NowPow is excited to partner with the Illinois Perinatal Quality Initiative Birth Equity (BE) initiative in its efforts to support birthing hospitals in meeting the social determinants of health needs for mothers across the state, connecting them with social resources to improve birth equity and addressing maternal disparities in our populations.

As we partner to launch access to NowPow through the BE Initiative, we are focused on meeting hospital teams where they are in regard to getting access to the NowPow platform. Through the platform, they will be able to screen and identify maternal and familial needs, generate personalize referrals, and manage ongoing referral activity and service fulfillment, tying all patient engagements and activities back to the patient profile.

There are three ways hospitals participating in the ILPQC Birth Equity Initiative can access NowPow:

1. For hospitals that are already NowPow customers, we will partner with them to expand access and usage to their OB departments, if not already. Whether that would be through distributing existing available licenses or adding to their current usage so their OB departments can leverage the tool. If you would like to inquire if your hospital or health system is already a NowPow customer, you may contact Priscilla Daboni at [prisicilla.daboni@nowpow.com](mailto:prisicilla.daboni@nowpow.com).

1. For hospitals that are not currently NowPow customers that would like to partner with NowPow for access to the platform through their hospital, you may contact Priscilla Daboni at [prisicilla.daboni@nowpow.com](mailto:prisicilla.daboni@nowpow.com).

1. For hospitals that would like to have access to the resource information and sharing resources with mothers but are unable to integrate this at their hospital for their OB departments at this time, ILPQC has made available to all of its members a self-serve version of the NowPow platform. It will provide access to NowPow’s high quality resource directory via an ILPQC branded and curated self-serve website to search, find and share services in support of mothers and their families.

**NowPow Platform Description**

NowPow makes it easy to connect people to just the right community resources so everyone can stay well, meet basic needs, manage with illness and care for others. The power caring for people across all of life’s ages and stages and across networks of all sizes and sectors.

**Identify all opportunities to support every person in your care.** NowPow leverages the full range of information you have about people in your care and collects additional insights if needed to determine all relevant community resources. Lack of exercise, food insecurity, dealing with a new cancer diagnosis, trouble paying bills and loneliness are a few examples of the full spectrum of needs we address.

**Match and connect everyone with the right community resources.** NowPow’s technology and integration expertise make it easy to e-prescribe referrals and share them by print, email or text message. For people needing more support to connect to resources, referrals can also be tracked and coordinated across a community care network.

**Optimize impact.** NowPow’s deep analytics tools report on activity and outcomes at the individual, population and community levels to support process improvement, network health and quality, and care access and experience.

**Evidence-based.** NowPow’s growing library of over 40 proprietary algorithms match people with expert-recommended resources for basic needs, wellness, disease self-management and caregiving.

**Services**

*NowPow Team Support.* NowPow includes a dedicated project team to support the implementation, ongoing support and maintenance, and measure ongoing value for your program and the community network for each partner. The project team consists of a Customer Success Account Manager, Community Engagement Manager, Project Manager, and Technical Project Manager.

*Training Package*. NowPow includes user training with all product launches, developed and managed by the Training Manager. This includes a tailored training approach including in-person, train-the- trainer sessions, direct user training, bi-weekly live training webinars, custom training workbooks, and ongoing support.

*Resource Maintenance and Validation.* Includes vetting and validation of resources by our in-house Community Resource team. NowPow’s team confirms service level details with the community-based organizations every 5-6 months.

*Product Support.* 24/7 user and admin access to Support Portal, ongoing enhancements, and bug fixes.