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***The Valley Hospital's Cardio-OB Initiative to Support
Pregnancy-Induced Hypertension Patients***

The request: The Valley Hospital Foundation requests support for the expansion of The Valley Hospital Cardiac Screening and Outreach program's Cardio-OB Initiative. The initiative, piloted in 2023, is a comprehensive program that aims to screen, identify, treat, surveil, support, and save the lives of pregnant and postpartum mothers with hypertensive disorders in pregnancy (HDPs), when every minute counts.

Funding would allow our program to focus on empowering women with knowledge to identify urgent maternal warning signs and symptoms and advocate for themselves to allow for prompt treatment and thereby reduce complications. The funding would support regular post-discharge check-ins during the first six weeks, in accordance with World Health Organization guidelines, bluetooth-enabled blood pressure tracking devices that can transmit readings to the care team; patient education, awareness, support opportunities, and staff training.

Funding would support the following needs:

- *Bluetooth-enabled blood pressure watch tracking device (600 watches)*
- *Kardia Rhythm Analyzer for provider assessment (6) and Bluetooth readers (4)*
- *Patient education and program marketing materials*
- *Community engagement events (cooking classes, Stroll and Learn events, etc.)*
- *Training/ supplemental salary of board-certified cardiac NP (25 hours/week)*
- *Data collection for research and validation of program effectiveness*

Background: In the United States and locally at Valley, we continue to see an increase in pregnancy-induced hypertension, preeclampsia, and eclampsia, leading to higher morbidity, mortality, and stroke in new mothers. Nationally, over the past several years, the prevalence of HDPs increased from 13.3% to 16.1% and the upward trend continues according to the Centers for Disease Control and Prevention (CDC). Among deaths that occurred, 31.6% had some form of documented HDP. Women remain at the highest risk in the first six weeks following birth and carry a lifelong risk of cardiovascular disease.

At Valley, over 550 of Valley's nearly 3,800 deliveries in 2023 involved an HDP. With the opening of The Valley Hospital on the Paramus campus, Valley has seen an increase in volume, complexity, and severity of illness in patients. Based on 2024 data to date, the hospital expects to see 200 more maternity patients in 2024 than in 2023 and projects that greater than 15% of maternity patients seen in 2024 will have some form of hypertension.

Case for Support:
Cardio-OB Initiative to Support Postpartum Hypertension



This program will not only save lives and address an unmet need in this vulnerable patient population, but our community engagement and robust awareness campaign will extend our reach and brand Valley as a leader in this important healthcare space.