

CASE STUDY

How Nixxi Improves Prenatal Health Outcomes Using BlueJeans Telehealth

When Dr. Avi Patil was teaching at a medical school, he wanted to know why there are big gaps in the preterm birth rates of women from different ethnicities in the United States.

“It’s no secret that African-American women have a 50% higher rate of preterm delivery than Caucasian women in this country,” says PDr. Avi Patil, Founder & CEO of Nixxi Health and practicing maternal-fetal medicine specialist. “And there are other significant differences across various ethnic groups.”

Patil’s interest and research in this field led him to find effective ways to identify women at risk for a high-risk pregnancy before they develop complications. He started looking at the potential of digital health — a proven way to overcome barriers to care.

“The reality in the US healthcare is that often, new medical tests are offered to folks with health insurance and the ability to pay. In terms of obstetrics, the women who need a lot of these tests are the ones on Medicaid. They’re in populations where there’s a greater need for help.”

It is this misalignment between new technology and where it is most needed that Patil wanted to address. It drove him to establish Nixxi Health, a start-up that aims to improve pregnancies and reduce complications — starting in areas of Phoenix, Arizona, where lack of access to care is a major problem.

“We saw in digital health the opportunity to create tools that can be effective in identifying women at risk and can overcome access and cost barriers that traditionally excluded certain portions of the population,” says Patil.



Industry: Healthcare

Challenge: Nixxi Health wanted to create digital tools that would help identify and support women with high-risk pregnancies, particularly those from vulnerable and underserved groups.

Solution: The healthcare start-up developed a proprietary platform and integrated BlueJeans Telehealth to deliver high-risk prenatal healthcare digitally, including greater access to specialists.

Results: Nixxi now offers women with high-risk pregnancies access to care earlier that is efficient, convenient, and cost-effective.

This helps prevent serious complications and poor outcomes such as stillbirth, preeclampsia, and preterm births.

Nixxi is helping improve pregnancies and delivering better health outcomes for women, especially those traditionally excluded from care.

“[Using BlueJeans Telehealth], patients get the same user experience as they do in their OB’s office.”

– AVI PATIL, MD, FOUNDER AND CHIEF EXECUTIVE OFFICER, NIXXI HEALTH

“Our tools allow us to understand a woman’s risk at various endpoints, whether it’s gestational diabetes, preeclampsia, mood disorders, the risk of her having a C-section, or the risk of the baby being admitted to a neonatal intensive care unit.”

Bringing High-risk Pregnancy Care to More Women

One of these tools is [BlueJeans Telehealth](#), a platform that provides a simple and smart way for practitioners and patients to meet over video. Nixxi integrated the solution into its own platform and workflows to deliver virtual consultations with doctors specializing in complicated or high-risk pregnancies.

These consultations usually take place in the clinic of the patient’s obstetrician. Nixxi believes that by blending in high-risk pregnancy care with obstetrics and gynecology (OB) practices, patients would feel more comfortable — and more women would have access to this kind of care.

Patil points out that there has been a misconception that patients should only get high-risk care when something goes wrong. He and his team at Nixxi are trying to break that down by making high-risk care readily available through partnerships with OB clinics.

“And rather than have the patient drive across town or take a day off just to see a specialist, our virtual care platform allows for screening of pregnancies in her OB’s office to identify risk factors. We provide oversight of ultrasounds as they’re being done in the OB clinic, so there’s a higher level of scrutiny and review of the scans.”

Delivering Personalized and Responsive Care

Nixxi’s partner providers of high-risk care can also give consultations on the fly, with the patient joining the session through a mobile device. “In such a setup, patients get the same user experience as they do in their OB’s office.”

That is partly thanks to the customizations BlueJeans Telehealth has enabled, including the use of the OB clinic’s brand elements such as logo and color schemes on the platform’s landing page.

“There’s even a virtual waiting room where we can provide reading materials,” adds Patil. “You can enhance that experience when someone’s waiting and you’re running behind as a clinician.”

The BlueJeans platform also allows the patient to key in their issues and symptoms. “That’s helpful because it allows us to get a status check.”

“[Speaking with the BlueJeans team about their development pathway] told me that this is not a stagnant technology. It’s a platform that’s really intended to continue to gain functionality. It means I can look forward to finding other ways to continue to integrate it into our patient experience.”

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An even more meaningful feature for Patil is BlueJeans Telehealth’s integration with the Apple Health app. Through this integration, patients can share with Nixxi certain data from the app, including their heart rate and blood pressure. This has been valuable for monitoring their risk factors.

Saving Lives Through Virtual Care

Nixxi’s virtual care tools have been lifesaving to a growing number of women in Arizona. One woman, who was pregnant with fraternal twins, found out that her babies were slightly apart in their third trimester growth. One was in the 50th percentile for weight and the other was in the 17th percentile.

“So one baby was average size, and the other was a little bit smaller,” explains Patil.

Despite referral for high-risk consultation earlier in pregnancy, the pregnant woman was not able to keep her appointments due to various social challenges. At 37 weeks, she went back to her OB office and found that the twins’ growth had changed dramatically. “I read her scan and the baby that was average size was now over the 90th percentile for weight and the one on the 17th percentile was now at the 1st. That’s considered severe growth restriction.

“The risk of stillbirth was exceedingly high for that small baby. So we set up a BlueJeans Telehealth visit quickly through the OB office and I advised them to go straight to the hospital.”

By using technology to quickly respond to new clinical findings, the woman was able to avoid a delay in determining the best care plan. The patient was

rushed to an operating room and gave birth safely via a C-section. While there was big difference in the babies' weights — one was 7.5 pounds and the other 4.5 — the outcome could have been much worse had the patient waited to give birth, says Patil. "It could have been a stillbirth."

Meeting Women's Changing Healthcare Needs

Currently working with a dozen practices, Nixxi is expanding the number of OB clinics that offers its virtual care, with plans to make it available across Arizona and beyond.

Patil expects high-risk pregnancy care to become even more important as more women get pregnant later in life, which research has shown to increase the risk of complications.

"As a healthcare provider, what can you do to better accommodate that trend and still provide great care for women with risk factors? You need to monitor those factors. And that's where technology comes in. You need one that allows you to communicate with patients as well as facilitate data transfer between the patient and the physician."

BlueJeans Telehealth will continue to provide that capability to Nixxi, according to Patil. "When I spoke to the BlueJeans team during the sales cycle, they were pretty transparent about what their development pathway looked like."

That transparency was important to Patil. "It told me that this is not a stagnant technology. It's a platform that's really intended to continue to gain functionality. It means I can look forward to finding other ways to continue to integrate it into our patient experience."

ABOUT NIXXI HEALTH

Nixxi is a women's medical care company that focuses on reducing pregnancy complications and improving outcomes. The company's mission is to empower women and their clinicians with the information and guidance to increase the likelihood of healthy pregnancies and babies. Based in Phoenix, Arizona, Nixxi develops innovative tools to allow for more proactive and personalized patient care.