

# GRAVIDITY → Digital card for monitoring pregnancy and puerperium

## The need

Three types of professionals from different fields are involved in the monitoring of normal pregnancy: Primary Care (PC) midwife, PC doctor and the hospital obstetrician-gynaecologist. To guarantee continuity of care in the monitoring of pregnancy, the Pregnancy Card was created in Murcia Health Service, a common register printed on paper that protects the pregnant woman and in which all the professionals involved register in hand-writing format. These records include filiation data, medical and obstetric history, analytical tests, ultrasounds, incidences, notes. However, this format has many limitations, such as its partial completion, problems of security and confidentiality of printed data, the lack of proactivity in the role of women, unnecessary waste of paper, confusions produced by the manual text and lack of coordination among professionals.

## Impact

- High patient satisfaction. Net Promoter score = 7/10
- High Healthcare Professionals Satisfaction. Net Promoter score = 7/10
- Average logged in time of 20 min per week
- Challenger showed a willingness to gradually scale-up the solution

(\* These results come from a 7 months trial period with 47 pregnant women and 33 healthcare professionals across three healthcare centers

#Pregnancy

#PROMs






#DigitalTools

## The solution

GRAVIDITY is a cloud-based digital solution that supports healthcare teams in monitoring and following up on their pregnant patients and allowing women to empower the self-management of their pregnancy and puerperium up to 6 months.

## Co-creation and Business Support

Pilot region: Murcia (Spain) | Period: June 2019-September 2020

 Challenger	 Solver	 Users	 Supporter	 Funder
SMS	Promptly Health	Pregnant women and Healthcare Professionals	Ticbiomed	INFO
1 innovation professional 1 GP 1 gynecologist 2 midwives 1 IT professional	1 Head of Product 1 CEO 1 CTO 1 Project Manager 5 Software developers 1 UI/UX Designer	47 pregnant women 33 healthcare professionals (midwives, doctors, gynaecologists)	2 business supporters	2 experts

## Hear the stories!



*InDemand has allowed us to improve, with a digital solution, the accessibility and monitoring of pregnancy and puerperium up to 6 months for the pregnant woman, empowering her in the self-management of her process, as well as for the professionals involved in the care.*

**Fernando Araico, Gynecologist at SMS  
Pablo Serrano, Midwife at SMS**



*Our participation in this InDemand project allowed us to develop a digital solution specifically focused on pregnancy and thus, to expand our product portfolio. Undoubtedly, the co-creation process with a motivated clinical team with expert knowledge on maternal care contributed massively to the success of the final digital solution*

**João Fidalgo, Project Manager at Promptly Health**



*Gravidity has provided me with the information and monitoring throughout pregnancy and the puerperium with great efficiency and safety, being of great help during the situation experienced by the pandemic of Covid-19*

**Beatriz, 33 years old  
Pregnant women**



### About inDemand

**inDemand boosts digital health solutions proposed and co-created with healthcare professionals**

Contact inDemand team:  
[www.indemandhealth.eu](http://www.indemandhealth.eu)  
[hello@indemandhealth.eu](mailto:hello@indemandhealth.eu)

Contact the developers:  
<https://www.promptlyhealth.com/en/>  
[hello@promptlyhealth.com](mailto:hello@promptlyhealth.com)



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