



REACH THOUGHT LEADERSHIP NEWSLETTER

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SAVE MOMS UPDATE

The Save Moms campaign is truly coming into its own with new partnerships, new supporters, and the launch of our first round of BP monitors being sent out. We're laying the groundwork to take the campaign worldwide.

MATCH COALITION

Thanks to some exciting developments happening in Washington D.C., Reach is joining forces with other organizations to advance the goals of the Save Moms campaign and expand our advocacy efforts.



FACULTY ACTIVITIES

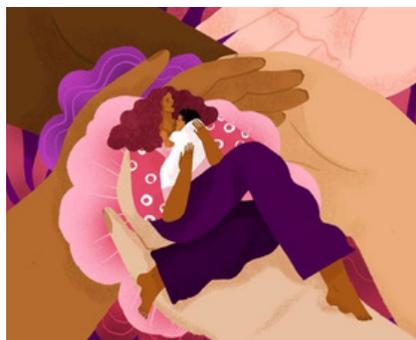
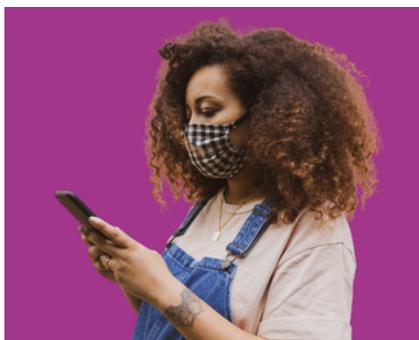


We look forward to the upcoming quarterly meeting scheduled for January 8th. A variety of topics will be addressed such as new data science research and next steps in clinician burnout and clinical empathy innovation.

SAVE MOMS UPDATE

Phase I of Reach's Save Moms campaign has finally been initiated. Thanks to our efforts in speaking with various organizations at the state level over the past two months, we have received enough support to distribute clinically-validated blood pressure monitors to expectant mothers in their third trimesters at a reduced cost!

We also got our social media campaign off the ground this month by launching a Save Moms Twitter, Instagram, YouTube and Facebook page (be sure to give us a follow by clicking on the icon on your preferred site). We've collaborated with Visual Health Solutions (a video collaborator of Dr. Oz) on making some flagship videos as seen below.



We received good growth during this period, gaining followers and attention from various maternal advocacy groups such as The Birthing Place Midwifery and Action on Preeclampsia Ghana.

Help us reach our goal of 100 YouTube Subscribers! In order have a customized link for our [YouTube Channel](#) (click here to subscribe!) Encourage you network to subscribe and share!



This has been a great month for gaining potential supporters. Our meetings with AT&T resulted in them agreeing to help Reach with the Save Moms social media campaign. We have met with Release the Pressure, Every Mother Counts and Shades of Blue, and we are set to meet up with other advocacy groups such as Salud America! and Mama Glow.

The [Global Save Moms website](#) launched and the Save Moms Global Advisory Board is being assembled. If you would like more information on how to join the Save Moms Global Board, please reach out to Huma.

**Have your organization endorse the national campaign.
Visit: www.savemoms.us**

REACH Newcomers

The progress we have made would not be possible without the contributions of our volunteers. We are proud to introduce the newest members of the team. Please join us in welcoming them to Reach!



Huma Zille, MD, MPH
Volunteer Senior
Program Manager



Daniel Montes Executive
Administrative Assistant

MATCH COALITION

Reach Founds MATCH Coalition

Reach is advocating for the adoption of digital health technologies as a measure addressing the needs of pregnant women. We've been busy educating both the Senate and the House. Through our efforts, a breakthrough has been made in Congress.

Back in October, U.S. Senators Bill Cassidy, M.D., Maggie Hassan, Todd Young, and Tom Carper introduced bipartisan legislation aimed at improving health care for expectant mothers. The Connected Maternal Online Monitoring Services Act requires the Centers for Medicare and Medicaid to provide coverage recommendations for remote devices to check blood pressure, blood glucose and pulse rates. It also requires CMS to update state resources, such as state Medicaid telehealth toolkits, to correspond with the recommendations provided. The goal is to improve maternal and infant outcomes for pregnant and postpartum women.

It's another key victory in the battle of reducing the U.S. maternal mortality rate. However, there is still significant work to be done. For this reason, Reach convened a group of likeminded organizations, referred to as the referred to as the Maternal Applications of Technology for Community Health (MATCH) Coalition. MATCH will work together in support of the Connected MOM Act and other complementing bi-partisan legislation and government affairs on topics related to the widespread adoption of information technology for maternal health and wellbeing.

MATCH held its first meeting December 15th and meets once a month providing updates and taking action on key in scope topics surrounding pregnant women's access to digital health technology and related information technology solutions for pregnancy. Several organizations have already joined the MATCH Coalition to assist with lobbyist efforts, including, but not limited to:



Intel
Microsoft
Fetal Life
Wonder Health Care
American Telemedicine Association
American Medical Association
American College of Obstetricians and Gynecologists
Society for Maternal Fetal Medicine

For a full list of participants and to learn more about the goals and objectives of MATCH, visit the MATCH Coalition website at www.matchcoalition.us

FACULTY ACTIVITIES

Faculty Quarterly Meeting

January 8th is the date of our next Faculty Meeting. We are looking forward to two great guest speakers. Please mark your calendars and look out for supporting materials for this engaging event. Contact Amir Ismail, amir.ismail@ipsos.com, if you have any questions.



KEYNOTE SPEAKER
Hugh Molotsi
Founder and CEO
Ujama Inc.



GUEST SPEAKER
Justin Gernot
Vice President
Healthbox

Annual Meeting Archives

This program year's annual meeting was inspiring and full of thought provoking ingenuity. Loads of new endeavors were identified. More information pertaining to these will be discussed in January's Faculty Quarterly Meeting. Meanwhile Faculty are invited to take a stroll down memory lane. Visit the Faculty Portal to access on-demand presentations and more from the annual meeting. Faculty may access the portal from the Reach website: www.reachtl.org



ATTENTION KOLS: Schedule to interview with Fran for the digital health book. Click here: www.calendly.com/meetfran/60min

UPCOMING EVENTS



Reach Program Calendar 2020 - 2021			
September THEME BASED SURVEY	October ANNUAL MEETING HLTH	November PODCAST INTERVIEWS	December THEME BASED SURVEY
January QUARTERLY MEETING	February INNOVATION DEEP DIVES	March THEME BASED SURVEY	April QUARTERLY MEETING
May INNOVATION DEEP DIVES	June 2021-22 APPLICATION SEASON BEGINS	July THEME BASED SURVEY	August END YEAR MEETING

JANUARY

January 8th - New deadline for Faculty interviews for Digital Book

January 11-14 - CES 2021

January 19th - MATCH Coalition Meeting

February 18th - Reach and HIMSS State Officials Meeting



Evan Muse, MD, PhD



Edu. Background: B.S., Chemistry with Honors (Biochemistry Track) from the University of North Carolina at Chapel Hill, NC. M.D., Ph.D., Medical Scientist Training Program at Albert Einstein College of Medicine, Bronx, NY. Medical Resident, Department of Internal Medicine. KL2 Clinical Scholar and Cardiovascular Research Fellow, Scripps Translational Science Institute / Division of Cardiology, The Scripps Research Institute / Scripps Green Hospital, La Jolla, CA. during which time he received an M.C.T.I. - Master of Science in Clinical and Translational Investigation.

Occupation: Cardiologist and Assistant Program Director for Research, Fellowship Training Program, Division of Cardiovascular Diseases, Scripps Clinic Medical Group and Prebys Cardiovascular Institute in La Jolla, CA. Lead, Cardiovascular Genomics, Scripps Research Translational Institute, La Jolla, CA.

The Best Part of the Job: People. I am honored by the relationships with my patients, collaborators, trainees and admin many of whom I consider friends and nearly family. They enrich my life with humanity which makes the hurdles of the job worth it.

Why You Chose to Work with Reach: This diverse and expert group has given me the opportunity to think differently about the challenges facing our systems of care and the possible solutions to address them. Reach has provided me with new connections outside of my traditional cardiology sphere but aligned along parallel and even interesting paths towards our shared goals.

Hobbies Outside of Work: Being outdoors especially enjoying trails with my wife and dog, surfing La Jolla, distance running (marathons and half-marathons) and hiking (summitted Mount Whitney last year and great hike up Half Dome in Yosemite during the pandemic). Aviation - I am a pilot and SoCal is a great place to see from the sky. From whale watching along the coast, desert spring wildflower spotting, to quick lunch trips to Santa Monica or Palm Springs with friends. Music - I'm a guitarist and former radio DJ and music plays a very important role in my life.