



Improve Medication Safety During Pregnancy with ReproAnswer™

The ReproAnswer™ System delivers current and authoritative information to healthcare providers and their patients, helping to reduce the risk of premature births and birth defects. The new web-based and mobile solution was developed by RightAnswer.com, Inc. – working with teratology experts from the University of Washington and with funding from the U.S. Centers for Disease Control and Prevention (CDC) via Small Business Innovation Research (SBIR) grants.

According to the CDC:

“A few existing databases provide an expert review and evidence summary of the available literature on the fetal risks of specific medications, but these resources are not widely available to women or their healthcare providers and are thus underutilized.”

“With no gold standard information source to consult regarding these health decisions, clinical uncertainty exists, leading to significant variations in care, thus vast potential to improve health equity and outcomes for mothers and their babies.”

Why is this new tool for medication safety in pregnancy significant?

“Almost every pregnant woman will face a decision about taking medicines before and during pregnancy. However, not all medicines are safe to take during pregnancy. Some medicines may cause birth defects, pregnancy loss, prematurity, infant death, or developmental disabilities.”

The CDC has also stated

“Published research has shown an important potential for reducing adverse outcomes by shifting prescribing practices to medications with lower risk.”

- 10% of U.S. women experience pregnancy each year, and more than 90% of women take at least one medication during pregnancy and lactation
- Medication use in pregnancy is up more than 60% in the last 30 years, yet for most medications the safety or risk profile is unknown or hard to find
- It is difficult for healthcare providers and women to weigh risks and benefits of treatment options during pregnancy
- Preterm birth and birth defects are the leading cause of infant mortality
- Adverse fetal outcomes comprise a major public health burden – to women, families, society, health systems, governments

Why wasn't there already a comprehensive mobile system for medication risk assessment related to pregnancy?

It's just not that simple to build an integrated, multiple data source solution!

Based on its research, RightAnswer developed and tested versions of the system with healthcare providers in the human-computer interaction lab at the University of Washington. Findings were very positive. 90% said they would be very likely or extremely likely to adopt the decision support system for medication use in pregnancy.

Further, the testing confirmed that healthcare providers have four distinct information needs and usages addressed by the ReproAnswer™ System:

Find authoritative information to support medication safety in pregnancy and lactation

Understand quickly by efficiently searching for topic-specific information

Decide on the most appropriate medication treatment options

Explain to patients and family members so they feel more comfortable with decisions

ReproAnswer™ System – Features and Benefits

Connectivity

- Subscriptions include access by both website and an App interface (iOS/Android)
- App does not require internet or wi-fi connectivity for use
- Connect to the internet only for initial data download and periodic data/app updates

Data Sources

- Curated, fully integrated data sources returned by a single search
- MotherToBaby Fact Sheets (OTIS) – free to all users upon registration
- REPROTOX® | Shepard's Catalog of Teratogenic Agents | TERIS

Ease of Navigation

- Bookmarks – returns users to previously bookmarked documents
- Search History – returns users to previously accessed documents
- Drill Down – allows users to target requested information more specifically by SEARCHING or SCROLLING within a returned document

Customized Display Options of Targeted Search Results

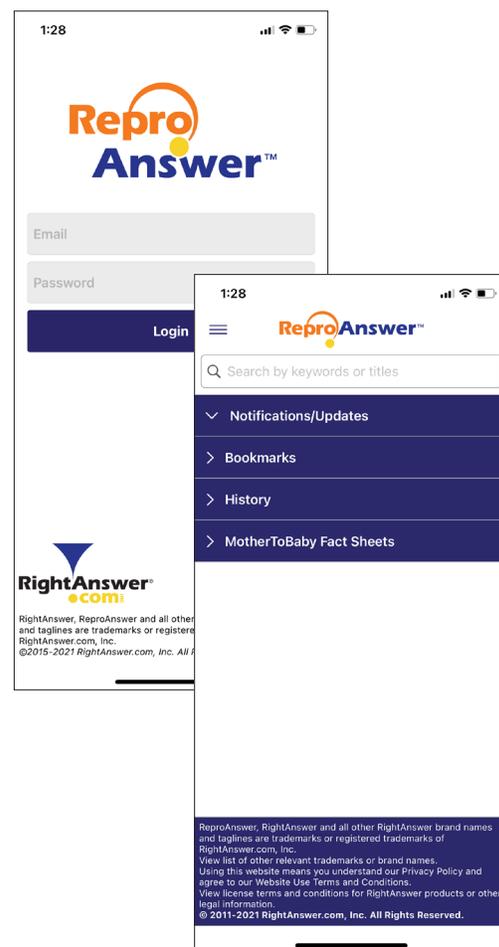
- Users can customize the display of search results
- Search returns a list of documents, or targeted location within returned document(s)
- Users can search by: Title | Keyword | Free Text Search

Hierarchical Search/Filter by:

- Title | Risk Magnitude | Data Source

Print Patient Handouts/Documents

- Print data source documents for easier reading
- Print patient handouts – MotherToBaby Fact Sheets, or other relevant documents
- Print/compare multiple documents for in-depth review



Want to make a bigger difference?

Sponsorship and co-branding opportunities are available to support widespread user access to ReproAnswer™ System subscriptions. Increase your organization's visibility and help make a difference in women's health and pregnancy outcomes. Contact us today: www.rightanswer.com/contact-us/