

NeoCare Parent Research Findings

July 2015



Project Overview

Objective

To better understand the motivations and needs of parents during the enrollment and throughout the engagement phases of the NeoCare service experience. Additionally, uncover opportunities for improvement and direction throughout.

Approach

We conducted 11 interviews with parents of NeoCare's service. Participants ranged from heavy to light users of the service, parents who didn't log-in and parents that declined the service all together. Their situations included first time parents, parents of twins, parents of premature babies, parents of babies with medical conditions, high risk pregnancies, and varying lengths of stay in NICU.

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W
VFO
ONCES
RESS

ARTICLES
P 1/2

It was hard to go on the internet and find the right type of info. The articles in the APP were specific to NICU babies.

kept using the tools already knew how to use (spreadsheets)

Not a lot of time invest in anything do w/

Parents are going through a lot and can't always stay in touch
TIME = BARRIER to USING APP - baby gets full attention

BARRIERS to ENGAGEMENT

Contracted by tons of people takes two people w/ two babies all the time.

HARD TO GET IN TOUCH IN THE BEGINNING - TOO MUCH GOING ON AND STOPPED USING THE APP.

No response doesn't always mean they don't want support

APP FELL FLAT AFTER A WHILE - NO CONTENT TO KEEP COMING BACK

Didn't past the chat screen

Feels like its work to get anything out of APP - nothing is pushed to me

Text chits didn't work because we type too many words

MIXED FEELINGS ABOUT LOG-INS LIKES PRIVACY BUT IT'S A PAIN

APP COULD HAVE BEEN MORE HELPFUL ONCE I GOT HOME.

The App was good at first and then it got bad. So, we started talking through e-mail.

APP EXPECTED PROMISES?

EXPECTED CATCH TO HAVE ACCESS TO EVERYTHING ENTERED IN APP

The App made it interesting to me - the fact that they had a tracker was appealing

SAW VALUE IN JOURNAL BUT DIDN'T HAVE TIME/ENERGY. EXPECTED TO BE ABLE TO LOOK AT IT LATER TO REMEMBER W/ SHE FELT

Expected use tablet to show coach baby

EXPECTATIONS

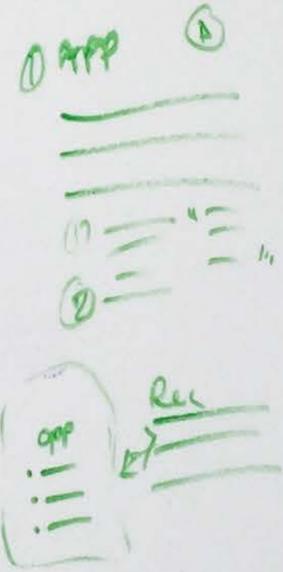
VALIDATE INFORMATION from community

Articles about people overcoming obstacles

SMART MUMS APP - (forums) Recommends we look at

Validates information with extended network of family; so she can think through her decisions

I want to be informed - I want to know what's going on



Kept in touch w/ NICU parents - formed a FB Group

LINKS FOR PARENTS W/ SIMILAR ISSUES ONLINE.

WOULD BE GREAT TO HAVE DATA WHERE PARENTS ASK ? ; ANSWERS FOR ALL TO SEE

FORUMS - Parents in same situation answer questions

USES APPS TO TRACK BABY & CONNECT TO FORUMS/COMMUNITY GROUPS

Rellied on other parents for advice / normal progress of baby

Support CARE

Support CARE

Support CARE

Service Expectations

Confusion between what Astra provided and what Helix provided

Confusion about service

No clear definition of what high risk means

SEEN TRUST AS A GIFT FOR BABY

Parents don't always know they've been dropped

THOUGHT TRUST WAS REQUIRED

It's the babies TRUST

Astra was worried about me - No need to be medical

Special service advice

The end goal is to help - hard to tell w/ bills crawling on us

NEW

NEW

1ST TIME PARENTS

1ST TIME PARENT

MOTIVATIONS

BARAGE of new people calling when I was born - I had a hard time track

SCARED, THOUGH WAS SURETHINK I'D HATED TO LEAVE BABY AT HOSPITAL, OVERWHELMED

1st time parent

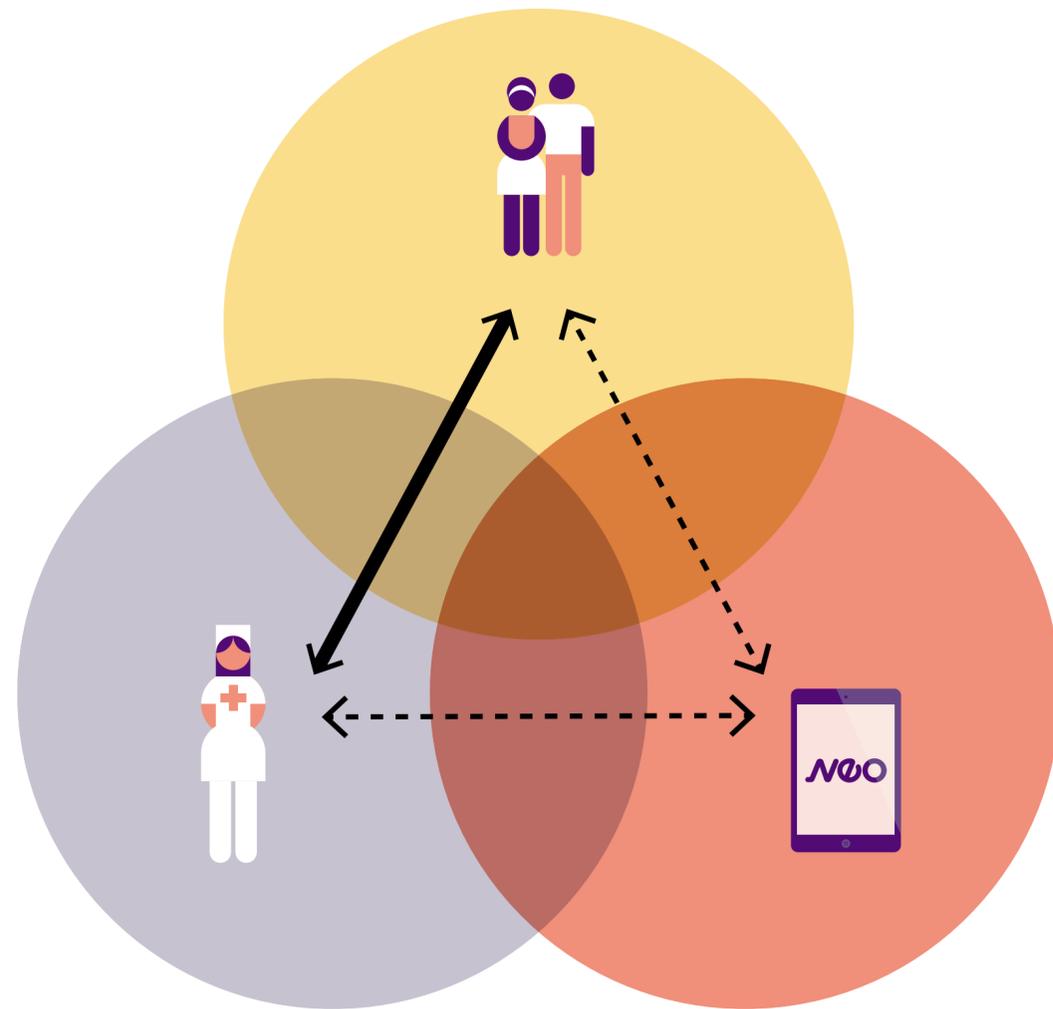
1st time parent

Self-blame

Biggest challenge: Dealing with my own emotions

1st time parent

Service Relationship Model: Current



NeoCare's services is being delivered primarily through the parent / coach relationship.

Parent / Coach Relationship

Currently parents' relationships with their coach is the primary value of NeoCare.

Parent / App Relationship

The App facilitates some of the parent/coach communication as well as delivering articles from the coach. Current functionality, logistics and lack of content deters parents from engaging with it.

Coach / App Relationship

Coaches use the App to monitor, communicate, and send some articles to parents. Limited functionality, content, and parent engagement deters coaches from relying on the App.

What We Heard

Just knowing you have the access to another support system is valuable.

It was wonderful to have a pediatric nurse call me — I didn't even have to call her.

I felt like an additional opinion mattered.

NeoCare was such an important instrument in the first year of her life. Without it I don't know where we'd be.

It's not about the App, it's about having someone willing to just listen.

The fact that I had someone to talk to... that wasn't my family. My coach wasn't going to judge.

Themes

Parent Realities

Parents who have babies in the NICU are busy, tired, and dealing with a lot of uncertainties which can be overwhelming. They need support – learning to care for their babies and coping with an emotional time.

Audio:

 *Something that I did*

 *I was definitely in shock for awhile*

Parent Reality Findings

Stress

Having a baby in the NICU is stressful and traumatic for the parents and most are not prepared.

- *I was prepared to have a baby, not a premature baby.*
- *Leaving my baby and coming home to a room with no baby was so hard.*

Uncertainty

Parents with babies in the NICU face constant change and uncertainty of what to expect in terms of time-lines and outcomes.

- *They said she could be there for months, then she came home after 11 days.*
- *It's so hard when they have a bad night or a bad run. I get really discouraged that they're not going to make it*

Emotions

Parents feel scared and overwhelmed by their situation and find it challenging to deal with their own emotions.

- *I was scared. I thought it was something I did.*
- *I brought them home and messed them up within a week.*

Barrage

In the beginning, in addition to all of the responsibilities of being a new parent and having a baby in the NICU, parents are inundated with calls and support from services and family. They prioritize their responses based on very immediate needs and availability.

- *My support system poured into my life.*
- *If it wasn't on fire or didn't recognize the number, I wasn't going to answer.*

Parent Reality Findings

Challenges of Parenthood

Parents who have babies in the NICU face the same challenges of all new parents. They need assurance, support, and guidance in caring for their baby and themselves. Transitioning from the NICU and having medical conditions and devices compound the challenges.

- *You have a newborn, its all consuming. I have mommy brain!*
- *When we got home their schedule was reversed. We had to replicate the NICU with lights and noises to get them to sleep.*

Isolation

Parents experience feelings of isolation when they go home and are faced with the reality of caring for their baby on their own.

- *It's a really big job sustaining a life on your own without having emotional support.*
- *Being home alone was isolating.*

2AM

Parents with babies are often awake in the middle of the night and will use the time to search for information and advice online as well as in the App.

- *We Google at 2am when the babies can't sleep.*
- *My coach was never online when I was online... but who would be on at 2am in the morning!*

NICU Learning

Parents learn from the NICU nurses and doctors how to care for their babies. They value the opportunity to get comfortable caring for their babies before going home.

- *It was nice being able to sleep. Our nurse taught me how to put on her onesie without hurting her.*
- *We knew the routine, got comfortable in front of doctors. Most parents just go home.*

Parents Journey

Parents needs and availability fluctuate depending on where they are in their journey.

Audio:

 *I was racing back and forth*

 *I had help all around me*

 *Going back to work*

Parents Journey Findings

Ebbs and Flows

Parents needs and availability fluctuate depending on their circumstances. Being in the hospital, at home, or back to work poses unique challenges affecting needs and availability.

- *Parents have different demands at different times.*
- *All of a sudden, it's time to go home... with two 4 pound babies!*
- *Now that I'm a working mom, I don't have much time.*

Continuity

Parents had a high level of trust in their NICU staff and care. Caring for their baby at home, on their own, and establishing new support relationships can be a challenge.

- *Giving her a bath was a challenge – it was different at home.*
- *Need to solidify the passing of the baton of trust. It would have been good if NeoCare could have directly coordinated with the NICU - so when you take the baby home, you get NeoCare as part of a solution.*

Communication

Communication preferences vary by person and stage in their journey. But - universally - parents have easier access to their phones and email, and they sometimes find the App cumbersome.

- *No time to invest in anything I can't do one handed.*
- *Text and email are best. It's hard to talk on the phone with kids crawling on us.*
- *Email and phone are best - Phone is personal, email is reliable.*
- *Email is best for me. I'm always in my email, always checking my email - and it goes with me all the time on my phone.*

Development & Milestones

It can be difficult for parents to understand how their baby is doing and what to expect. Parents want tools that allow them to track their baby's specific "adjusted" development and milestones, to understand what's coming up and how their child is doing.

- *I'd love to track her on a "preemie" growth chart and a regular one.*
- *I'd like more info about milestones and what to look out for. Another company sends me emails every month about what to expect.*

Service Expectations

Parents have varied understanding and expectations of their NeoCoach and the NeoCare service.

Audio:

 *Is this it?*

 *Additional Device*

 *Nobody had an immediate response*

Service Expectations Findings

Service Definition

Parents are confused about the type of advice NeoCare provides, the difference between NeoCare and other services, and how their engagement with NeoCare will be monitored and tracked by coaches.

- *I expected the service to be medical advice.*
- *I thought NeoCare was some kind of study. I thought tracking in the App was required. When I realized no one was looking, I stopped.*
- *They sent me an iPad so they could communicate with me through Facetime and see how the baby was doing . I tried to register so many times, but kept kicking me out, so now we talk over the phone.*

Relationship Expectations

Engaged parents rely on their coaches for support. They notice when the cadence of communication shifts. Without clear definitions, parents can be confused about their relationship with the program.

- *So is this like it? It's final? I'm out of the program...there's no more communication at all?*
- *In the beginning we talked every week. Now I'm more of a check-box.*
- *I would have liked continuing the program; I would have liked to have gone on for at least a year*

Service Expectations Findings

Response Time

Parents' understanding of NeoCare's service influences their expectations around response time. The range of what is considered a "quick" response ranges from under one hour to within 24 hours.

- *I got a response extremely quickly. I would email her at 6pm, usually have a response in the morning. It never took more than 24hrs.*
- *I was expecting that at 2am that I could ask a question, but NOBODY was staffed to answer immediately.*

Tablet Perception

Parents view the tablet as a generous and unexpected gift. Some think the tablet is specifically for their baby and use it accordingly.

- *It was a really generous gift. In today's world, people don't give you a dollar, much less an iPad!*
- *It stays in the babies' room. We keep all the baby-related apps and information on it - white noise app, lullabys, quick-links to good deals and diapers on eBay.*
- *This is good - it's the baby's iPad!*

Difficult Device Integration

Most parents we spoke with expressed how hard it was to integrate the tablet (and therefore the app) into their daily lives. Most spoke directly to the fact that their mobile phones, being ever present, was the communication tool of choice.

- *Having an additional tablet, an additional device, to go around with is kind of a difficulty for me. I must take my phone out and taking anything extra is one thing that usually doesn't come to my mind.*
- *I didn't always have the tablet with me or have time to check the tablet - I wish I could have the app on my phone.*
- *I don't throw the iPad in my purse.*

Coach Relationship

Parents value their one-to-one relationships with coaches. They rely on them for parenting advice, assurance everything is on track and emotional support. They're comforted by having a specialist to ask anything, anytime who's willing to listen.

Audio:



She's been a rock, my foundation



The overwhelming went away

Coach Relationship Findings

NICU Experience

Access to a specialist who understands their situation and provides personal support motivates parents to engage with NeoCare. Parents value the opportunity to talk to a professional with real-life NICU experience.

- *I knew she had a lot of experience, personal experience to offer... beyond books and beyond the theory.*
- *Talking with someone who has a medical background and is a professional in the field made a world of difference.*

Knowledgeable Resource

Parents value having a knowledgeable resource they can ask anything, anytime. Coaches provide targeted information for the parents' specific situation and questions.

- *It helped me be a better parent, having her talk to me and knowing he's on track.*
- *It's great to have someone who is willing to listen to just you at anytime and answer your unique question.*
- *I'd run it by my coach before asking the pediatrician.*

Sounding Board

Parents value having a trusted specialist to ask any kind of parenting question.

- *It's nice to have an outlet. If you have a question or need support and don't want to feel stupid.*
- *The coach wasn't someone who was going to judge me.*
- *We wanted a sounding board ... "does this make sense" and "are we doing this right?"*

One-to-one Relationship

Parents value having a one-to-one relationship with their coach. They find it comforting to have someone to talk with who already knows their situation.

- *My coach knows me; she's gone through it with me.*
- *I don't want to deal with people who have to look up my file and tell them the whole story again.*

Coach Relationship Findings

Personal Relationship

Parents rely on coaches for emotional support and validation. They feel their relationship with their coach is more personal and caring than their relationship with other medical professionals.

- *There were some tears. I broke down with her a couple of times.*
- *My coach was really personal. She wanted to know what was going on with ME - it was very validating and comforting and helped me connect.*
- *NeoCare is checking in on me, making sure I'm OK and the baby's OK. The hospital doesn't do that... they say "here's your bill, bye!"*

Advice to Fellow Parents

When asked what advice they would have for someone facing a similar situation, parents wanted to reassure that everything is going to be okay and they'll get through it.

- *Get someone in your corner who understands what you're going through.*
- *Know that you're not alone, you need to stick with it and make sure you have a great support group and you'll get through it.*

Reaching Out

Parents appreciate being pro-actively contacted with offers of support, regardless of their response (or lack of).

- *It was wonderful to have a pediatric nurse call me—I didn't even have to call her.*
- *I liked talking with her twice a week... at the end of the week I might be doing great and two days later I might not.*
- *She was good about keeping in contact, messaging me, allowing me to set up best times, whatever was easiest for my schedule.*

Parent App

The App is an integral part of the NeoCare service. It has potential to connect parents and coaches and deliver valuable content, but current engagement is limited by access, inadequate tools, and lack of ability to discover content on their own.

Audio:

 *Fell flat after awhile*

 *Surprised*

Parent App Findings

Engagement Barriers

Parents have a lot going on. They face a variety of barriers that limit their engagement with NeoCare's service including, limited time, technical difficulties, and being overwhelmed. Their lack of response doesn't mean they don't want or need support.

- *Parents are going through a lot and can't always stay in touch.*
- *It's never a good time - with doctors, paperwork, work, family calling....*

Shortcomings

For many, the App didn't live up to its promise. Lack of engaging content, limited tools, an difficulty logging in left parents feeling like it was too much work.

- *The App fell flat after awhile — there was no content to come back to. It felt like work to get anything out of the App.*

Accessibility

Parents want and expect to be able to access the App on their phones. They always have their phones with them and can use while they are doing other things.

- *I downloaded the App on my phone, but it never proceeds from the "let's get started" page.*
- *I don't throw an iPad in my purse..I would use the App more if i had it on my phone.*
- *I'm used to doing it on my phone, with one hand.*

Familiarity

Ramping parents up in the App can be a challenge. Parents don't always have the time and energy to invest in something new or need help getting started. They default to using the most familiar and reliable tools and communication methods.

- *I don't have a lot of time to invest in anything I can't do with one hand. I made a spreadsheet because I already know how to do that.*
- *I hated typing on the iPad keyboard; I'm much better on my phone.*

Parent App Findings

Notifications / Alerts

Parents want to be notified of new communication and content on their device of choice.

- *I'd want to be alerted if a new article came in, or a check in about my baby's milestones, or feeding time. I look at any alerts that come through my phone!*
- *It would be great to receive text alerts "Neo sent you a message." or "Hey, you haven't pumped for X number of hours!"*
- *Emails were easier and more helpful - alerts popped up and I could read quickly between meetings.*

Articles

Parents value the articles shared with them. Those that read the articles via email appreciated the convenience. Those that read them on the App noted that the push-only model is limiting and doesn't keep them coming back to the App. The ability to access a wide range of information on their own time and on any device enables easier consumption and learning.

- *The articles I got from her were more reliable than the articles I could find through Google.*
- *It was nice to have specific articles - really pinpointed!*
- *I would read the articles and then there was nothing else to do in the App until my coach contacted me.*

Parent App Findings

Tracking

The App's weight and feeding tracking functionality does not meet Parents' expectations or needs. Not all parents track. Parents who did track in the App, assumed coaches would closely monitor their inputs. Other parents tracked outside of the App - either in another more robust apps or on paper.

- *There was no tracking for breastfeeding and when I didn't put in weight for a day, it went back to zero.*
- *I tried the weight tracking, but I didn't like the set up so I used a different app.*
- *I use BabyConnect; the NICU nurses recommend it and it tracks everything - diapers, bottles, nursing, pumping, medicine, appointments, activities, notes, photos and more.*
- *I don't track their weights since we do that at the doctor's office. I track their feeding with charts I got from the hospital.*
- *Trying to put in 5-6 feedings a day got overwhelming. When I realized nobody was tracking it or paying attention, I stopped doing it.*

Other Tools & Content

Parents want other tools and content in the App to help them learn about caring for their baby's specific needs. Some parents would find an all-inclusive App valuable. They would like a centralized location for all baby related information and resources.

- *I wanted a premie FAQ... in this situation, how do I fix this, what should I do?*
- *It would be nice to have a centralized App for baby info.*
- *I'd like the app to be able to keep track of feeding, temperature, medications, and soiled diapers (it's really hard to remember and keep track with multiples)!*

Parent Usage

	H6	H11	H35	H7	H27	H21	L16	L6	NL14	NL18	D8
TEXT CHAT	●	●	●	●	●	●	●				
ARTICLES	●	●	●	●	●	●		●			
VIDEO CHAT											
FEEDING					●	●					
WEIGHT					●	●					
JOURNAL											
REMINDERS		●									
REGISTRATION	"EASY"	"EASY"	"EASY"	"EASY"	"EASY"		"EASY"	"EASY"	<i>Tried Unsuccessful</i>		
EMAIL	●	●	●	●	●	●	●	●	●	●	
PHONE	●	●	●	●	●	●	●	●	●	●	

User Type

H: Heavy User

L: Light User

NL: No Login

D: Declined

Feature Usage

● Heavy Use

● Light Use

Parent Usage - App Features

Text Chat

Text chat was used initially by all of our Heavy and Light users. We did find that after some time, due to various reasons, parents and coaches transitioned to a phone/email model.

Articles

Articles were by far the heaviest used feature, both in app and outside (via email.) Parents saw great value in receiving timely content specific to their situation.

Video Chat

Video chat was never really used. Some of our parents (as part of the pilot program) didn't have it as a feature, so it was hard to gauge actual usage. We did ask, and found that most did not seem comfortable with it.

Tracking

Tracking was used sparingly by a few parents. Some saw little need or value in tracking (based on their circumstance) while some tracked diligently. Often the in app feature was difficult to use, or didn't track things the parents wanted to. Some simply tracked in other apps or on paper.

Journal

We really didn't see any usage from our 11 parents interviewed. Similar to tracking, the perceived value of journaling was at an individual basis. Constraints like time or desire to journal kept most of our parents away from the feature.

Reminders

We found that of our 11 parents, only one actually used reminders. Other parents tended to use their own calendars or mobile calendars to track doctors appointments or other reminders.

Beyond NeoCare

Parents want to do what's best for their child. They turn to sources like Google, online forums, community groups, and doctors to find and validate information relating to their baby.

Audio:

 *It depends on what I'm looking for*

 *Where I get my answer the fastest*

Beyond NeoCare Findings

Gathering Information

Never having been through this experience, parents turn to any source available to find information on parenting tips, medical advice, developmental milestones, and emotional support. Having information helps them move forward, even in the face of uncertainty.

- *We wanted all the information, so we could think through and figure out if the benefits outweighed the risk.*
- *We got the fastest , most immediate feedback through Google. Some of it is bogus, but if we hadn't had that immediate feedback, we would have had more ER visits.*

Validating Information

Parents want validation for what they are experiencing and the choices they make in caring for their babies. Finding the same answers in multiple online sources or from doctors and fellow parents gives them confidence.

- *I just Google. If I see the same thing in three different places I know it's trustworthy.*
- *I search through lots of sites about the same question to see what people are saying about it, then talk with my family and ask my coach and ask my doctor.*
- *Even if problem wasn't solved, at least you knew others had the same issue.*
- *I learned there's no "answer".*

Beyond NeoCare Findings

Do the Right Thing

Parents want to do the right thing for their babies. Most parents haven't had a premature baby or a baby with other health issues before, so their biggest questions are about what's right for their specific situation.

- *My biggest questions are: "how can I provide for my daughter?" and "what are the main things I need to know?" I've taken care of babies, but I've never taken care of a preemie before!*
- *I want to make sure I'm doing the right thing for my child and as a new mom I don't know what I'm doing!*
- *In the beginning, I questioned if I was doing things right.*

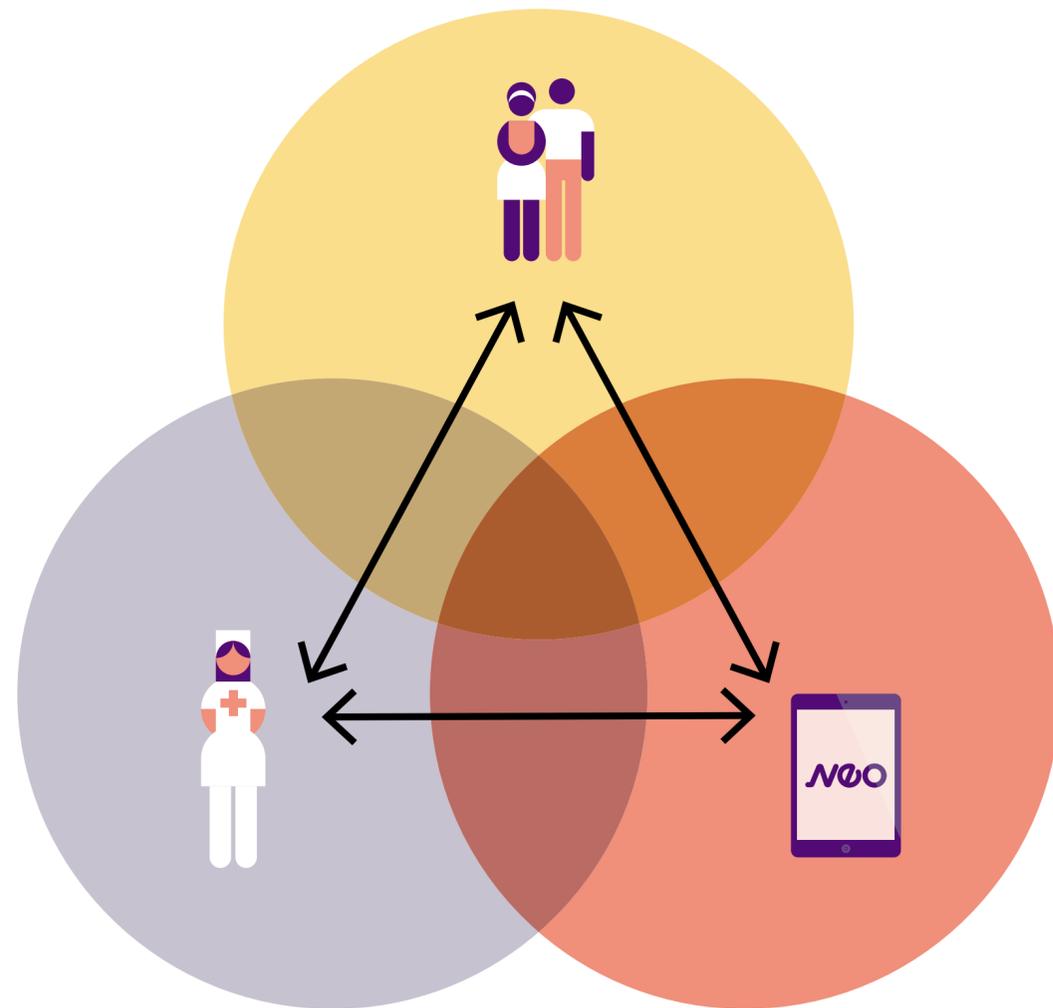
Connecting with Community

Parents reach out beyond their support system for information and advice from fellow parents. They especially appreciate information and support from others who have had similar experiences, so they search out those communities both online and offline.

- *I want to know that there are other people out there - who've gone through this - and that their babies are fine.*
- *I wonder, "Is anyone else out there feeling my misery?"*
Sometimes I just want opinions from other mothers, so I go to online community forums.
- *I use the Baby Center App a lot, because my support groups are on there.*

Recommendations

Service Relationship Model: Future



In the future, NeoCare's service delivery could be more equally distributed between the parent / coach relationship and the parents and coaches interactions with the App.

Parent / Coach Relationship

Coaches will continue to provide parents with one-to-one curated support and guidance.

Parent / App Relationship

Parents will have easier access to high-quality content, effective tools for communication, sharing and community knowledge in the App.

Coach / App Relationship

Coaches will rely on the App to deliver content, facilitate communication, and effectively support them meeting the needs of their jobs.

Recommendations Overview

Our recommendations are divided into 3 areas:

- **Essentials:** Things we must do to provide value
- **Differentiators:** Things that will differentiate NeoCare from others
- **Big Picture:** Larger recommendations that expand beyond the app or service

Essentials

- Meet Parents Where They Are
- Get the Basics Right
- Provide Robust Content and Tools
- Set Parents & Coaches Up for Success
- Drive Engagement in the App

Differentiators

- Promote Relationship Building
- Foster Community
- Personalize the Service Experience
- Allow for Self-Discovery
- Learn from Parents and Coaches

Big Picture

- Define and Measure Success
- Evaluate the Service Model
- Embrace Iteration
- Evaluate Timing of Engagement

Meet Parents Where They Are

Design and deliver a cross-channel experience that allows parents to access NeoCare's service when and where they want to.

Parent

I can access NeoCare's service when it's most convenient for me—at home, on my phone, at work, etc.

Coach

I am able to more effectively engage parents and have less need for external tools or engagement outside of the App.

Business

Parents have greater engagement levels with the service which leads to improved outcomes.

Get the Basics Right

Prioritize core needs of the parents and design the service and App to effectively meet those needs first.

Parent

The service and App works as I expect it to.

Coach

I spend less time trouble shooting with the parents and driving them towards an App that isn't meeting their expectations and needs.

Business

We're focused on building the essentials and spend less time fixing functionality that isn't used.

Provide Robust Content and Tools

Provide high-quality content and tools for coaches to engage parents in the App.

Parent

I can access valuable content and tools provided by my coach at anytime.

Coach

I can share relevant, high-quality content to my parents in a centralized location and track it's consumption.

Business

NeoCare coaches are able to meet the content needs of parents in the App and our knowledge of how effective content and timing is growing.

Set Parents and Coaches Up for Success

Set parents and coaches up for success by better setting expectations around the service, the App and role of the coach.

Parent

I understand NeoCare's service and App functionality upfront and have the option to review at anytime.

Coach

I don't need to walk parents through the App's functionality and can focus on understanding their unique situation.

Business

There is greater understanding of NeoCare's service, role of the coach and App, resulting in improved confidence and satisfaction.

Drive Engagement in the App

Encourage parents to engage with the App by providing a centralized hub for communication and information, with notifications that drive them to the App.

Parent

I have a centralized location for all communication and information and am kept updated.

Coach

I'm not juggling multiple forms of communication. I can follow the rules of my job and still meet the needs of parents.

Business

Centralized engagement enables better record keeping and analytics.

Promote Relationship Building

Give coaches and parents tools to build strong relationships. Promote coach and parent sharing in the App through profile building, photo sharing and greater transparency.

Parent

I trust my coach and am able to share important details about my experience.

Coach

I better understand my parents and don't have to work as hard for the details.

Business

Strong parent / coach relationships leads to better outcomes and higher satisfaction with NeoCare's service.

Foster Community

Build a trusted community that promotes knowledge sharing among NeoCare parents and coaches.

Parent

I'm comforted that there are other parents out there facing similar situations and rely on them for information and support.

Coach

I can provide answers to common questions to a broader community of parents.

Business

Strong parent / coach relationships and a greater Neo community leads to better outcomes and higher satisfaction with NeoCare's service.

Personalize the Service Experience

Personalize the service experience by leveraging data and parent preferences to push relevant content at the right time.

Parent

I receive personalized support that meets my needs and get a greater sense of being cared for.

Coach

I have smart tools that provide suggestions and push content to parents, freeing me up to focus on one-to-one interactions with parents.

Business

Ability to provide higher quality experience to parents and support coaches serving more parents effectively.

Allow for Self-Service Discovery

Allow parents to access content, promoting self-service learning.

Parent

I have a trusted source to search on my own so I can find articles when I want, on what I want and keep track of them.

Coach

I have better informed parents and I can learn more about them based on the content and tools they use.

Business

NeoCare coaches have more time and information to personalize the experience for parents.

Learn from Parents and Coaches

Design and implement feedback loops and evaluation methods to learn and evolve NeoCare's service.

Parent

I receive better service because NeoCare understands how to meet my needs and the needs of other parents like me.

Coach

I have a reliable recommendations engine that suggests relevant content and allows me to focus on providing personalized support to parents.

Business

Coaches' time is better utilized and over time, we are building a robust knowledge base that supports parents and coaches.

Big Picture Recommendations

Define and Measure Success

Align around business goals and metrics that reflect the impact NeoCare makes in the lives of parents to demonstrate improved outcomes.

Parent

NeoCare anticipates my needs and knows how to meet them well.

Coach

My job responsibilities, as a coach, meet the needs of my parents and my goals are in alignment with the business objectives.

Business

There is alignment among all facets of the business. We are able to demonstrate our value and effectively market it.

Big Picture Recommendations

Evaluate the Service Model

Explore and iterate around NeoCare's service model in order to create a scalable solution that meets the varying needs of parents, coaches, and business.

Parent

I have support options that meet my needs and expectations and continues to improve over time.

Coach

My workload is balanced and my parents needs are being met. New needs are addressed as they arise.

Business

We can serve more parents and more effectively meet their needs with the same resources.

Big Picture Recommendations

Embrace Iteration

Continue to reassess NeoCare's service experience to ensure we are meeting the needs of parents, coaches, and business in the best possible way.

Parent

I am confident that NeoCare provides me with top-notch tools and is leveraging technological advances to provide me with the best support.

Coach

NeoCare provides me with top notch tools and is leveraging technology that allows me to excel at my job.

Business

We're always getting better and continuing to have a market differentiator.

Big Picture Recommendations

Evaluate Timing of Engagement

Understand when parents are most receptive to NeoCare's offerings and design an full process engagement model that meets them when they need us.

Parent

I am able to learn about, enroll, and engage in NeoCare when I am able. And the service is available until I don't need it any more.

Coach

I spend less effort trying to "get in touch" and when I do, they are more engaged.

Business

We deliver on our promise to support NICU parents throughout the first year of their baby's life.

Next Steps

Plan

- Share Findings
- Ideation Session
- Prioritization of Ideas
- Focus on top priorities to move forward with

Appendix

Appendix

POTENTIAL SOLUTIONS FOR EXPLORATION

Meet parents where they are

- Mobile / phone app
- Desktop access
- 24/7 response
- Notifications/Alerts (push and email)

Set parents and coaches up for success

- Welcome experience in App, box, emails, etc.
- About Neo
- Communication protocol
- Coach and parent profiles

Personalize the service experience

- Parent profile
- Communication preferences
- Leverage data
- Ability for coach to see all parent input in App

Promote Relationship Building

- Promote sharing
- Parent profile
- Coach profile and availability
- Humanization

Foster community

- Create a central location for information about NICU babies
- Common questions with answers from coaches
- Online forums
- Peer to peer OR coach to multiple parents

Get the basics right

- Clarify the difference between chat and messaging
- Eliminate non-essential functionality that isn't used (
- Evaluate ways to successfully solve tracking needs in the App

Drive engagement with the App

- Email notifications option
- Text notifications option
- App alerts option
- App icon bugs
- All content distributed only in the App

Provide Robust Content

- Articles, videos, links, and resources, etc.
- Evaluate article quality and understand when and to whom it is valuable
- Premie specific into
- Interactive growth / milestone charts

Appendix

Allow for Self-Service Discovery of Content

Allow parents to:

- Search
- Save / Tag
- More commenting functionality
- Share / email

Embrace Iteration

- Prototype and test
- Experiment
- Learn from current trends
- Learn from any other Parent or Coach feedback

Learn from parents and coaches

- Analyze parent usage to better understand what is compelling
- Incorporate ways to gather parent feedback on quality of service and how it's meeting their needs

Define and measure success

- Understand where we are making the biggest impact
- Track Parents' health
- Track post NICU progress and baby health
- Track regular doctor visits
- Reevaluate payment method and sales pitch / contracts

Evaluate the service model

- Access to multiple coaches / any coach
- 24/7
- Magic Button
- Shift the weight to do more
- Review App tools and functionality

Evaluate timing of engagement

- Review outreach procedures to build a model that engages parents when they are receptive.
- Continue to engage throughout the year.
- Include information about what is offered by Neo

Needs & Objectives



Parents

- Advice and guidance on caring for their baby and themselves
- Information on the development milestones and what to expect
- Preparation and support caring for their baby at home
- Assurance and validation that their situation is on track
- Emotional support and feeling they are not alone



Coaches

- Engaged parents
- Easy access to information about the health, status, and progress of parents and babies
- Tools, resources, and education to effectively support parents
- Efficient processes and systems that support coaches meeting the expectation of their roles



Business

- Provide innovative, quality service to NICU parents
- Leverage technology to deliver customized care
- Develop and grow a scalable, sustainable service
- Demonstrate positive impact in the lives of parents and babies
- Quantify, measure, and sell the value the service delivers