IRTH®

As in "Birth," but we dropped the "B" for bias.

A "Yelp-like" app for doctor and hospital ratings and reviews from Black women and birthing people of color, partners, and birth professionals.

About IRTH

IRTH is a digital platform to battle a critical root cause of the national Black maternal and infant mortality crisis—racism and bias in care.

Irth's review and rating platform for Black and brown women and birthing people (and their partners) allows users to leave and find reviews of obstetricians, midwives, hospitals, postpartum care, and pediatricians. With Irth, we leverage the consumer power of Black and brown women to provide a front-end decision-making tool for choosing providers. Irth drives transparency, accountability, and ultimately equity in perinatal services for Black birthing people by bringing stratified data to the medical system.

IRTH's Birth Without Bias: Hospital Partnership to Understand and Improve Your Black Patient's Experience

"You Can't Change, What You Can't See" | "What Gets Measured, Gets Managed!"

Irth's qualitative and quantitative data provides patient-reported insights on their experiences of bias and racism. Data generated by Irth reviews can better inform current anti-bias training and serve as the foundation of a new suite of provider education tools and credentials -all rooted in the lived experience of care.

Irth-Hospital Partnership Benefits

1. Independent, community-centered framework for hospitals and health systems to assess the Black patient experience within their institutions.
2. Feedback mechanism to reduce adverse events through improved quality of patient interaction, thus improving safety and providing respectful care.

3. Irth analyzes reviews and generates customized data reports for hospitals.
4. Our organization will work directly with hospitals and healthcare providers to assess existing patient-centered quality improvement measures and advise on advancing health equity with more culturally responsive care in practice.
5. Irth's independent dataset becomes a powerful tool for developing or fortifying hospitals' technical assistance, training, and other improvement projects to better address blind spots and gaps in bias-free patient care.

Becoming an Irth Partner
- As an Irth partner, our team will begin a hospital-specific review collection, both on the ground and online.
- As part of the partnership, we ask hospitals to develop a multi-disciplinary working group including representatives from Patient Safe and/or Quality Improvement and an Executive Sponsor.
- Our data team will then review and analyze user responses to generate a unique data report for the hospital. Data becomes the baseline for monitoring and measuring improvements to patient experience against ongoing Irth reviews.
- Our team provides technical assistance in developing a strategic plan to address findings.
- Working group meets to develop an implementation plan and ongoing monitoring plan.
- Evaluation based on goals and milestones set via partnership.

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www.IrthApp.com

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