



## *Better Postpartum Meets the ACOG Guidelines for Postpartum Care*

*"The weeks following birth are a critical period for a woman and her infant, setting the stage for long-term health and well-being." ~ACOG Guidelines for Optimizing Postpartum Care*

American College of Obstetricians and Gynecologists (ACOG) calls for postpartum care that includes a full assessment of physical, social and psychological well-being in order to optimize the health of women and infants. The following assessment topics that ACOG asks health care providers to address, are included in the Better Postpartum program:



Mood and emotional well-being, e.g., "baby blues" and perinatal mood and anxiety disorders



Infant care and feeding



Sleep and Fatigue



Physical recovery from birth



Long-term management of chronic health conditions

ACOG announced the following conclusions, which are championed in the Better Postpartum educational offering:

- ✓ Postpartum care should be an **ongoing process**, rather than a single encounter.
- ✓ **Anticipatory guidance** should begin during pregnancy with development of a postpartum care plan that addresses the transition to parenthood and well-woman care.
- ✓ **Women with pregnancies complicated by** preterm birth, gestational diabetes, or hypertensive disorders; or with chronic medical conditions, such as hypertensive disorders, obesity, diabetes, thyroid disorders, renal disease, mood disorders, and substance use disorders; or women who have experienced miscarriage, stillbirth, or neonatal death; should be counseled regarding the importance of timely follow up with their care providers.
- ✓ Changes in the scope of **postpartum care should be facilitated by reimbursement policies** that support postpartum care.

*"We want to replace the one-off checkup at six weeks with a **period of sustained, holistic support for growing families**. Our goal is for every new family to have a comprehensive care plan [...] that **supports the mother's strengths and addresses her multiple, intersecting needs following birth.**"*

*~ Alison Stuebe, M.D., lead author of the Committee Opinion*



## *Why Better Postpartum should be provided to patients in hospitals and other provider-care settings:*

# 40%

OF WOMEN **DO NOT** ATTEND  
A POSTPARTUM VISIT.



Underutilization of postpartum care impedes management of chronic health conditions, which is why the Better Postpartum program is offered online, accessible via digital devices, and encourages women to visit their care professionals.

# ↑50%

OF WOMEN SAY THEY **DIDN'T**  
GET ENOUGH INFORMATION ABOUT  
POSTPARTUM HEALTH, AT THEIR  
POSTPARTUM VISIT.



With access to the Better Postpartum program, this statistic can be eradicated.



**AS LITTLE AS 15 MINUTES**  
OF ANTICIPATORY GUIDANCE MAKES  
A DIFFERENCE IN REDUCING SYMPTOMS  
OF DEPRESSION, AND INCREASING  
BREASTFEEDING DURATION  
IN NEW MOTHERS.



Better Postpartum offers more than 10 hours of anticipatory guidance and education, delivered daily, for 2 months. Just imagine what this level of anticipatory guidance and education can achieve!

*As the nation's leading group of physicians providing health care for women, we must use the postpartum period as gateway opportunity to counsel women on long-term health implications." ~ACOG*



***"Health care providers should discuss...the types of services and support available."***

Providers need to tell women about, and provide them with: **BETTER POSTPARTUM.**

**\*\*These Guidelines for Postpartum Care Have Been Determined By The Presidential Task Force on Redefining the Postpartum Visit. The Committee on Obstetric Practice, is comprised of:**

The Academy of Breastfeeding Medicine, the American College of Nurse-Midwives, the National Association of Nurse Practitioners in Women's Health, the Society for Academic Specialists in General Obstetrics and Gynecology, and the Society for Maternal-Fetal Medicine endorse this document. This Committee Opinion was developed by the American College of Obstetricians and Gynecologists