



# A Decade of Change

## Wildflower Celebrates Its 10th Birthday While Reflecting on the Evolution of Women's Health

As Wildflower celebrates a decade of driving change within women's health, we thought it would be interesting to take a look back and compare just how different the world was in 2012, when we were founded.

For instance, back in 2012, the iPhone5 was receiving mixed reviews, Facebook was going public, Pinterest was just getting started and TikTok only referred to the sound a clock makes. Uber was still a novel concept, while Instacart was welcoming its very first customers. Wii U was the ultimate new gaming experience. Less than half of Americans were sporting a smartphone, and healthcare was only beginning to embrace digital and value-based solutions, particularly within women's health.

### DIGITAL HEALTH FUNDING

- 2012 -

**\$1.4 Billion**

up 45% from 2011

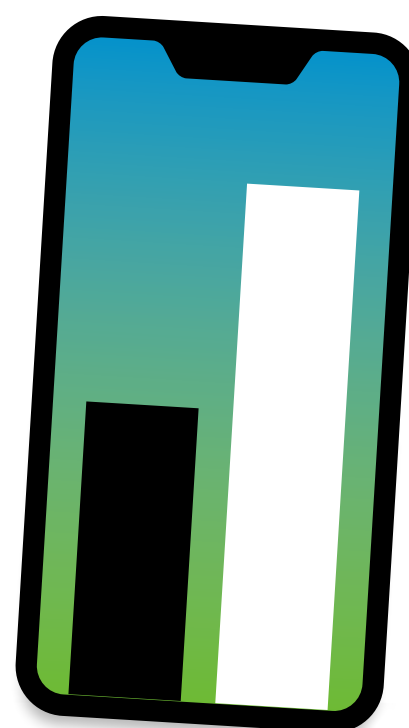
Startups included:  
Pingmd · Breakthrough  
Wello · Beyondlucid

Big funding rounds  
for brands such as 23andMe  
and Castlight Health

- 2022 -

**\$6 Billion**

in first quarter alone  
after record-breaking  
\$29.1 billion in 2021



### Americans who own a smartphone

2012 **Less than half**

Most of those were young and affluent. Tablets from Apple and Microsoft hit the market for the first time.

2022 **85%**

85% own a smartphone, representing a wide range of demographics, while 83% of Americans regularly connect to the Internet via a mobile device.



2012	2022
Jacob	Zion
Mason	Kai
Sophia	Maese
Ethan	Luca
Isabella	Nova



2012

2022

Innovation was generated outside the healthcare system - rise of the mobile app. In fact, in 2012, there were 50+ apps just for pregnancy, all aimed at consumers.

Instead of "100 apps for that," innovation is happening in partnership with existing stakeholders - platforms, digital front doors, unifying experiences are carrying the day.

2012

The only support a woman typically received during pregnancy included appointments with her OBGYN and check ins with Dr. Google.



Nearly 60% of maternal and newborn health professionals globally are offering virtual visits.

Many women now have access to health advocates, health coaches, midwives, doulas, virtual visits with their OBGYN, as well as virtual support from other specialists, including MFM and behavioral health. In other words, an entire care team.

2022

- 2012 -  
Wildflower launched Due Date Plus as the first mobile app for pregnancy designed to integrate into healthcare as enterprise software

- 2022 -  
Wildflower introduced the industry's first, and only, comprehensive bundle for value-based maternity care

'12  
Health equity was considered by many to be an "access issue".

'22  
An entire movement is pushing comprehensive look at what the system has to do to ensure truly equitable care.

**VALUE BASED CARE** WAS about compliance toward a checklist. It was referred to as value-based purchasing.

**IS** the single greatest tool available for true transformation, aligning value across all stakeholders.

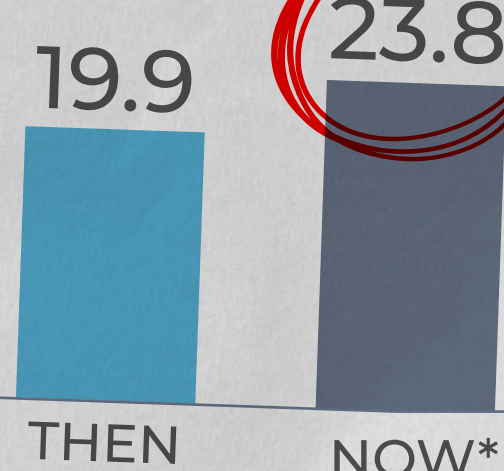


Thursday, March 8 2022

## Health Outcomes for Women Actually Worse Over Past Decade

Breakneck advancements in funding and tech have failed to change this for the better.

Deaths per 100,000 Live Births



\*Most recent data from 2020.



While we honor the progress made by the healthcare industry over the last ten years, and we celebrate the success we have enjoyed as a company, we fully understand the imperative for the decade ahead. Collectively, we must improve the experience, quality and cost of healthcare for women. The time for progress change is now. We have the technology, the know how, and the financial models to usher in a new era for women's health. Wildflower is committed to leading in this area. It's our mission, our purpose, our everything.

**The Best Care. For All Women. Every Time.**  
That is what we all must be striving to achieve.

<https://gh.bmj.com/content/6/2/e004575>

<https://rockhealth.com/insights/q1-2022-digital-health-funding-staying-the-course-in-choppy-waters/#:~:text=Q1%202022%20by%20the%20numbers,quarterly%20average%20of%20%247.1B.>

<https://techlandtime.com/2012/02/15/50-best-iphone-apps-2012/side/pregnancy-sprout/>

<https://www.fiercehealthcare.com/ft/digital-health-funding-up-45-2012>

<https://pubmed.ncbi.nlm.nih.gov/2176958a/>

<https://ham.edu/perspectives-2012-the-first-step-toward-value-based-health-care/>

<https://www.pewresearch.org/internet/fact-sheet/mobile/>

<https://www.usnews.com/news/newsgram/articles/2013/05/09/list-of-top-baby-names-in-2012-is-out>

<https://www.thebump.com/b/most-popular-baby-names>

<https://www.cdc.gov/maternal-mortality/2020/maternal-mortality>