

Telemedicine-cloud: Perinatal Services in Rural Areas

Introduction:

America has the highest maternal mortality rate among the industrialized countries. A gradual increase in the maternal mortality rate was observed from 12/100,000 births in 1990 to 28/100,000 births.¹ This alarming statistical data has been mentioned in both the print and electronic media (The Washington Post, New York Times, USA Today, Wall Street Journal, NBC, CBS, and National Public Radio). A new paradigm for the postpartum care in America was proposed by the American College of Obstetricians and Gynecologists.² Several publications mentioned that the quality and quantity of maternal care declined in rural America.³⁻⁸ In 2015 pregnancy-related complications caused 64% more deaths among rural area pregnant people than people in urban area.⁹ Recently attempts were made to improve the rural health care¹⁰ especially the rural hospitals and the reimbursement system.¹¹

We have solved the problem of providing perinatal care in rural areas of America. The quality of care is comparable to an urban hospital and the obstetrician does not need to travel to the pregnant people.

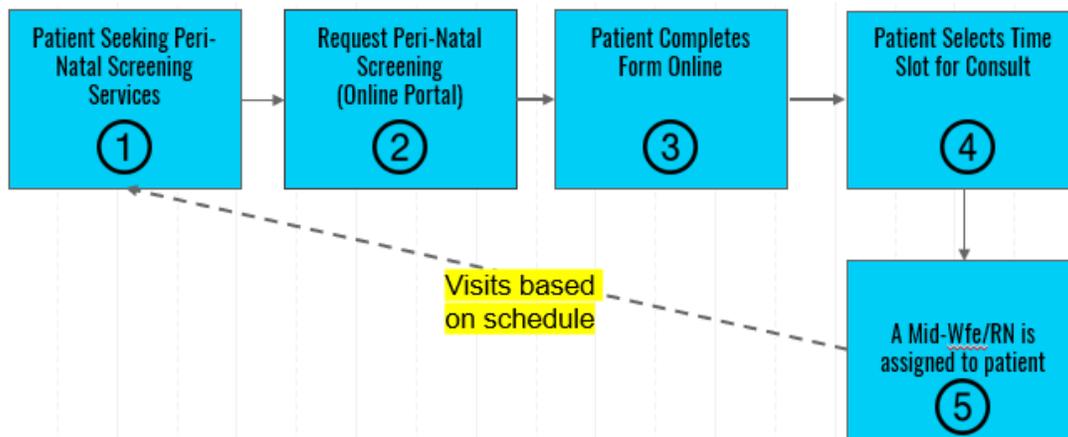
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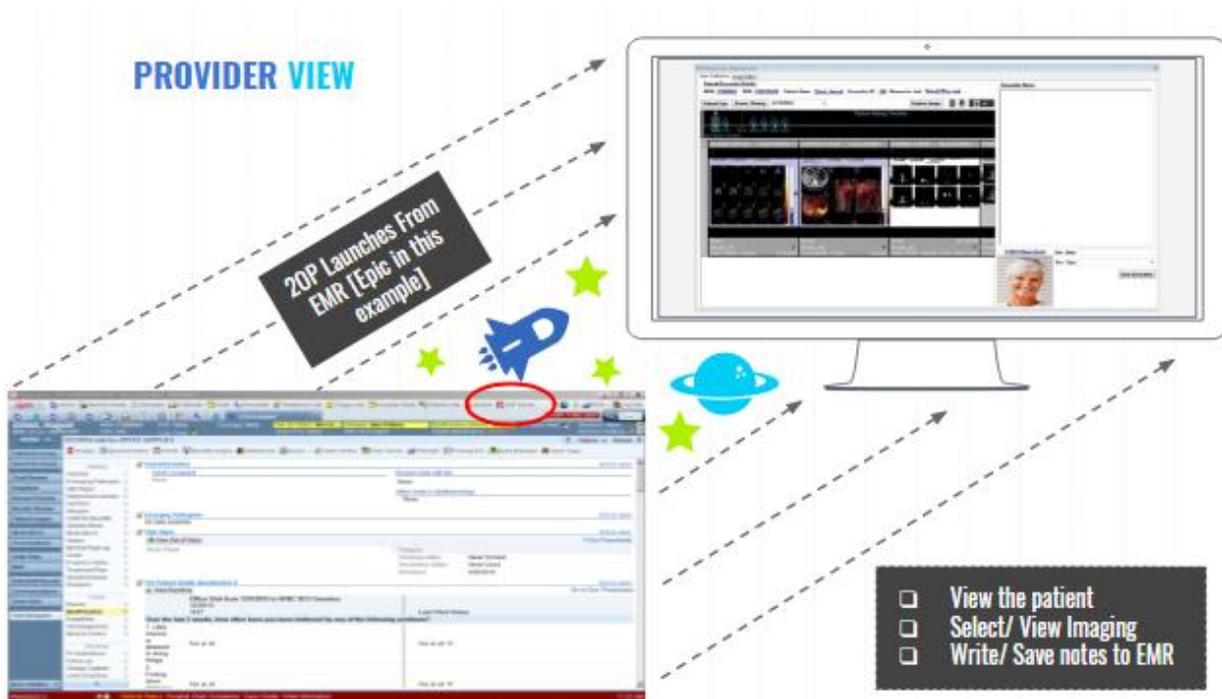
The Solution:

Fortutec developed a solution that integrates portable devices and Telemedicine platform. The caregiver carries the portable devices and record the readings in the system which are in turn sent to Electronic Medical Record.

How it works:



The pregnant patient launches the online portal and request for an at-home peri-natal screenings. A schedule and a care plan are then created for the patient and a Mid-Wife or Registered Nurse in the same or near by zip code is assigned to the patient. Following the care plan, He/She visits the patient and get all the vitals and readings using the portable devices and record them in the system from where they are sent to EMR. If the Mid-wife/Nurse has a question, they can have a conversation via telemedicine platform with Physician and get the questions/concerns/issues addressed. If needed, the patient is asked to visit hospital.



Value proposition of the solution:

- 1.) Very helpful to pregnant women living in rural areas
- 2.) At home service and can avoid stressful journey to clinics
- 3.) Physicians time is effectively used
- 4.) Cost savings to Health care system

WHY IS IT VALUABLE TO HAVE AN INTEGRATED TELEMEDICINE TOOL?



Competition:

No competition in the market at this time.