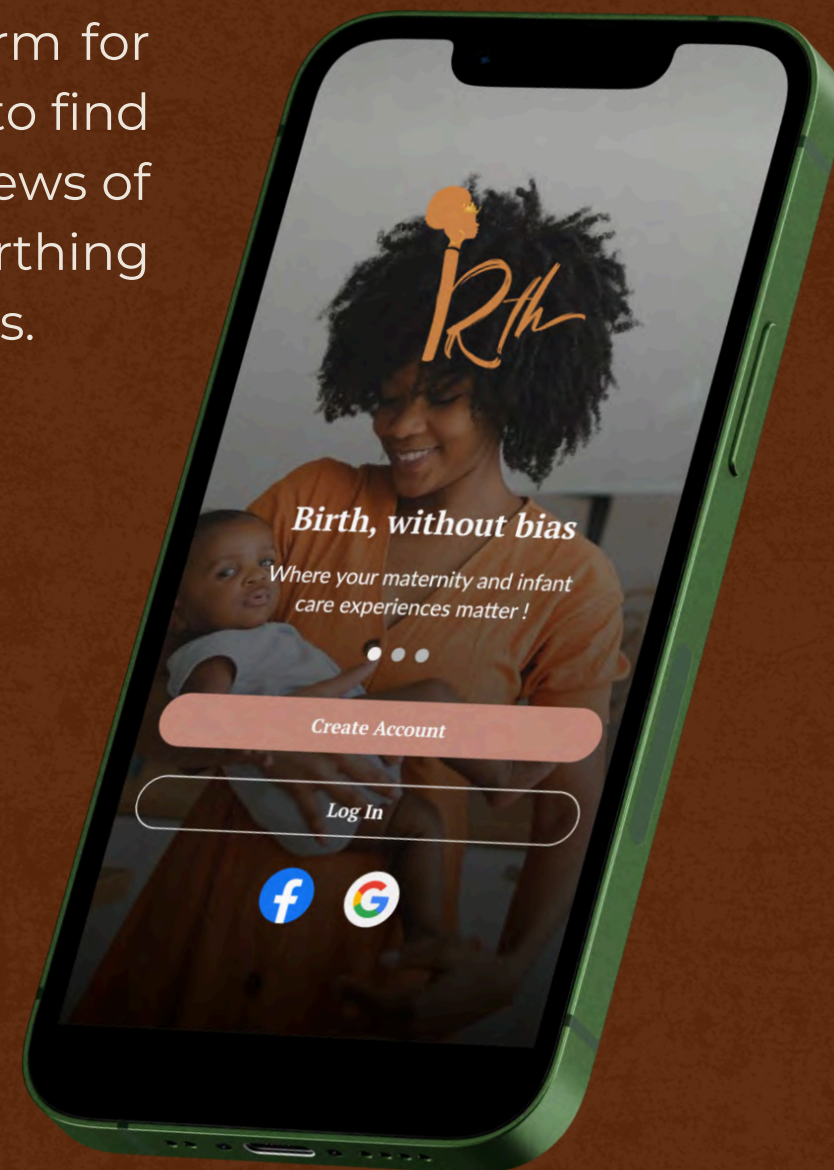
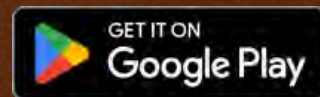


# IRTH BIRTH WITHOUT BIAS

A non-profit digital platform for Black and brown parents to find and leave ratings and reviews of maternity doctors, birthing hospitals, and pediatricians.



Solaire Spellen  
Lauriel Porter

WWW.IRTHAPP.COM



# <sup>👑</sup>IRTH

BIRTH  
WITHOUT  
BIAS



*Solaire Spellman*



*Larriell Porter*

## *Who We Are*

Birth justice advocates and leaders.

Guiding community-driven and systems change work.

Dedicated to advancing racial equity and justice to improve birth outcomes in our communities.



***Problem #1:*** In the U.S., a Black woman is more than **243%** more likely to die from pregnancy and childbirth related causes. The CDC has said that over **80%** of Black maternal deaths were preventable. Bias in care is well-documented.

***Problem #2:*** Due to **high levels of distrust**, Black and Latinx folks are not responding to hospital administered surveys, including HCAHPS and Press Ganey. Hospitals don't have enough patient experience feedback to make meaningful improvements in care.

### *Current Approaches to Addressing Bias:*

- 1.** Anti-Bias Trainings. There is no data that they work. Too much "Train and Pray" or "Tick the Box."
- 2.** A focus on clinical outcomes has made reducing mortality and morbidity the only end goal vs. ensuring a 5-star patient experience.
- 3.** Most models ignore transparency as the fastest way to repair medical "trust gap".
- 4.** Maternal Mortality Review Committees (MMRCs) analyze from the grave. Why does someone have to die to find out about gaps in care or bias on teams?

**WE HELP HOSPITALS, PAYORS & PROVIDERS LEARN FROM THE LIVING !**



*As in Birth, but we  
dropped the “B” for bias.*

### Share your story

This is where black and brown moms  
leave reviews of their prenatal,  
birthing, postpartum and pediatric  
experiences with doctors and  
hospitals



Create Account

Log In



A review and recommendation platform and data  
aggregator engine for Ob/GYNs, birthing hospitals, and  
pediatricians made just for Black and brown parents.

- Leave ratings and reviews of birth experiences, prenatal, postpartum, and pediatric appointments
- Search reviews by hospital, doctor, or zip code



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On the back end, Irth turns our robust ratings and reviews into qualitative and quantitative data and strategic insights to work directly with hospitals and providers to address blind spots, gaps, and inform more respectful and equitable care.

- Collectively our experiences can drive transparency and accountability, and push for systemic change



# IRTH'S STRUCTURED REVIEW PROCESS

## Reviews Accepted From:

- Mothers / Birthing Individuals
- Fathers / Partners
- Doulas
- Hospital-based Midwives

## Review Types:


- Prenatal
- Birthing Experience
- Postpartum
- Pediatric Approach
- NICU (in development)

## Search Reviews By:

- Zip Code
- City, State
- Physician Name
- Hospital Name

## Languages:


- English
- Spanish
- Haitian Creole
- Somali (in development)



**Birthing Parent Sample Questions**

Question	Type	Allowed Options
What type of birthing experience did you have?	Single select	"Vaginal" "Planned C section" "Unplanned Induction" "Planned Induction"
Do you think that something about your race, gender, marital status, ethnicity negatively impacted the quality of care you received?	Single select	"I think my identity was a major factor in my care." "I think my identity somewhat impacted my care." "I'm not sure if my identity impacted my care." "I don't think my identity had much impact on my care." "I don't think my identity was a factor at all in my care."
Did you experience any of the following in your care during birth?	Multi select	"Lack of eye contact", "Dismissiveness of pain levels", "Rude Comments", "Use of racial slurs", "Indirect racial overtones", "Assumptions based on racial stereotypes", "Critical diagnostic test delayed or not completed", "Private/personal information shared without consent", "Physical privacy violated", "Scolded, yelled at, or threatened", "Treatment withheld", "Forced to accept unwanted treatment", "Ignored or refused requests for help", "Physical abuse and/or aggressive physical contact", "Condescending tone or rude comments", "Other", "None of the above"
How likely are you to recommend this hospital to family and friends.	Boolean	Range: Max=5, Min=1 Subtext: 5 is Definitely, and 1 is Never Ever
What did you like the most about your experience here?	Free text	
What can be improved for other mamas in this hospital?	Free text	
How would you rate the care from the labor and delivery nurses?	Single select list	Range: Max=5, Min=1 Subtext: 5 is Definitely, and 1 is Never Ever

*Attention: This is only a small sample subset of the questions we ask a birthing parent (user/role) in the birthing track (review type). Full questions/answers are available upon request for partners.*



**Sample Prenatal Questions**

Question	Type	Allowed Options
Give this care at an doctor's office or ap, or at a clinic?	List	"Individual doctor's office" "Medical group" "Clinic"
Questions or wanted to don't? If so, why?	Multi select	"My (midwife/doctor/nurse/physician assistant) seemed rushed and distracted" "I wanted maternity care that differed from their recommendations" "I felt that my (midwife, doctor) might think I was being difficult" "I did not hold back asking questions"
at something, i, gender, ethnicity, etc. ally of care:	List	"I think my identity was a major factor in my care." "I think my identity somewhat impacted my care." "I'm not sure if my identity impacted my care." "I don't think my identity had much impact on my care." "I don't think my identity was a factor at all in my care."

*Attention: This is only a small sample subset of the questions we ask a birthing parent (user/role) in the birthing track (review type). Full questions/answers are available upon request for partners.*



# YOU CAN'T CHANGE WHAT YOU CAN'T SEE

Add Review

Birthing: Feedback

Did you experience any of the following in your care during birth?

This question is required in order to continue.

☐ Lack of eye contact

☐ Dismissiveness of pain levels

☐ Rude Comments

☐ Use of racial slurs

☐ Indirect racial overtones

☐ Assumptions based on racial stereotypes

☐ Critical diagnostic test delayed or not completed

☐ Private/personal information shared without consent

☐ Physical privacy violated

☐

Continue

< Previous Question

Save and exit

***Irth “decodes” bias to identify the specific behaviors that lead to harm, feelings of disrespect, and adverse events.***

***We un-IRTH frequency & patterns of negative & positive practice behaviors.***

***Not just, “what happened?” but, “how did it happen?”***

Add Review

Birthing: Feedback

Did you experience any of the following in your care during birth?

This question is required in order to continue.

☐ Physical privacy violated

☐ Scolded, yelled at, or threatened

☐ Treatment withheld

☐ Forced to accept unwanted treatment

☐ Ignored or refused requests for help

☐ Physical abuse and/or aggressive physical contact

☐ Condescending tone or rude comments

☐ Other

☐ None of the above

Continue

< Previous Question

Save and exit



# HOW WE DRIVE SYSTEMS CHANGE

Leveraging our national and local database, we work with hospitals, payers, providers, government agencies, national MCH orgs, state and city collaboratives to leverage our unique Black patient experience database into actionable strategies, while advancing accountability and transparency in birth equity.

1.

*Hospital/Health System Pilot Partnerships:* Our pilots combine in-depth community engagement and review collection with developing and implementing an improvement plan, followed by evaluation.

2.

*City/State Collaboratives:* Partner with Irth as an independent, community-centered provider of Black patient experience data; serve as evaluation and accountability mechanism of statewide efforts.

3.

*Payors:* We create customized data-sharing agreements to assess member experiences, provider feedback and to develop action plans, and pilot a maternal health provider incentive initiative

4.

*Publishing:* Acknowledge leaders and laggards. Spark a race to the top!



# WHERE WE WORK: OUR PARTNERSHIPS

## *Hospitals*

- Detroit, MI – Ascension - St. John's
- Philadelphia, PA – Temple University Hospital
- Sacramento, CA – UC Davis Medical Center
- Long Beach, CA - MemorialCare Miller Children's & Women's Hospital
- Los Angeles, CA – Cedars-Sinai Medical Center
- Minneapolis, MN – Hennepin Health
- Providence, RI – Women & Infants Hospital of Rhode Island
- Brooklyn, NY – One Brooklyn Health

## *City Collaboratives*

- Maternity Hospital Quality Improvement Network, New York City Dept of Health
- Alameda County Public Health Department
- San Francisco County Public Health Department
- Rhode Island Department of Health
- WKKF - Grand Rapids, Michigan

## *State Collaboratives*

- Louisiana Perinatal Quality Collaborative
- Illinois Perinatal Quality Collaborative
- Tennessee Perinatal Quality Collaborative

## *March of Dimes Program*

- Maternal Care HHS Program  
OH, TN, NJ, ATL,  
MS, & KS



*Our Feedback  
Impacts 100+  
Hospitals  
Nationwide*



# PILOT FRAMEWORK

## TYPES OF PARTNERS

*Hospitals*



*Providers*



*Payors*



*Community Organizations*



*City & State Collaboratives*



## BIRTH WITHOUT BIAS PROGRAM

### HOSPITAL DUTIES PRE-PILOT

PROVIDE  
LETTER OF  
SUPPORT

SIGN MEMORANDUM  
OF UNDERSTANDING

SET VOLUME  
TARGET

COMPLETE  
INTAKE FORM

FORMULATE  
WORKING GROUP

## PILOT PROGRAM

COMMUNITY  
REVIEW  
COLLECTION

ANALYSIS &  
PRESENTATION  
OF FINDINGS

DEVELOP  
IMPROVEMENT  
PLAN

EXECUTE  
PLAN

EVALUATION &  
CONDUCT  
RAPID REVIEW  
COLLECTION AS  
TEST OF  
CHANGE

PRESENTATION  
OF  
SECONDARY  
FINDINGS

6-MONTH  
POST PILOT  
CHECK-IN

IRTH  
RECOGNITION  
BADGE





# IRTH AMBASSADOR PROGRAM

*A Mission to Elevate the Voices of Black & Brown Birthing Folks*

## ROLE RESPONSIBILITIES:

- *Assist with review completion*
- *Social Media Promotion*
- *Community Events & Special Projects*

## BENEFITS OF NATIONAL IA NETWORK & COMMUNITY

- *Monthly Stipend*
- *Mental Health Therapist*
- *Personal & Professional Development*
- *Networking*
- *Brand Perks & Incentives*
- *Community*





# **MAKING BIRTH WITHOUT BIAS A REALITY IN THE TWIN CITIES**

- **Create Twin Cities Irth Ambassador Network**
- **Launch Marketing & Community Engagement with local Organizations**
- **Community Review Collection**
- **Data Translation**
- **Data Dissemination**
- **Hospital Partnerships (Hennepin, Children's MN, M Health Fairview, and more)**



# *How We Can Help*

- **Incorporate community-centered strategies in order to improve needed patient outreach, population health management, and maternity outcomes**
- **Generate unique data reports on maternity and infant care based on hyper-local data and reviews, evaluating trends and patterns in racism and bias within your city/state/health system**
- **Leverage our unique Black patient experience database into actionable strategies, while advancing accountability and transparency in birth equity**
- **Customizable survey options available**
- **Content library and back-end wallet in development**





*“Whatever the question is, the answer is in the community.”*

-KIMBERLY SEALS ALLERS, FOUNDER OF THE IRTH APP



*Kimberly Seals Allers*

Founder of Irth | Executive Director, Narrative Nation

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