



The Qidza Foundation

Parents with premature babies are particularly interested in developmental mobile tools

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INTRODUCTION

The CDC reports that 1 in 4 children under age 5 has developmental and behavioral problems. The rate increases for premature babies. Extensive research proves that early detection can improve outcomes and reduce costly interventions (\$23,000 savings per child- Glascoe et al., 1997). To test if parents of preemies can effectively screen their own children's development at home, the Qidza Foundation conducted surveys using the BabyNoggin app.

The app guides parents on simple behavioral milestone-based assessments through step-by-step video and simple, bite-sized questions. BabyNoggin provides 3 screening tools for developmental milestones, autism spectrum disorder and post-partum depression, all of which are recommended by the American Academy of Pediatrics.

METHODS

BabyNoggin has digitized 3 screens recommended by the American Academy of Pediatrics:

1. PEDS:DM (fine motor, gross motor, social-emotional, self-help, expressive language, and receptive language)

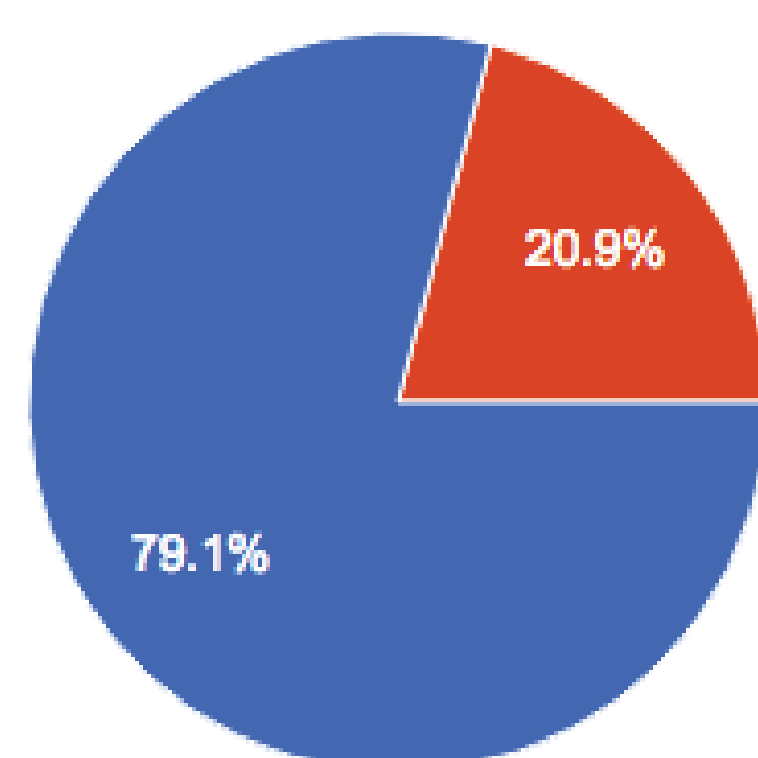
2. M-CHAT-R (autism spectrum disorder)

3. PHQ-9 (post-partum depression)

50 NICU mothers filled out an online survey regarding their experience with a demo of the app.

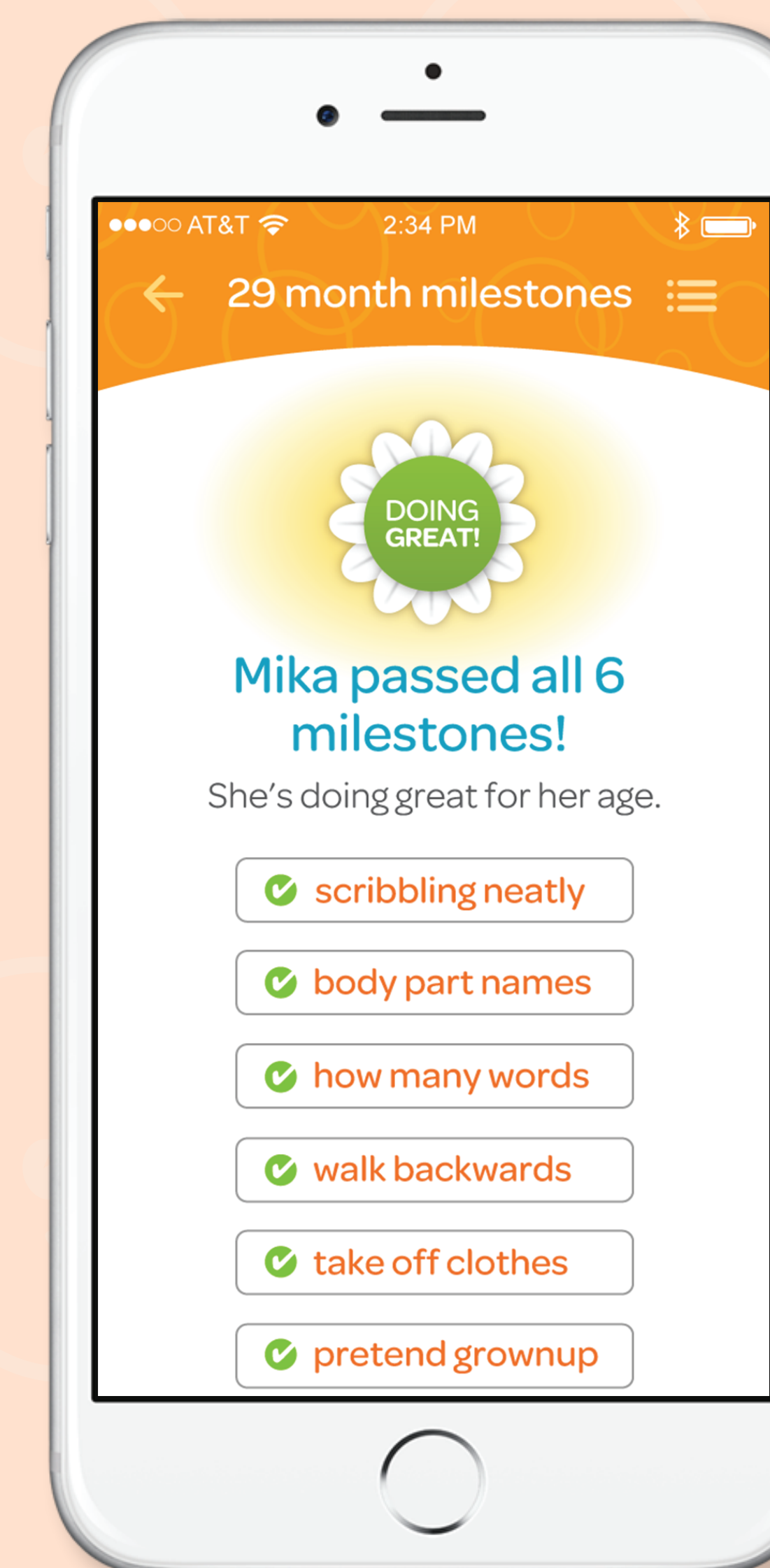
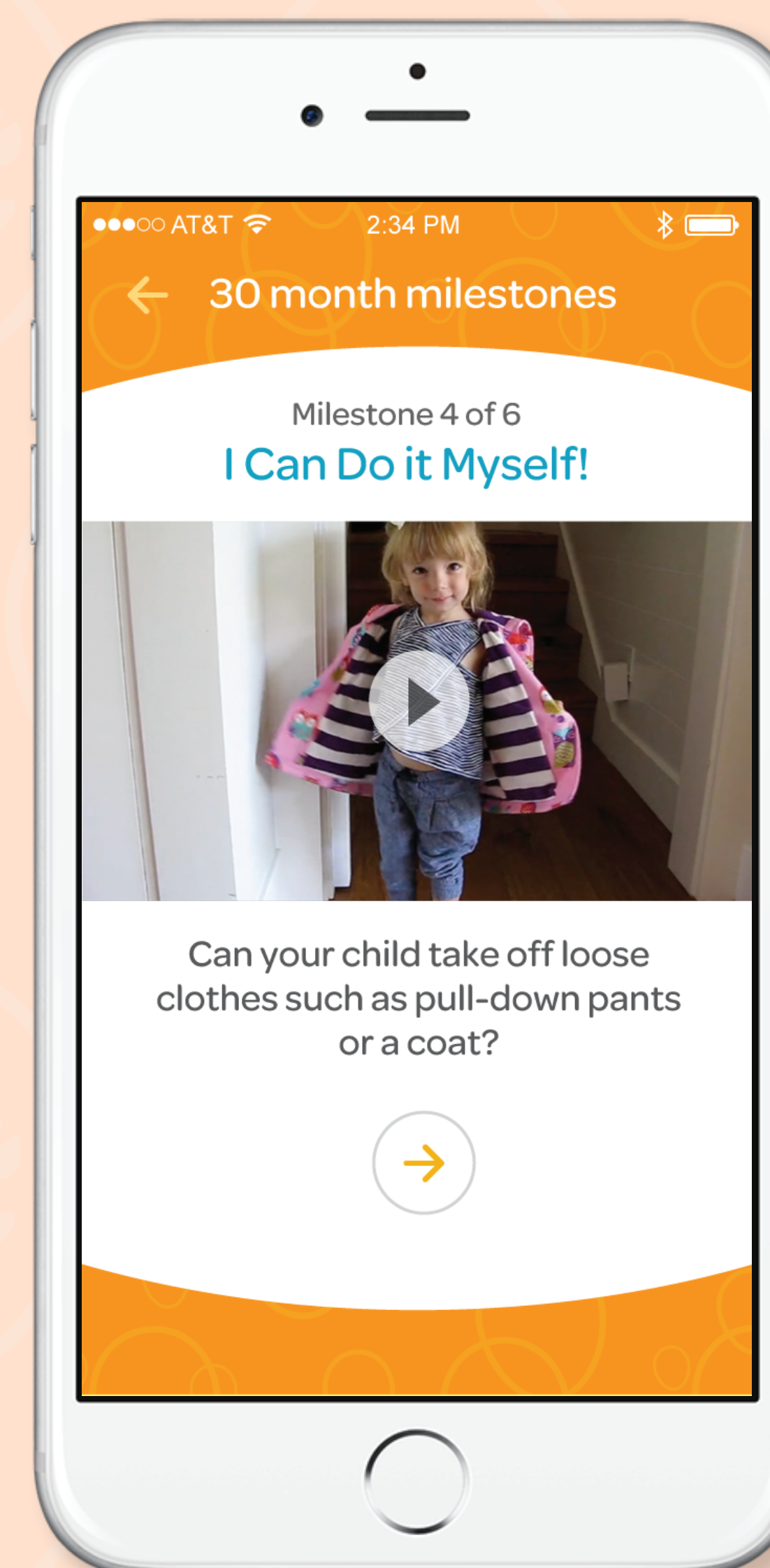
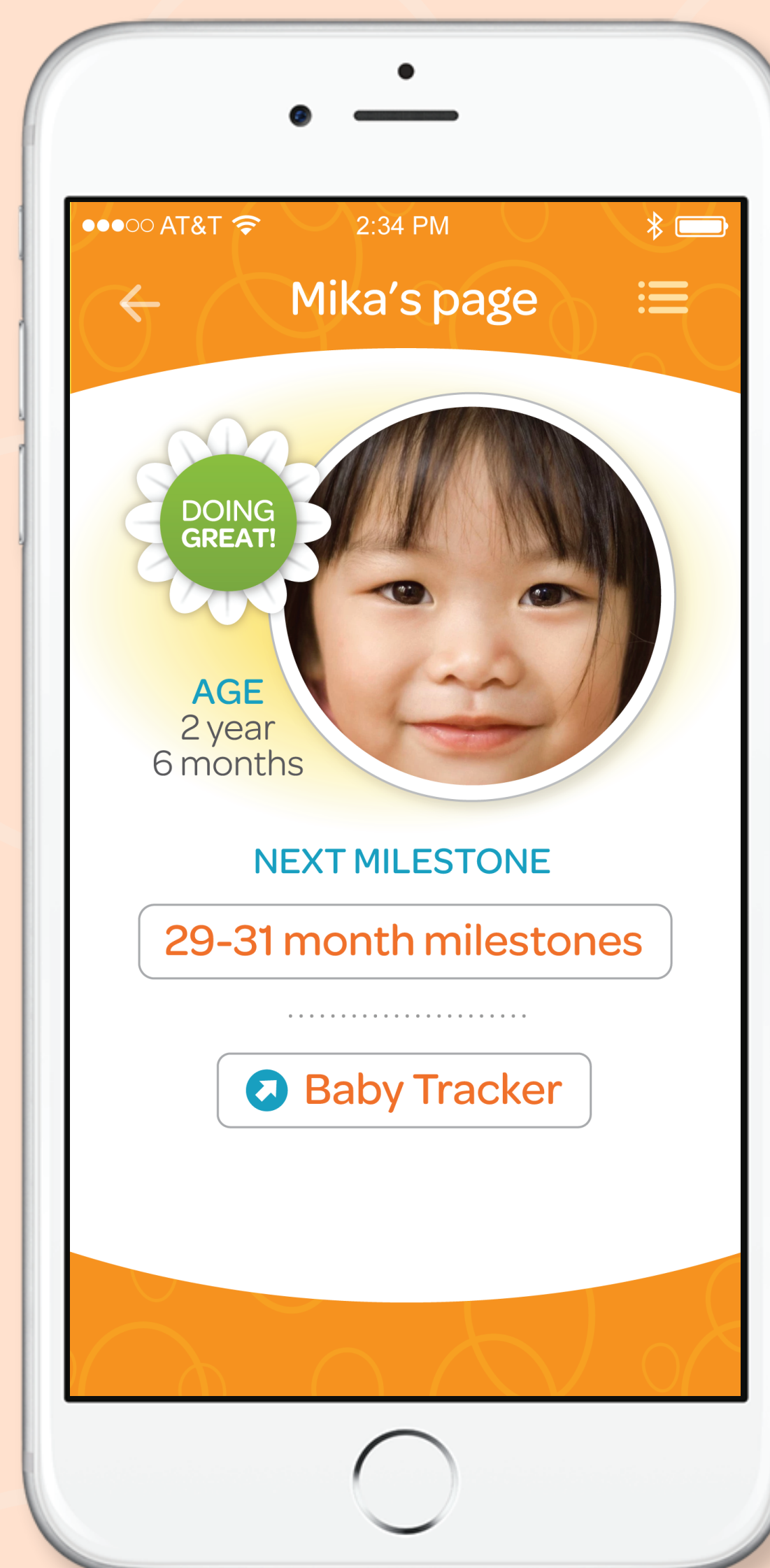
RESULTS

- 96% of users completed at least one of the following screening: PEDS:DM, M-CHAT-R, and PHQ-9.
- 78.6% users reported an increase in their understanding of developmental milestones.
- 79.1% would use the app if their pediatricians recommend it.

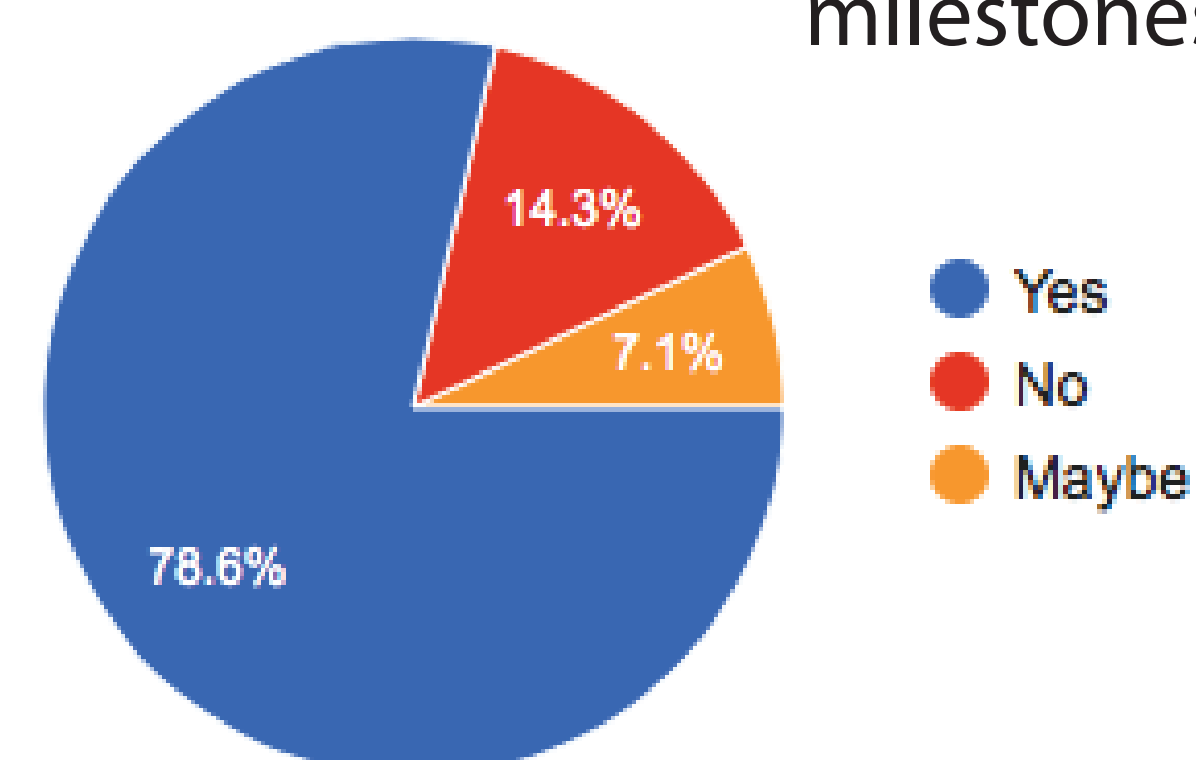


Would use app if recommended by pediatrician

● Yes
● No



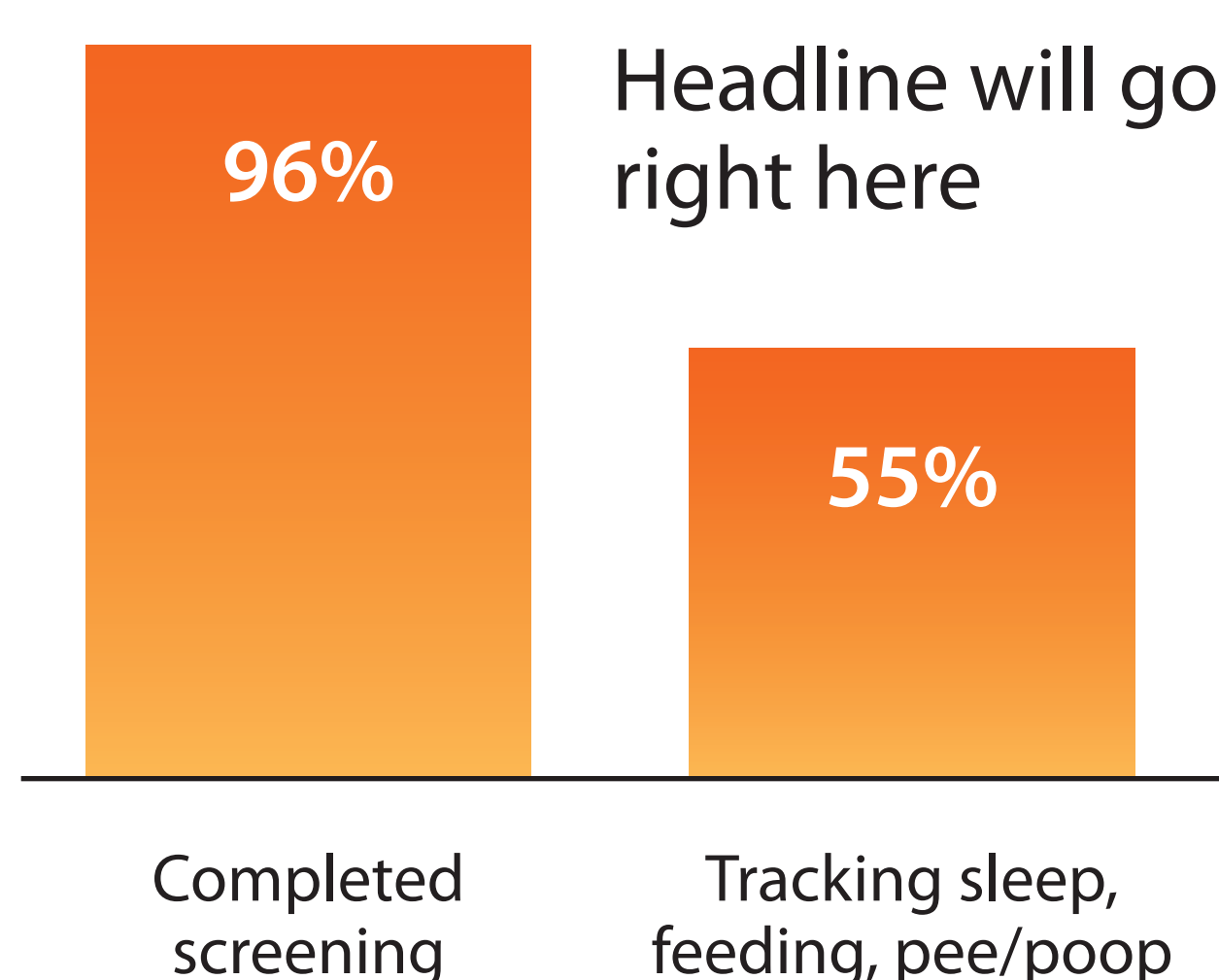
Users reporting increased understanding of developmental milestones



DISCUSSION

The high engagement rate demonstrated that developmental milestones is the top concern for parents with premature babies. Majority of mothers with premature babies agreed that mobile tool is effective in teaching them developmental milestones.

By empowering parents, we hope to help every child receiving early screening, early interventions, and better health outcomes.



REFERENCES

1. Glascoe FP, Foster FM, Wolraich ML. An Economic Evaluation of Four Methods for Detecting Developmental Problems. Pediatrics, 1997;99:830-837.
2. <https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/Screening/Pages/The-Importance-of-Screening.aspx>