



Key Features



SBIRT & Closed-Loop Referrals

Integrated Screening with Real-Time Referral Tracking & Long-Term Follow-Up



Daily Activity Summaries

Automated Email Updates on Enrollments, Surveys, & Follow-Ups



Out-of-Office Messaging

Automatic Responses When Staff are Unavailable



Electronic Consent

Remote Consent to Reduce Delays

CHALLENGE



West Virginia Perinatal Partnership leads the Drug Free Moms and Babies program across hospitals and behavioral health sites. As the program grew, varied workflows, administrative burden, and phone-based outreach made consistent engagement challenging. Financial constraints also limited access to flexible technology to support program growth.

SOLUTION



WVPP partnered with Moodr Health to standardize DFMB operations. Moodr's platform was deployed across seven DFMB sites in under two months, integrating SBIRT into maternity care, enabling closed-loop referrals, and supporting postpartum follow-up. Automated clinician notifications and remote consent forms and messaging tools reduced administrative burden, improving communication and coordination.



**Proactive
Support**



**Closed-Loop
Referrals**



**Remote
Consent**

RESULTS

**1**

Faster Operations

Core clinical and reporting workflows were reduced from hours to minutes, increasing staff capacity.

2

Improved Engagement

Proactive SMS outreach improved responsiveness and follow-up with mothers.

3

Continuity of Care

Closed-loop referrals and electronic consent reduced delays and waitlists, supporting sustained engagement.



Case Study: West Virginia Perinatal Partnership & Moodr Health

The Challenge

The West Virginia Perinatal Partnership (WVPP) leads the Drug Free Moms and Babies (DFMB) program, a statewide initiative that places clinicians across 22 sites, hospitals and behavioral health centers, to support mothers with substance use disorders during pregnancy and the postpartum period.

Despite its wide range and significant impact, the program faced operational challenges that limited its scalability. Each of the sites operated independently, often lacking standardization in procedure. Clinicians managed complex administrative tasks with minimal support, relying on spreadsheets, paper forms, and inconsistent procedures. Left with managing documentation and reporting on their own, turnover among staff became difficult.

These inefficiencies affected both patient engagement and data accuracy. The process of enrollment, documentation, and follow-up was slow and difficult to manage. Outreach was primarily conducted through direct phone calls, where clinicians read survey questions aloud, manually wrote down responses, and then transferred that information into a separate spreadsheet. The process not only deterred engagement, as many individuals felt skeptical picking up calls from an unknown number, but also required tremendous effort from clinicians for even the smallest data submissions.

These inefficiencies are not unique to WVPP. Research has shown that phone outreach often fails to connect with large portions of target populations, especially among Medicaid recipients and patients served in safety-net settings. A randomized trial found that nearly 50% of 685 patients were unreachable by telephone, with most common barriers including disconnected numbers, full or missing voicemail boxes, and unanswered calls. Many individuals intentionally avoided unfamiliar numbers (Valencia et al., Nicotine & Tobacco Research, 2023).

Furthermore, many community-based organizations, such as WVPP, face financial barriers that make adopting technology difficult. Traditional vendors often require high upfront costs or rigid contracts, leaving these fiscally constrained organizations without access to tools that could streamline operations and improve engagement.

WVPP recognized that the DFMB program required a consistent, centralized platform to reduce administrative burden, improve data accuracy, and provide clinicians the availability to focus on what mattered most - support for mothers and their families.

The Solution

WVPP partnered with Moodr Health to bring standardization, structure, and solidarity to the DFMB program. Moodr's platform was deployed across seven DFMB sites in less than two months. This efficient deployment was possible in large part due to the strength of the implementation process, which includes end-to-end integration into workflows, the creation of tailored standard operating procedures, and an easily scalable model that's both configurable and replicable.

Moodr Health focused on strengthening key components of the DFMB model. Screening, Brief Intervention, Referral and Treatment (SBIRT) services were integrated directly into maternity care clinics, enabling clinicians to address substance use early in prenatal care. Moodr also developed a closed-loop referral system, ensuring that referrals could be tracked in real time from initiation to completion. Each enrolled mother receives long-term follow-up for two years after delivery, supported by recovery coaches and home visits to ensure essential resources are provided.

The platform showcased a customized solution with features specific to the DFMB program. The platform was initially configured with new data fields and tailored surveys to capture information required by clinicians. Moodr also built custom reporting capabilities, allowing WVPP to track site performance and engagement across all locations in one place.

To address the lack of engagement from phone call outreach, Moodr introduced features specifically designed to improve communication among clinicians. An inbound notification

forwarding feature now sends daily summaries of platform activity directly to clinician email inboxes, providing an overview of new enrollments, completed surveys, and awaiting follow-ups. To support continuity of care, Moodr developed an Out-of-Office and Vacation Auto-Response messaging tool, ensuring patient questions are acknowledged promptly when staff are not immediately available.

Previously, WVPP faced long delays for in-person signatures on consent forms. Moodr Health's solution now streamlines this process by enabling secure electronic consent forms that can be delivered and signed remotely. Individuals no longer face the prior barriers to timely engagement and care, and staff are able to begin support efficiently without administrative delays.

This flexible yet comprehensive implementation model ensures consistency and proactive communication for both clinicians and individuals. Each DFMB site received a system tailored to its specific workflow while operating on a standardized framework. At the 2024 WVPP Annual Summit, Moodr Health presented its work to DFMB clinicians and stakeholders. The platform received strong support, with Dr. Maxwell, a WVPP board member and Director of the Neonatal Intensive Care Unit at CAMC, stating, "This is the future of WVPP and will solve so many of the challenges our programs face today."

Testimonial

"When I heard the presentation at the DFMB Annual Meeting, I was struck by the tremendous potential of the Moodr tool to stay connected with mothers—not only during their participation in the Drug Free Moms and Babies program but also in the postpartum period"

- Stefan Maxwell, MD, Neonatologist at Charleston Area Medical Center

"We are optimistic that this tool will help expand the reach and effectiveness of our program resulting in improved health outcomes for mothers and babies affected by substance use."

- Deputy Director Janine Breyel, West Virginia, Perinatal Partnership

The Results

Since implementation, WVPP has transformed the DFMB program into a coordinated statewide system. Clinicians can now enroll patients, complete assessments, and submit reports directly through the platform. Reporting and surveying that had once taken hours could now be completed in minutes, eliminating manual paperwork and freeing clinicians to spend more time communicating with and supporting mothers.

The platform improved visibility across DFMB sites. Moodr's solution allows WVPP clinicians to monitor engagement, referral activity, and outcomes, providing the data they need to guide decisions and communicate effectively. Digital consent forms, efficient text messaging, and closed-loop referrals ensure that every patient interaction is documented and followed through to completion.

As one of Moodr Health's Early Innovator Grant recipients, WVPP received both funding and implementation support. The grant was designed to help forward-thinking organizations expand their behavioral health services through digital tools that improve engagement, reporting, and care coordination. As a result, WVPP hosts a customized digital solution without traditional financial burdens.

With Moodr Health's platform, WVPP has not only standardized data collection and streamlined operations, but also strengthened collaboration among clinicians and bolstered support for the mothers and families DFMB serves.

About Moodr Health

Moodr Health is a HIPAA compliant communication and engagement platform that blends human outreach with intelligent workflows to improve care engagement, satisfaction, and outcomes. The platform is built on the backbone of a healthcare CRM and integrates seamlessly with existing systems and workflows to enable care teams to deliver scalable engagement across patient populations, turning real time insights into measurable outcomes. Moodr works with healthcare, education, and community based organizations to enhance satisfaction and reduce avoidable barriers to care. Learn more at moodrhealth.com.



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About West Virginia Perinatal Partnership (WVPP)

West Virginia Perinatal Partnership (WVPP) improves maternal and infant health by supporting pregnant and postpartum women through compassionate, individualized care across West Virginia. Through its Drug Free Moms and Babies (DFMB) program, WVPP integrates medical, behavioral, and recovery support services to promote healthy outcomes for mothers and babies. Learn more at wvperinatal.org.