



Circle Overview

Circle is a smartphone app for expectant women and moms with kids ages 0-18. Circle provides patients with trusted, personalized health information, convenient access to care, relevant services, and it allows providers to build an ongoing relationship with a family as it grows and grows up.

Developed within the PSJH Digital Innovation Group, Circle was acquired by Wildflower Health in 2018. PSJH offers six versions of Circle: Circle by Providence, Circle by Swedish, Circle by Hoag, Circle by Kadlec, Circle by Covenant Health, and Circle by St. Joseph Health.

Circle makes your job easier

- You'll spend less time educating your patients about why Dr. Google is incorrect and have more time for medical care, allowing you to practice at top of license.
- Mom will have information about non-medical services such as classes, groups, tours, and community programs at her fingertips.
- Commonly asked questions are answered in Circle, letting you focus on patients' specific, individual needs.

Unique value proposition for patients

There are hundreds of pregnancy and parenting web sites and applications available today, but Circle has three key aspects that differentiate it.

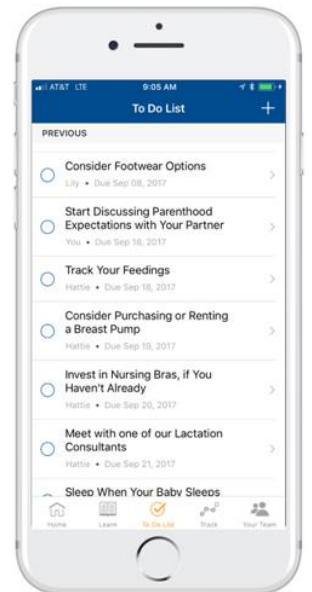
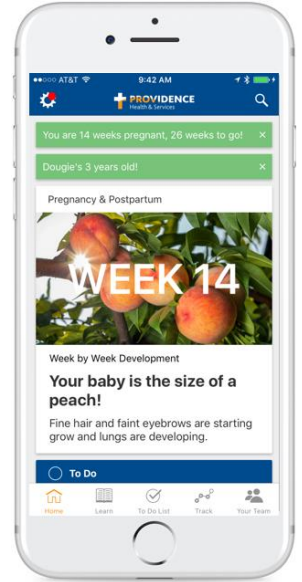
1. **Trusted, Personalized Content.** The internet has a wealth of pregnancy and parenting content, but there isn't a single source that most women have confidence in. Because the Circle information comes from their PSJH providers, women trust it.

Circle personalizes the information your patient sees based on:

- Estimated due date
- Date of birth of each child
- Location of care provider
- Gestational diabetes or hypertension diagnosis

If available in your region, your patient can also connect her MyChart account to the app for appointment reminders and provider contact information.

2. **Timely To-Dos and Reminders.** Moms get to-dos and reminders for every stage of their pregnancy or their child's growth and development. From well-child check-ups to car seat inspections to pointers for talking to their teen about parties and peer pressure, Circle offers moms the information they need when they need it.
3. **Convenient Access to Providers.** When a mom has a concern, she doesn't want to wait hours or days to see a provider. Circle includes information about providers in her area that are appropriate for the care she needs.



Frequently Asked Questions

General

Who developed the app?

Circle was developed by Providence's Digital Innovation Group and is offered by our partner, Wildflower Health.



Is it free?

Yes! The information is provided at no cost.

Is it available on all smartphones?

Circle is available on iPhones and Android devices.

Content

What’s in the app?

Circle provides updated content throughout a woman’s pregnancy and beyond (for children ages 0-18). In addition to informative articles, todos, and reminders, Circle offers trackers for fetal movement, pregnancy weight gain, vaccines, feeding, and diapers that moms-to-be and moms can use in consultation with you, their provider. Integration with MyChart, where available, makes for an individualized experience for each mom.

Who authors the content?

Circle content comes from a number of sources, both licensed and internal. Circle leverages licensed content from American Academy of Pediatrics, Staywell, and KidsHealth, and a wealth of content written and approved by Providence St. Joseph Health providers.

Who approves the content?

Dozens of providers from PSJH review and approve content. Providers include Family Medicine physicians, OB physicians, Pediatricians, IBCLCs, CNMs, ARNPs, and Health Educators.

What if my practice wants to use different content?

We’d like to standardize content across the system whenever possible. However, the Circle content management system allows for content specific to each practice.

Is the content available in any language other than English?

Circle is only available in English at this time. Spanish is forecast for the first half of 2019.

Participation

Who is Circle designed for?

Circle is designed for expectant and new moms, and women caring for kids ages 0-18.

How can our patients participate?

Patients can download Circle by going to the App Store or Google Play on their phone, and searching for Circle by Providence, Circle by Swedish, Circle by Hoag, Circle by Kadlec, Circle by Covenant Health, or Circle by St. Joseph Health.

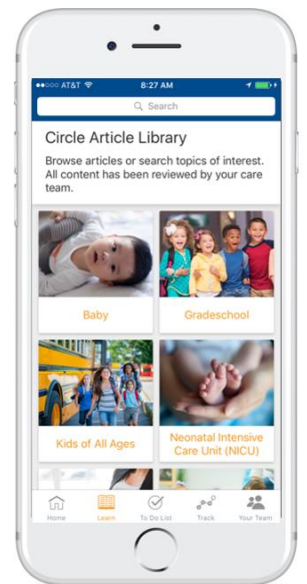
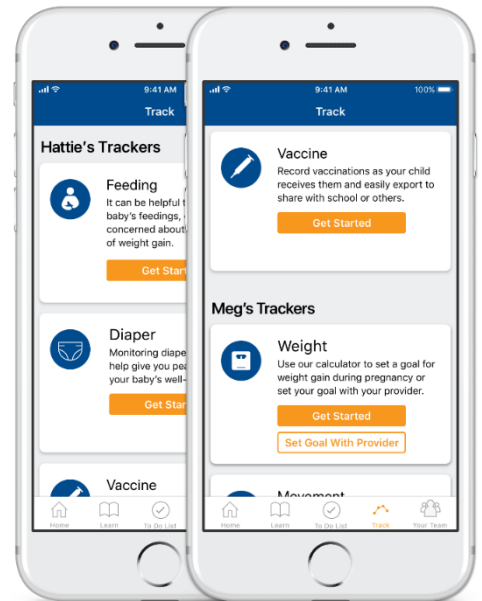
How do I become more familiar with the experience patients will have using the app?

Download the app on your phone and create a profile. For the pregnancy experience, confirm you are pregnant and enter an estimated due date (EDD) during onboarding. You can change your EDD in Settings – My Profile, to explore the dynamic and personalized content. To see a mom’s experience, confirm you have a child or children, and enter names and birth dates during the onboarding process. You can change the child’s date of birth in Settings and explore.

Can I log in using my own MyChart credentials?

Yes. In addition to the pregnancy or infant information, you should also see your own upcoming appointments.

Can health record data be accessed through Circle?










No. Using MyChart credentials allows for the app to better personalize the user experience by accessing some data, like estimated due date, date of birth, and upcoming appointments for reminder messages.

Who is the patient’s information shared with?

No one. If she wants to share any of her tracking data, she can bring the app into the office and share it in person. The vaccine tracker allows mom to export a PDF for email or other sharing.

Circle Functionality and Content

<p>What’s available on the home screen?</p> <ul style="list-style-type: none"> • Short, informative articles and to dos based on gestational or child(ren)’s age. • Family-friendly recipes. • Week by week fetal developmental information. • Links to user settings and the other areas of Circle (below). 	
<p>What’s in the learn library? Articles on a comprehensive array of topics related to pregnancy, children, and parenting, plus family-friendly recipes.</p>	
<p>What’s on the to-do list?</p> <ul style="list-style-type: none"> • Age-appropriate suggestions about scheduling wellness visits. • Information about vaccines, safety, and other relevant issues. • Reminders to sign up for classes and events. • Parenting help. 	
<p>What type of trackers are included?</p> <ul style="list-style-type: none"> • Fetal movement • Pregnancy weight gain • Diaper • Feeding • Vaccines (childhood) 	
<p>What’s in the Your Team section?</p> <ul style="list-style-type: none"> • Links to contact the mom’s provider or find a provider. • If the mom’s MyChart account is connected, appointment reminders. • After-hours options in case mom needs help right away. • Information about local classes and resources. • Pediatric specialty care information. • Support and resources for breastfeeding moms and low-income moms. 	
<p>How does Circle work with MyChart/Epic? Women can optionally link their accounts to get their provider contact information and appointment reminders in Circle.</p>	