



FOR IMMEDIATE RELEASE

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**Babyscripts Partners with MedStar Health to Extend
Prenatal Care beyond the Office Visit**

Expectant mothers will receive an iPhone app, wireless weight scale and wireless blood pressure cuff as part of Babyscripts' "Mommy Kit."

Washington, D.C. / PRWeb / December 11, 2014 – In order to better monitor a pregnant woman's weight gain and blood pressure, and deliver improved quality of care, Babyscripts™ has partnered with MedStar Health, the largest not-for-profit provider of patient care in Maryland and the Washington, D.C. region. This partnership will begin as a 60 patient roll-out at three hospitals with the intent to expand to all 10 MedStar hospitals.

Expectant mothers are offered an iPhone-based app, wireless weight scale and wireless blood pressure cuff as part of Babyscripts' "Mommy Kit". Regular home use of these devices offers a valuable, additional source of information for physicians, as the data is captured and transmitted automatically to both the patient and the clinic. Intended to extend prenatal care beyond the four walls of the doctor's office, the Babyscripts app also delivers evidence-based guidelines approved by the patient's obstetrician (OB) in the form of daily nutritional, medical and lifestyle action items.

"With Babyscripts, we can communicate with patients between office visits and collect vital data that could lead to improved quality of care," said Tamika C. Auguste, MD, director of OB/GYN Simulation at MedStar Washington Hospital Center. "A more informed patient coupled with more data for the physician leads to a better pregnancy experience all-around."

"There's a huge movement in health care to use wearable technology and apps to improve health and fitness," said Juan Pablo Segura, president and co-founder of Babyscripts. "But there are very few technologies that engage the doctor and patient directly. Starting with expectant moms, we're bridging the gap to promote wellness and manage patient care beyond the traditional clinical setting."

Babyscripts helps physicians improve their patients' knowledge of healthy pregnancy guidelines. Also, by identifying patient trends, the app offers physicians the ability to give smarter feedback to patients, potentially optimizing a patient's visit schedule. These benefits reduce costs and help physicians maintain a strong connection with their patients.

Babyscripts is currently a member of 1776, a global startup incubator and seed fund based in Washington, D.C. In April 2014, MedStar Health joined 1776 as a Founding Partner with the intention of finding

the best emerging solutions to difficult challenges faced in health care. This new relationship demonstrates how bringing entrepreneurs and innovative health care providers together can advance health. Recently, Babyscripts won the 1776 regional Challenge Cup competition, which took place in 16 cities across 11 countries to identify the most promising startups solving the biggest challenges in education, energy, health and cities. This victory puts Babyscripts in the Global Finals.

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About Babyscripts

Babyscripts brings to patients and providers the only clinical mobile solution for a better pregnancy. Connected devices delivered to a patient's home watch patient weight and blood pressure trends, while a user-friendly mobile application helps providers administer medical, nutritional and lifestyle guidelines to their patients. The intelligent connectivity between the wireless devices and mobile app improves the quality of care and increases administrative efficiency. It also creates better-informed and more satisfied patients.

Babyscripts is also a member of the Startup Health Academy and partner of GE's Healthymagination Fund. In addition to on-boarding MedStar, the company is involved in an ongoing pilot with George Washington University – Medical Faculty Associates (GW-MFA), which includes over 100 patients, and continues its expansion within GW-MFA and additional academic medical centers. For more information, visit www.getbabyscripts.com.

About MedStar Health

MedStar Health is a not-for-profit health system dedicated to caring for people in Maryland and the Washington, D.C., region, while advancing the practice of medicine through education, innovation and research. MedStar's 30,000 associates, 6,000 affiliated physicians, 10 hospitals, ambulatory care and urgent care centers, and the MedStar Health Research Institute are recognized regionally and nationally for excellence in medical care. As the medical education and clinical partner of Georgetown University, MedStar trains more than 1,100 medical residents annually. MedStar Health's patient-first philosophy combines care, compassion and clinical excellence with an emphasis on customer service. For more information, visit MedStarHealth.org.

About the MedStar Institute for Innovation

The MedStar Institute for Innovation (MI2) was chartered by Ken Samet, President and CEO of MedStar Health, in 2009 to serve as a catalyst and seed crystal for innovation across the entire MedStar organization. Its mission--to catalyze innovation that advances health; its mantra--"Think Differently." MI2's first foundational premise is that a huge amount of untapped creative and intellectual capital exists at MedStar; its second foundational premise is that the tyranny of the daily trumps the pursuit of the remarkable ...in the absence of a countervailing force. MI2 aspires to be that countervailing force. The scope of activities at MI2 include initiatives in human factors and usability; simulation training; digital health and data science; technology development and commercialization; and systems of care delivery. Visit us at www.MI2.org.