

A pregnant woman with curly hair is sitting in a brown leather chair. She is wearing a grey sweater and a black fetal monitor with a white sensor on her belly. She is holding an open book in her left hand and looking down at it. In the background, there are framed pictures on the wall. In the bottom left corner, there is a stack of books.

# **Case Study: The Impact of Remote NSTs**

**McMorries Obstetrics, Gynecology & Infertility**

**nuvo**<sup>™</sup>

## Introducing a Paradigm Shift

In the ever-evolving terrain of maternal healthcare, high-risk pregnancies in the United States represent a crucial area for innovation and improved care delivery.

Statistics paint a concerning picture: 50% of U.S. counties lack an OBGYN<sup>1</sup>, and racial disparities are stark, with black women facing a threefold greater risk of pregnancy-related death than their white counterparts<sup>2</sup>. The scarcity of perinatal services is more pronounced in rural areas, where half of the women live more than a 30-minute drive from the nearest hospital with perinatal facilities<sup>3</sup>. This situation is in stark contrast to the over \$100 billion spent annually on perinatal care<sup>4</sup> in the U.S., which still lags in maternal and fetal health outcomes compared to other developed nations.

Nuvo is a pioneering innovator improving the pregnancy care landscape with its remote pregnancy monitoring solutions. This white paper highlights over a year of transformative effects from Nuvo's solution at McMorries OBGYN & Infertility—a beacon of advanced maternal-fetal care that has fully integrated Nuvo's platform into their standard of care for fetal non-stress tests (NST's).

## The Problem: The Status Quo is Not Good Enough

Navigating the multifaceted challenges of high-risk pregnancies is an arduous task within the current healthcare ecosystem, particularly given the pronounced disparities and accessibility issues.

The problems are multifaceted, with substantial gaps in outcomes, equity, and costs that necessitate a re-imagined approach to maternal care.

The McMorries practice was facing three primary challenges:

### 1. Maintaining twice weekly NST's

ACOG guidelines recommend twice weekly fetal monitoring, which can strain personal and clinical schedules. McMorries was seeking a solution for his patients who had to travel significant distances to their offices. In fact, 80% of their patients travel at least 30 minutes each way to their appointments.

### 2. Clinical staff workload

McMorries clinical staff spent a significant portion of their time on NST appointments throughout the week, which consumed dedicated nurse time and took additional time from other staff members.

### 3. Patient satisfaction

McMorries' patients were challenged with extensive travel time, additional paid time off (PTO), and child care coordination just to attend medically-necessary monitoring appointments.

## McMorries' Remote NST Benefits

**53%** Reduction in nurse time spent on remote NSTs compared to in-office NSTs.

**80 minutes** In average time saved for patients per appointment, down from 105 minutes to just 25 minutes. This includes session time and driving time to/from NST.

**80%** Of patients were able to conduct NSTs at work, without taking time off.

**12 hours** Total patient time saved on average through utilization of remote NSTs.

**<5%** No-show rate as a result of adopting remote NSTs.

**100%** Of patients who experienced decreased fetal movement were able to avoid a potential trip to the OB-ED by undergoing NST triage from home instead.

From Providers



From Patients



“Nuvo has been amazing! It's had a huge impact on opening appointment times for other patients and allows patients more freedom and the opportunity to save PTO.”

—Alisa King, OB Nurse Manager  
McMorries OBGYN & Infertility

<sup>1</sup>U.S. House of Representatives 2023, <sup>2</sup>CDC 2023, <sup>3</sup>ACOG 2021, <sup>4</sup>JAMA 2020

## Nuvo's Solution at a Glance

A central component of this new approach is INVU by Nuvo™, the FDA-cleared, remote fetal monitoring platform. The platform gives Dr. McMorries' patients the ability to conduct NSTs from their home, workplace or wherever fits into their life and schedule. INVU also introduces unprecedented flexibility for healthcare providers to monitor numerous remote NST's simultaneously, saving time and opening exam rooms for other in-person appointments.

## Key Outcomes

The empirical evidence from McMorries OBGYN & Infertility's use of Nuvo's solution underscores a significant leap forward in maternal healthcare. There are marked efficiency gains for the clinicians and improved accessibility, comfort, and overall satisfaction for the patients. Here are a few of the notable results:



**53%** reduction of registered nurse time spent on NSTs compared to traditional in-office procedures.



For patients, Nuvo has cut the time for an NST session to approximately **25 minutes**, down from the **105 minutes** typically required, including the burdensome round-trip travel.



Patients now spend an average of 3.75 hours on remote monitoring across a pregnancy, compared to over 16 hours when considering the in-office standard of care- representing approximately **12 hours saved** per patient by utilizing Nuvo's remote monitoring solution.



Patient adherence has seen a dramatic uptick with Nuvo's solution, with non-compliance rates dropping to under **5%**. Approximately **80%** of McMorries patients do their remote NSTs at work during a break, meaning they don't need to take PTO or find child care just to meet their basic care requirements.



Over **1/3** of the patients using the Nuvo platform were able to avoid emergency department visits because McMorries clinicians were able to use Nuvo as a remote triage tool.



The satisfaction with the service is reflected in exceptional Net Promoter Scores, with patients rating Nuvo at **93** and providers giving it a perfect score of **100**.

Nuvo's solution at McMorries OBGYN & Infertility has delivered truly compelling benefits for healthcare providers and patients. Payers are not left out of this paradigm shift, as they observe substantial cost savings and a decrease in the frequency of expensive in-person hospital visits.

## Conclusion

Nuvo and McMorries OBGYN & Infertility are demonstrating that the future of fetal monitoring is here today. The potential to reshape healthcare outcomes, equity, and the economics of care for high-risk pregnancies is being proven every day with McMorries' patients and providers, setting the stage for a future where remote monitoring is an integral part of the standard of care.

The call is clear: stakeholders, from healthcare providers to payers, are encouraged to engage with Nuvo to adopt this groundbreaking technology. The strategic advantages of implementing Nuvo's solution are evident, promising not only to elevate the quality of maternal healthcare but also to herald a new era of efficiency and patient-centric care.



Reach out to us at  
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\*FDA K210025

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