

Maternal Outcomes Masterset (MOM)

Better maternal health outcomes begin with MOM

Generating reliable evidence to support the health and wellbeing of mothers during their pregnancy journeys continues to be a challenge for the pharmaceutical industry. The COVID-19 pandemic highlighted this gap when patients and providers were faced with minimal data and uncertain guidance on whether expectant mothers should be vaccinated.

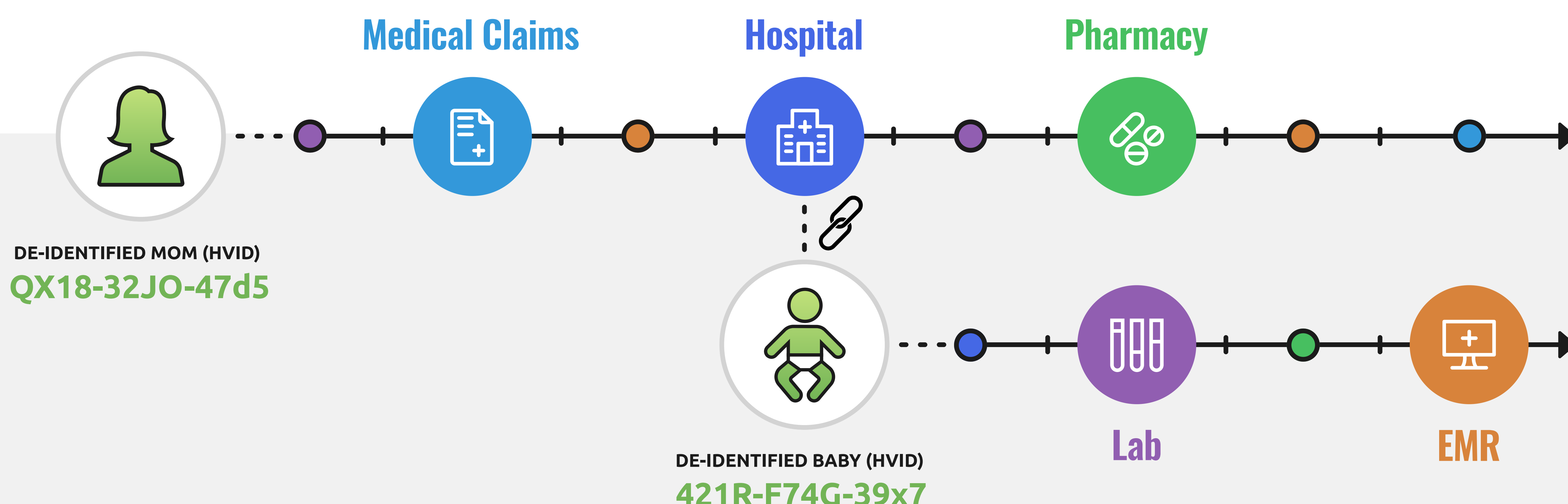
To help solve this evidence gap, HealthVerity created the Maternal Outcomes Masterset (MOM). MOM offers a groundbreaking approach to generate novel insights around the impact of healthcare interventions for pregnant women and their babies. By accurately linking de-identified healthcare records of over 1.6 million pregnant women to their newborns, HealthVerity delivers a more comprehensive way to study the patient journey from pre-pregnancy to birth and beyond, all in a HIPAA-compliant and privacy protected manner.

MOM is powered by **HealthVerity IPGE**, the industry's leading infrastructure for patient identity resolution, privacy, governance and exchange of broadscale healthcare and consumer data, to help you:

- ✓ **Generate fast, reliable real-world data for pregnancy studies** with 10x greater accuracy of mom-baby linked data compared to industry alternatives.
- ✓ **Explore a more comprehensive view of the patient population**, including Commercial and Medicaid patients, as well as critical data elements, such as race, ethnicity and pregnancy outcomes.
- ✓ **License only data that meets your unique inclusion and exclusion criteria** delivered directly into your secure FTP or to an analytics partner of your choice.

The MOM Journey

MOM households de-identified healthcare records of more than 1.6 million pregnant women with their newborns by leveraging key data sources within the nation's largest ecosystem for healthcare data. Patient cohorts can be designated by researchers to explore key patient interactions, health equity and many more long-term objectives.



Generate the regulatory quality research that only MOM can deliver

HealthVerity designed MOM to ensure that it includes the core data elements that your pregnancy-related research demands. Here are a few ways that MOM stands apart from other maternal health research approaches on the market today.

Commercial and Medicaid data for more detailed analyses

MOM is sourced from over 150 U.S. healthcare payers, including both Commercial and Medicaid payers. Currently comprised of medical claims, pharmacy claims, enrollment data and lab results from the largest U.S. real-world data ecosystem, MOM enables access to more than five years of retrospective data, as well as prospective data options leveraging HealthVerity's persistent identity resolution technology. EMR and hospital chargemaster data will be added in the months ahead.

Purpose-built for pregnancy studies

MOM was designed to enable researchers to use longitudinal clinical data to follow mothers and their babies in tandem throughout their pregnancy journey. The mom-baby linked data preserves critical data elements such as race, ethnicity, maternal age, birth events and pregnancy outcomes to enable novel pregnancy studies.

Regulatory quality, HIPAA-compliant, and research-ready

HealthVerity has solved a complex industry challenge of linking mom and baby data in a way that maintains the most critical data elements for pregnancy-related research while also meeting the most exacting standards of HIPAA. Because MOM is covered under HealthVerity's third party expert determination, clients can begin data analysis work on day one.

About HealthVerity

Pharmaceutical manufacturers, payers, and government organizations have partnered with HealthVerity to solve some of their most complicated use cases through transformative technologies and real-world data infrastructure. The HealthVerity IPGE platform, based on the foundational elements of Identity, Privacy, Governance, and Exchange, enables the discovery of real-world data across the broadest healthcare data ecosystem, the building of more complete and accurate patient journeys and the ability to power best-in-class analytics and applications with flexibility and ease. Together with our partners, HealthVerity has built the modern way to data for the health insights economy.