



MATERNAL OUTCOMES MASTERSET (MOM)

Better maternal health outcomes begin with MOM

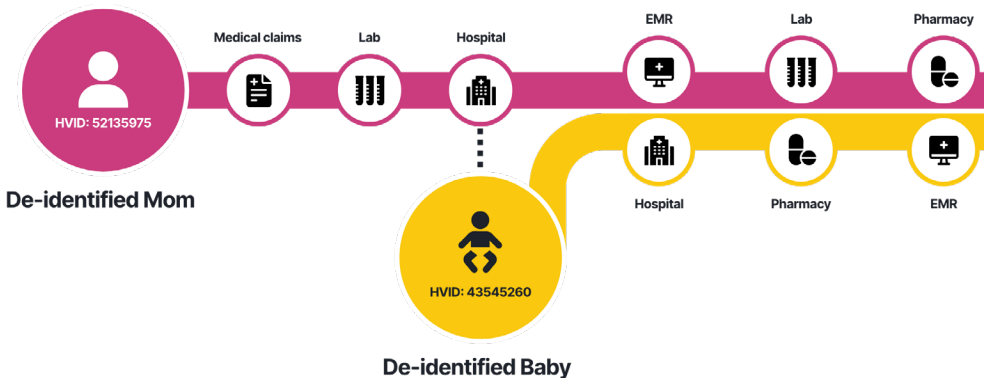


Long-term pregnancy studies built on the lifetime bond between mother and child

Generating reliable evidence to support the health and wellbeing of mothers during their pregnancy journeys continues to be a challenge for the pharmaceutical industry. This is partly because pregnant women are often excluded from clinical trials. Additionally, the FDA has stated that “pregnancy registry data is not sufficient to assess the safety of products during pregnancy. Other methods are needed to corroborate registry findings.”

You can trust MOM with your research

To help solve this evidence gap, the expertly curated HealthVerity Maternal Outcomes MasterSet (MOM) synchronizes the de-identified healthcare records of nearly 2 million pregnant women with their newborns. This synchronization provides registry-quality data at a fraction of the cost and without the worry of losing participants to follow up, allowing you to explore a more comprehensive patient journey from pre-pregnancy to birth and beyond.



KEY BENEFITS:



Generate fast, reliable real-world evidence for pregnancy studies with 10x greater accuracy of mom-baby synced data compared to industry alternatives.



Explore a more comprehensive view of the patient population with data sourced from over 150 U.S. healthcare payers, including commercial and Medicaid patients.



License only the data that meets your unique inclusion and exclusion criteria, delivered directly to your environment of choice.

MOM knows best

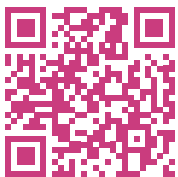
MOM was designed to enable researchers to use longitudinal clinical data to follow mothers and their babies in tandem throughout the pregnancy journey. Only MOM lets you conduct retrospective and prospective pregnancy studies by preserving critical data elements, such as race, maternal age, birth events and pregnancy outcomes by using advanced privacy-preserving techniques.

Regulatory quality, research ready

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

Delivering a bundle of data

Gain a thorough perspective of the maternal journey with synchronized medical, pharmacy and enrollment data from over 150 U.S. healthcare payers, including commercial and Medicaid plans, plus lab results, electronic medical records and hospital chargemaster data. Sourced from the nation's largest healthcare and consumer data ecosystem, MOM enables access to more than five years of retrospective data, as well as prospective data options leveraging the persistent and accurate HealthVerity identity resolution technology.



LEARN MORE

For more information about MOM,
email info@healthverity.com
or visit healthverity.com/mom

Hit your due date

Save valuable time with this pre-assembled masterset that empowers you to conduct long-term, multi-year studies on pregnant women from all socioeconomic backgrounds. Only MOM delivers:

- **Mother and baby data synchronized through birth and beyond**
- **HIPAA-compliant, research-ready data from day one**
- **Commercial and Medicaid claims data from over 150 payers and more**
- **Critical data elements, such as race and pregnancy outcomes**