

CRE HiPP BITE

Brokering Innovation Through Evidence

A bite-sized summary of a piece of research supported by CRE HiPP

Can a computer-generated health professional provide women with preconception health advice?

BACKGROUND

- Women's preconception health may impact on pregnancy outcomes and offspring health.
- Community awareness of the importance of preconception health is low.
- A computer generated health professional or 'virtual patient advocate' called 'Gabby' improved the preconception lifestyle behaviours of African American women.
- It is unknown whether the Gabby system would be acceptable to women in Australia.
- This study assessed potential of the Gabby system in preconception women living in Australia.



Assessing the potential of a virtual patient advocate to provide preconception care and health advice to women living in Australia.

'Gabby' was acceptable to preconception women in Australia

FINDINGS

- Focus groups included 31 women aged 18 - 43 from a range of cultural backgrounds.
- Overall, Gabby was an acceptable source of preconception health information.
- Participants developed rapport with Gabby and considered her to be a trustworthy source of advice.
- Participants had a range of suggestions to improve the acceptability of the current Gabby system (e.g., easier and faster navigation, use of images and rewards, adaptation to an App).
- Gabby has the potential to increase women's access to preconception advice and care.

Sample Picture of Gabby



What is it?

Why does it matter now?

Why does it matter for pregnancy?

Okey I understand.

Could you say that again?

Walker, R., Drakeley, S., Julce, C., Sidduri, N., Bickmore, T., Skouteris, H., Jack, B., & Boyle, J. (2020) Assessing the potential of a virtual patient advocate to provide preconception care and health advice to women living in Australia. *Journal of the Developmental Origins of Health and Disease*, 1 - 9. <https://doi.org/10.1017/S2040174420000264>

RECOMMENDATIONS FOR PRACTICE

Women have high expectations of the information technology they select to support their health. Those who develop information technology for health need to be responsive to meet the needs and preferences of their target audience.

What is CRE HiPP

The Centre of Research Excellence in Health in Preconception and Pregnancy (CRE HiPP) is an innovative, passionate, multi-disciplinary team of researchers, clinicians, students and consumers.

We aim to refine and implement health promotion, lifestyle improvement, and obesity prevention strategically targeting women preconception and during pregnancy, to improve the health of women and the next generation.

Find out more about CRE HiPP on our website hipp.org.au.

