



Mobilizing Health Equity

Maternal & Fetal Health





Acclinate's Equitable Maternal & Fetal Health Innovations

The U.S. has a record maternal and fetal health crisis — with Black communities experiencing disproportionately high rates of maternal and infant mortality.¹ With 84% of maternal deaths deemed fully preventable,² it's clear more can — and must — be done to advance this area of care delivery for historically marginalized groups.

Recognizing minority participation in clinical trials hovers under 5%,³ Acclinate leverages its NOWINCLUDED community platform and e-DICT platforms to reach BIPOC communities with relevant content, resources, and experiences for maternal and fetal health.

Our Approach



Build a NOWINCLUDED community circle specifically for maternal and fetal health



Engage members digitally & through local activation points



Use e-DICT to synthesize community health engagement, insights, and results

Our Initial Results

Across one year, Acclinate accessed, engaged, and mobilized BIPOC women and birthing persons of child-bearing age.

Accessed



118k people engaged with general maternal health awareness and clinical research education materials



500k additional people engaged through partners and shared digital content

Engaged

18,000+

community members engaged with our materials

164

in-depth surveys collected from moms

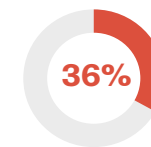
98

personal stories filmed through NOWINCLUDED

Mobilized



>45% of NOWINCLUDED's maternal health circle willing to participate in clinical research



36% of NOWINCLUDED's maternal health circle said they might participate in clinical research

Notable Findings

Standout results from respondents answering about how they seek out pregnancy- and childbirth-related information.

46% of respondents reported using pregnancy apps

75% rely on OBGYNs as primary source of information and guidance

41% cited using Google as a go-to source

41% reported turning to family and friends

51% would only travel within 10 miles for maternal care

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*I was sick all eight months of my pregnancy, near death & **only with finding a Black OB did I get the care I needed.***

NOWINCLUDED Community Member



Learn More About Acclinate's Mission and Model

As Acclinate innovates to expand access to quality maternal and fetal care, we are committed to advancing health equity through inclusive research by combining sustained community engagement and technology-enabled strategies. For a deeper dive into how Acclinate is empowering communities to advance equity across healthcare, use the QR code below or visit acclinate.com/request-a-demo to schedule a call with our team.



References

1. CDC. (2024). *Working Together to Reduce Black Maternal Mortality*. <https://www.cdc.gov/healthequity/features/maternal-mortality/index.html>
2. CDC Newsroom. (2016, January 1). CDC. <https://www.cdc.gov/media/releases/2022/p0919-pregnancy-related-deaths.html>
3. Alegria, M., Sud, S., Steinberg, B. E., Gai, N., & Siddiqui, A. (2021). Reporting of Participant Race, Sex, and Socioeconomic Status in Randomized Clinical Trials in General Medical Journals, 2015 vs 2019. *JAMA Network Open*. <https://doi.org/10.1001/jamanetworkopen.2021.11516>