



Centering the Lived Experience to Improve Maternity Care

A new digital platform to capture Black & brown patient experience data specific to the most significant, yet underserved, health challenge—bias and racism in maternal and infant care.



Irth is a non-profit project of Narrative Nation, Inc. a New York City-based 501(c)(3).
www.IrthApp.com

Problem: 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. It's time to do something about racism & bias in Black maternal and infant care.

Current Approaches:

1. Anti-Bias Trainings. There is no data that they work. Too much “Train and Pray” or “Tick the Box.”
2. Due to high levels of distrust, Black and Latinx folks are not responding to hospital administered surveys, including Press Ganey. Hospitals don't have enough community feedback to make meaningful improvements in care.
3. A focus on clinical outcomes has made reducing mortality and morbidity the only end goal vs. ensuring a 5-star patient experience.
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?

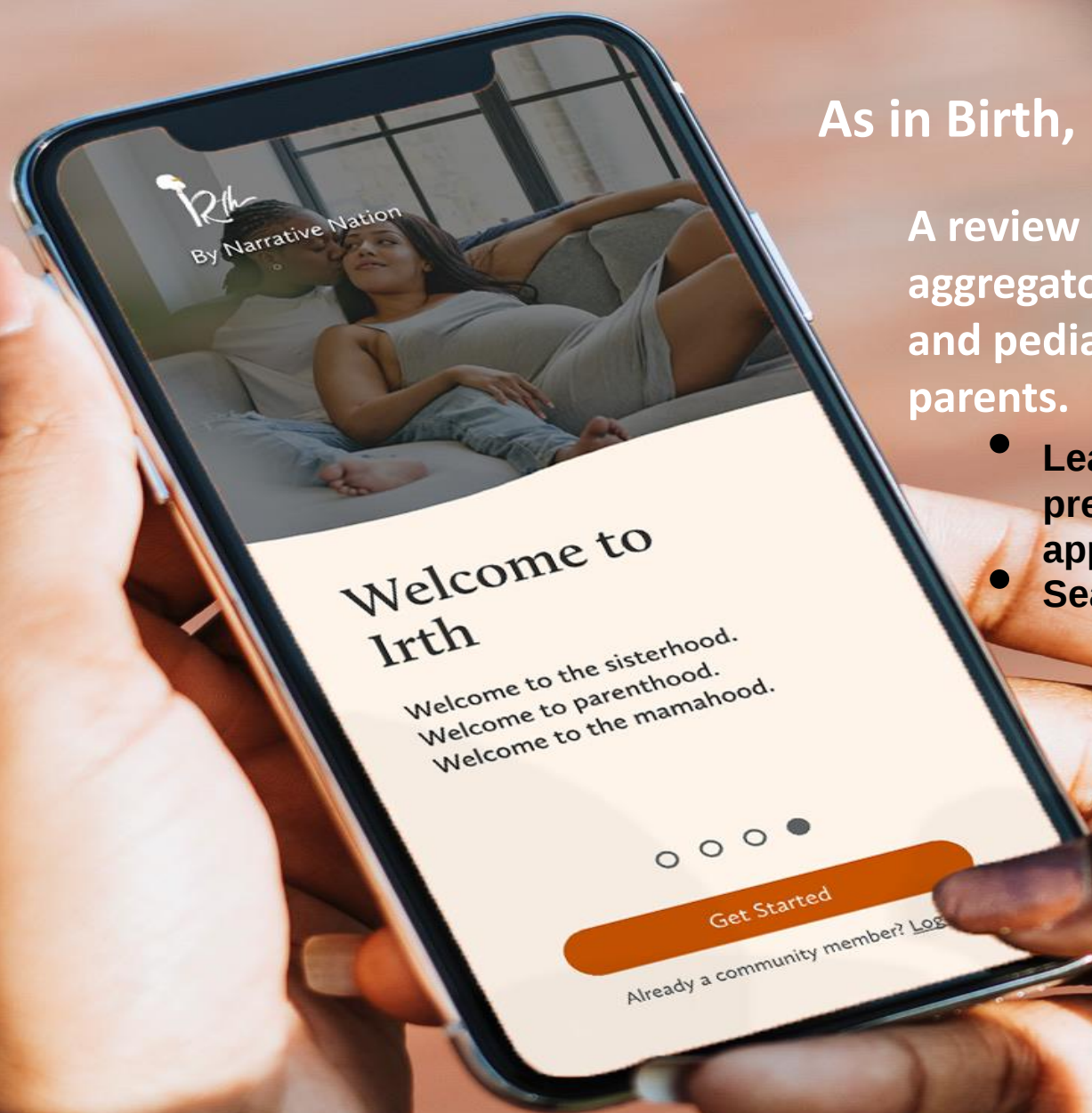
**WE HELP HOSPITALS, PAYORS &
PROVIDERS
LEARN FROM THE LIVING!**



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

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



IrthApp.com

Search

Welcome! You're at the right place to search for doctor and hospital experiences. See what other people of color are saying about their care as part of your decision-making process. Let your search begin!

Hospital

John Muir Hospital

Location

Search



Home



Search



Review

On the back end, Irth turns qualitative experiences into quantitative data 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, push accountability, and push for systemic change

IrthApp.com

What our users are saying:

←

May 2020

Birthing Review

Doctor — Hospital NewYork-Presbyterian

Overall ★★★★★ Did race impact care? I'm not sure if my background impacted my care.

Did you experience a stillbirth or infant death? No

Nurses ★★★★★ Breastfeeding ★★★★★ Recommend? ★★★★★

My experience was:

Mostly what I wanted but made less ideal due to circumstances beyond anyone's control

My best experience:

Having an African American nurse who was attentive to my needs during labor. I explained I did not want an epidural and she respected my wishes, when the contractions got intense she massaged my back provided warm packs. She felt like family. When the doctor came in and told me that I was at 6cm and she would be back in 2 hours. I felt the urge to push within 15 minutes of her leaving the hospital room. I told my nurse and she paged the doctor she came within 5-10 minutes and I was at 10cm ready to push.

My worst experience:

Being forced to take the COVID test during labor. I felt

←

Aug 2020

Birthing Review

Doctor — Hospital Long Island Jewish Medical Center

Overall ★★★★★ Did race impact care? I'm not sure if my background impacted my care.

Did you experience a stillbirth or infant death? No

Nurses ★★★★★ Breastfeeding ★★★★★ Recommend? ★★★★★

My experience was:

Mostly what I wanted, but made less ideal by my experience with the hospital staff

My best experience:

I got to breastfeed

My worst experience:

They did not listen to my pain levels

I'd like to share:

None

Dec 2020

Birthing Review

Doctor — Hospital NewYork-Presbyterian Brooklyn Methodist Hospital

Overall ★★★★★ Did race impact care? I'm not sure if my background impacted my care.

Did you experience a stillbirth or infant death? No

Nurses ★★★★★ Breastfeeding ★★★★★ Recommend? ★★★★★

My experience was:

Exactly what I wanted

My best experience:

The dimmed light birth of my daughter and minimal direction to push. It allowed me to move at my own pace.

My worst experience:

Multiple residents and pediatricians coming into my room to pressure me into giving my child the vitamin k shot after signing the decline form

I'd like to share:

I recommend the hospital because it is baby-centered and promotes the wellbeing of mom and child.



For Consumers Front End B2C	For Hospitals & Providers Back End B2B
Crowd-sourced, peer reviews as a trusted resource for provider selection	Turns qualitative experiences into actionable data
Activates consumer forces in anti-bias health equity work	An early warning detection system on practice behaviors that lead to harm
Uses tech to address systemic power imbalances	Hyper-local data; Highly customized solutions
Shifts narrative by centering those most burdened by issue	Education, training, provider credentials, hospital accreditation

Our Hospital Pilots & Partnerships

Current Hospital Pilots:

- Detroit, Michigan - 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 Area Hospital

Pilots In Development:

- San Francisco & Alameda County Public Health Departments
- Maternity Hospital Quality Improvement Network, New York City (36 hospitals)
- Louisiana Perinatal Quality Collaborative (40+ hospitals)

National Partnership with March of Dimes:

- Maternal Care HHS Program (GA, KS, MS, & NJ)

Our Feedback
Impacts 100+
Hospitals
Nationwide





Our Vision: The “Good Housekeeping Seal” of Approval for Black & Brown Birthing People

1. Market intelligence leader on patient experience data in Black & brown maternal & infant health. Provide hospitals, payors, and providers robust insights to better inform maternity services, hospital QI efforts, and advance more respectful and equitable care.
2. Expand hospital pilots focusing on cities with high populations of Black and brown folks, using Irth data to improve quality of care.
3. Identify Doctor & Hospital Leaders & Laggards. Celebrate and award leaders on published lists and indices. Develop best practice models for replication. Provide customized consulting and technical assistance for laggards.
4. Develop a curriculum, teaching modules, micro-credential for providers and hospital accreditation based on Irth’s data—rooted in the lived experience of care.
5. Embed Irth as a tracking and accountability mechanism in current wave of mandated anti-bias training efforts, federal and state legislation, regulatory agencies, and hospital HR processes.

**We will not achieve birth equity without transparency
& community accountability**



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

**—Kimberly Seals Allers,
Founder of The Irth App**

*Irth is a new app where Black and brown women and birthing people can rate and review their doctor and hospital experiences. Join the community today!

IrthApp.com

@THEIRTHAPP



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