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Survey Summary

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Survey: Development
Screening Tools and Methods

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American Academy of Pediatrics
2017 National Conference

7

September 2017

One in Four

American Children have one or more developmental delays¹. On average, these delays are not detected before age 10, and opportunities for early intervention treatment are missed.

In an effort to study and improve the current screening process and address workflow issues within pediatrics, BabyNoggin surveyed 118 doctors and healthcare practitioners at the 2017 American Academy of Pediatrics Conference. Thirty-two US states were included in the data.

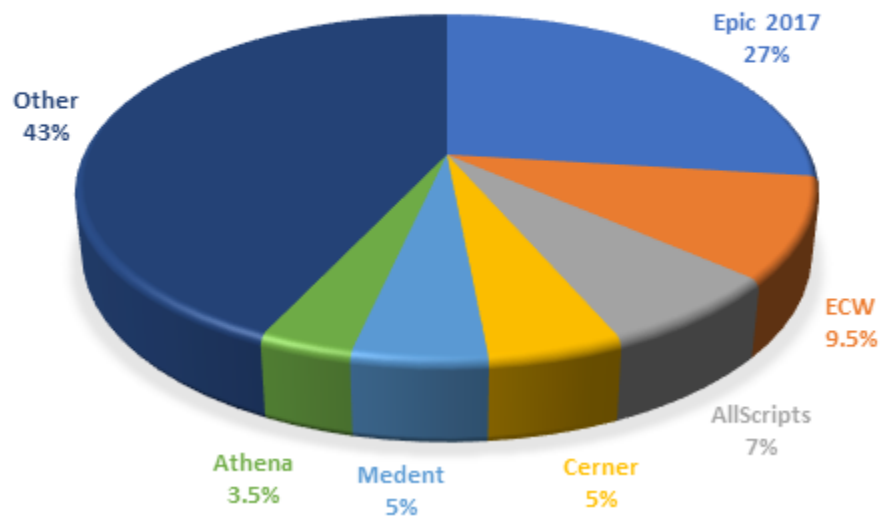
A majority of survey participants reported that more than half of their patients are on Medicaid. This suggests that a number of families who are seen come from lower middle class homes. According to the Pew Research Center, 77% of Americans own smartphones, with lower-income Americans exhibiting a rise in ownership over the past year. In the US, 64% of households earning less than \$30,000 per year own a smartphone, with many homes relying heavily on their smartphones for access to information². These facts present a unique opportunity for healthcare and technology professionals to leverage their expertise in solving care issues in America.

1. National Survey of Children's Health, 2011-12. With funding and direction from MCHB, these surveys were conducted by the Centers for Disease Control and Prevention's [National Center for Health Statistics](#).

2 Rainie, Lee & Perrin, Andrew (2017, June 28). 10 facts about smartphones as the iPhone turns 10. Retrieved from <http://www.pewresearch.org/fact-tank/2017/06/10-facts-about-smartphones/>

Our data shows that Epic is the most popularly used EMR system, second only to the “other” category; this means that a variety of EMR systems are currently being used. According to NPR, \$30 billion of taxpayer money has been spent on funding electronic records systems in healthcare³. Although the price has been high, transferring medical information has been extremely difficult due to the fact that most systems are not integrated and therefore do not “talk” to each other. Digital health companies looking to streamline administration and workflow issues will now face the hard task of having to integrate data in a customized fashion for all healthcare organizations.

MOST FREQUENTLY USED EMRS

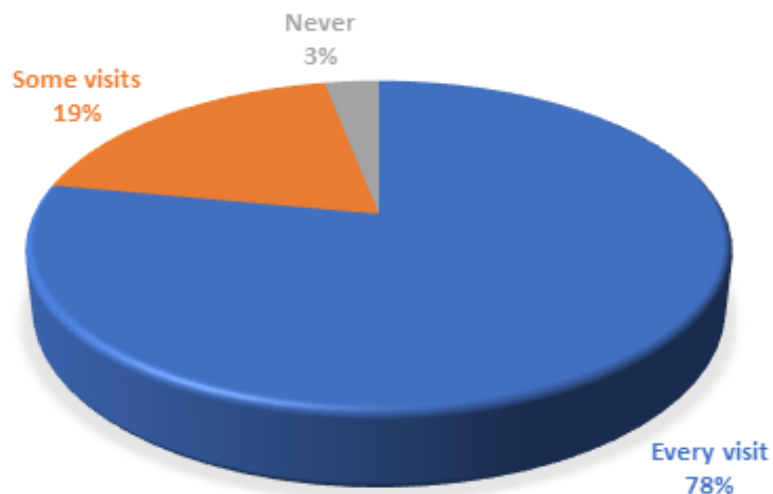


³ Sharing patient records is still a digital dilemma for doctors. (2015, March 6). Retrieved from <http://www.npr.org/sections/health-shots/2015/03/06/388999602/sharing-patient-records-is-still-a-digital-dilemma-for-doctors>

Parents want information.

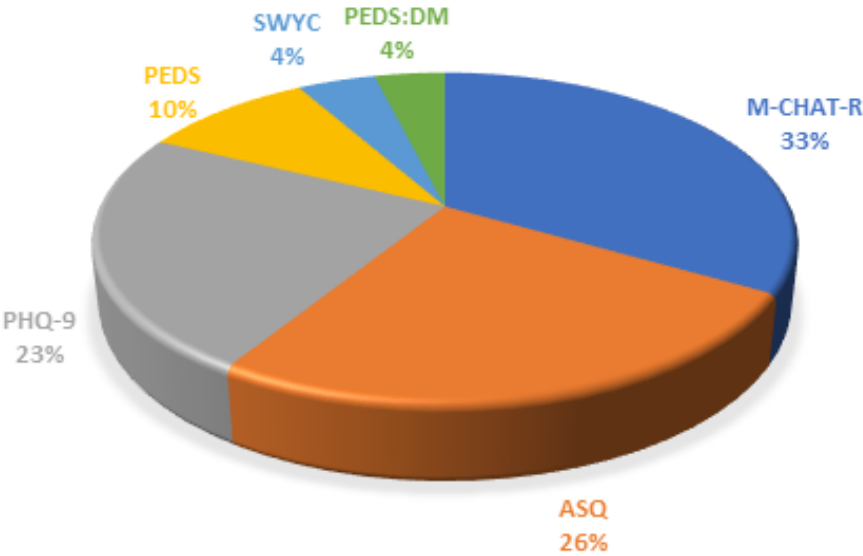
Almost 80% of parents inquire about their child's developmental milestones at each visit. While this represents the vast majority of parents, nearly 20% of healthcare professionals reported parents asking about developmental milestones only during some visits. Both facts suggest that 1) parents want to play an active role in monitoring their child's development and 2) education and empowerment tools are paramount in reaching a child's developmental milestones.

**FREQUENCY THAT PARENTS ASK ABOUT
DEVELOPMENTAL MILESTONES**

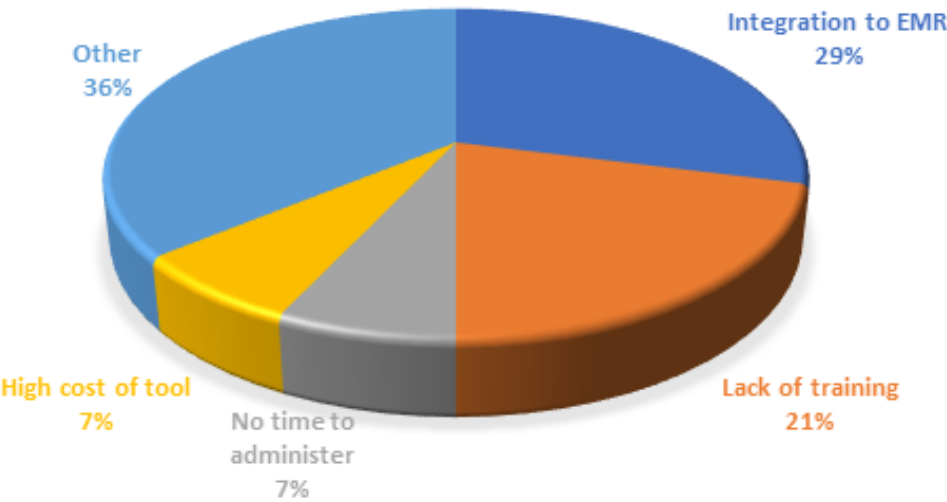


Lack of Training was listed as the primary reason healthcare professionals reported not using AAP-approved screening. This may suggest that more educational materials are needed regarding child screening methods and best practices.

MOST FREQUENTLY USED AAP-APPROVED SCREENING FORMS



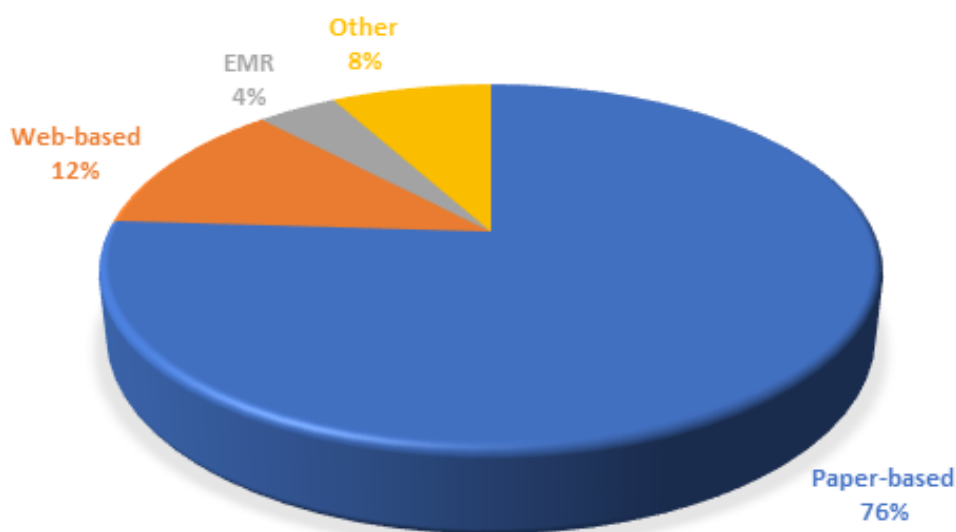
REASONS FOR NOT USING AAP-APPROVED SCREENING



Only 12%

of survey participants reported that screenings were web-based, with 4% saying screenings were administered via EMR. Rather, 76% of screenings were reported to be paper-based, with scoring calculated by hand. Though this causes problematic workflow issues, this is fortunately a dilemma that can be easily fixed through automation and integration. In fact, 75% of survey participants indicated interest in using an automated tool that allows parents to pre-screen and perform milestone activities at home.

METHODS OF ADMINISTERING SCREENING



The survey results provide insight into improving the frequency and thoroughness of pediatric screenings. The data suggests that many, but not all, parents inquire about developmental milestones at each visit. The data suggests that many pediatricians are in fact using AAP-approved screening tools; however, there is a need for further research to ensure that the tests are being properly scored and administered.

Why This Survey?

The survey consisted of 118 pediatricians/nurses and was conducted at the 2017 American Academy of Pediatrics Conference . The purpose of this survey was to collect information that would help our team develop an innovative mobile app for the medical community and their patients. BabyNoggin was created two years ago with two goals in mind:

1. Address the workflow issues prevalent in pediatrics by automating the system, which will allow doctors to easily report when mandated screenings are complete and submit these screenings for reimbursements.
2. Empower all parents with the proper tools and information--make this information readily accessible on a mobile device to allow every child, regardless of class or income, to get screened.

We believe in addressing the problem-- not just selling the solution. If we empower everyone involved-- doctors, patients, nurses, caregivers-- then every child is empowered and given the best possible future starting at the earliest age. To hear more about our work, visit www.babynoggin.com. If you're a healthcare organization interested in partnering with us through our pilot program, email info@babynoggin.com.