 2 years, we've signed 13 hospitals across Australia
- Eve is providing benefit to over 30,000 women
- Recently invested in a sales & business development manager to grow sales
- Plans to expand to other states

Patient experience

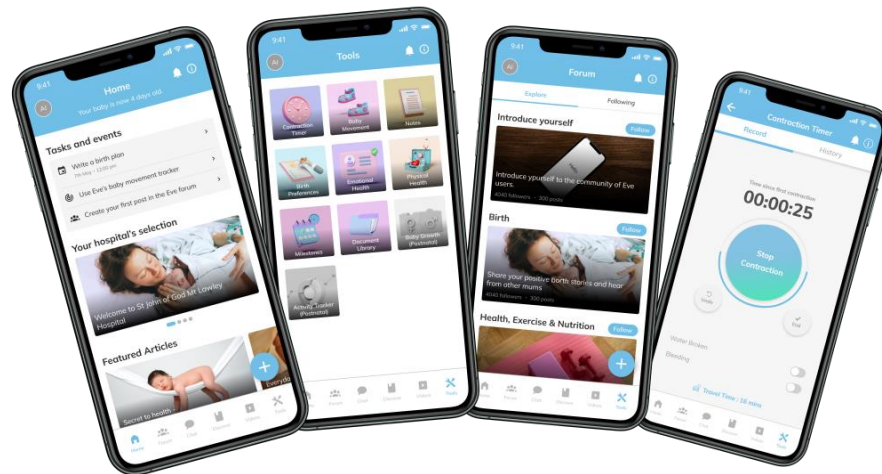
- Hospital-branded version of the app
- Hospital logos, content, references to services, phone numbers, birth class videos, etc.
- Private forums



Usage, Feedback & Outcomes

Evaluation

- How much are the mums actually using Eve?
- What benefits are users reporting?
- How is Eve improving their pregnancy experience?





Uptake & Utilisation

Statistic	Hospital Group A (public) Mar 2021 – Jun 2023	Hospital Group B (public) Mar 2022 – Jun 2023	Hospital Group C (private) Apr 2022 – Jun 2023	Hospital Group D (private) Mar 2020 – Jun 2023
Annual births (approx.)	4,000	5,000	9,000	2,000
Number of unique users to date	5,070	7,075	6,410	3,410
Number of new forum posts	5,473	4,920	1,723	889
Number of forum comments	23,749	21,391	8,018	4,531
Number of videos watched	Disabled	3,068	9,877	Disabled
Number of direct chat messages: mum-midwife	21,351	Disabled	Disabled	Disabled
Number of direct chat messages: mum-mum	3,836	4,052	2,599	2,597
Number of times antenatal tools were used	15,172	17,946	11,401	8,379
Number of times postnatal tools were used	22,274	37,849	44,992	78,589
Number of times the top 10 articles were read	44,150	80,147	44,040	23,256



Case Study – Northern Health

Benefits (as reported by the hospital):

- Midwives now have earlier insights into maternal issues that are occurring between 14 and 20 weeks gestation
- Observed a 50% reduction in admissions for maternal hypertension, due to the mums monitoring and recording their blood pressure regularly in Eve app
- A decrease in phone calls to birth suite from patients with questions
- Cost savings associated with a reduction in printed materials and handouts
- Better utilisation of hospital / maternity resources





Benefits

Patient Benefits

- Users are educated and engaged
- Reduction in pregnancy-related stress and anxiety
- Great patient experience
- Established a vital connection to hospital during pandemic





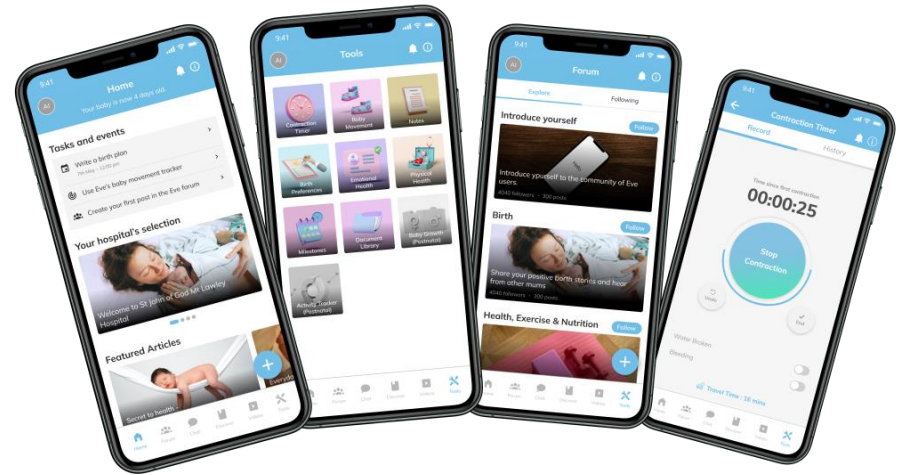
Where to next?

Enhance and maintain the platform based on:

- Product roadmap
- Feedback from end users (the women)
- Feature requests from clients (the hospitals)

Key focus areas:

- Research studies with academia to quantify the benefits
- Development of multilingual capability
- Improve pregnancy outcomes for women in Indigenous communities (Australia and NZ) / CALD / Remote communities
- International markets





Conclusion

Our journey

- Developed something unique
- Made it freely available to all maternity patients at our hospital
- Achieved within the initial project budget
- We found a way to make it sustainable
- We won a couple of awards
- We learnt a LOT
- Developed newfound skills and capabilities that have led to the formation of a new business
- Improved the pregnancy experience for over 30,000 Australian women



Thank you!

We're exhibiting at booth #28

Drop past for a chat!

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