



Powering Care Across Communities: Addressing Maternal Disparities and Promoting Birth Equity

Healthcare organizations seeking to improve health and wellbeing for the maternal populations they serve recognize the importance of extending care beyond their four walls. Connections to vital community services can help to reduce health-related social needs and access disparities amongst mothers.

NowPow's personalized community referral platform makes it easy for perinatal clinicians, postpartum nurses, discharge staff, social workers, and others to refer mothers to high-quality, trusted community services.

From food banks, transportation services, and free clothing, to doula and midwife services, mental health counseling and parenting support programs, NowPow can support wellness during pregnancy, labor and the postpartum period.

Match

Identify health and social needs (with or without a screening) and automatically map those needs to optimal services using NowPow's evidence-based algorithms

Filter

Funnel results by critical access factors like targeted conditions such as pregnancy, preferred language, documents needed, insurance status and other eligibility requirements

Engage

Make personalized referrals to people via text, email or print in 100+ languages and send nudges to encourage follow through—or, give people direct access to search in support of self care

Close the Loop

Track or coordinate referrals with community partners and stakeholders at all points throughout the referral process for enhanced support and measurement

Analyze

Use generated data to understand outcomes at the individual, partner, population and community levels, assess resource gaps, and inform program reformations and policies

"At NowPow, a company headquartered on the South Side of Chicago by birth and by choice, we are a determined partner in the pursuit of health equity. We know that now more than ever, most of what each of us does to stay healthy and manage with illness does not happen in the doctor's office, rather at home and in our communities. We know that every community has vital resources to support wellness, independence and living with illness, but these resources are only as good as one's ability to access them. Our platform is fostering vital connections in and across our communities. It is also yielding powerful new data to help identify real-time resource gaps and opportunities to expand resource capacity, quality and accessibility."

Stacy Tessler Lindau, MD, MAPP
Founder and Chief Innovation Officer of NowPow

NowPow by the Numbers

- 3 Different referral types for the entire risk spectrum: high, rising and low
- 6 Referral tools including a free CBO option and one for self service
- 50+ Evidence-based condition algorithms
- 200+ Service types to support broad or targeted interventions
- 140K+ Human-validated services in its database
- 650K+ Screenings conducted
- 3M+ Personalized referrals

NowPow Networks Span All Sizes and Sectors

