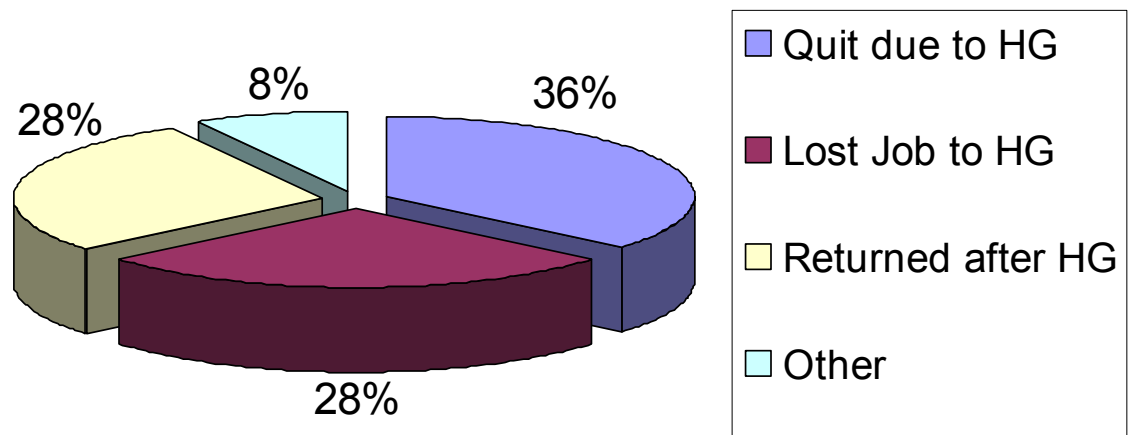


The Losses Caused By Hyperemesis Gravidarum

CDC: "...there is little evidence to suggest that overall **maternal morbidity** is decreasing. **None of these estimates take into account women with complications who were not hospitalized...**; therefore, they **underestimate the true magnitude of maternal morbidity.** Potential reductions in maternal morbidity depend on a greater understanding of their etiologies and patterns."

<http://www.cdc.gov/reproductivehealth/MaternalInfantHealth/ManageCare.htm>.

Impact On Employment



Personal Losses of HG

- Drug-free/healthy pregnancy
- Career/Employment
- Financial Stability
- Health (now and later)
- Trust in medical professionals
- Ability to care for self & family
- Ability to have more children
- Child's future health

1 out of 4 HG pregnancies are aborted, die, or do not make it to term.

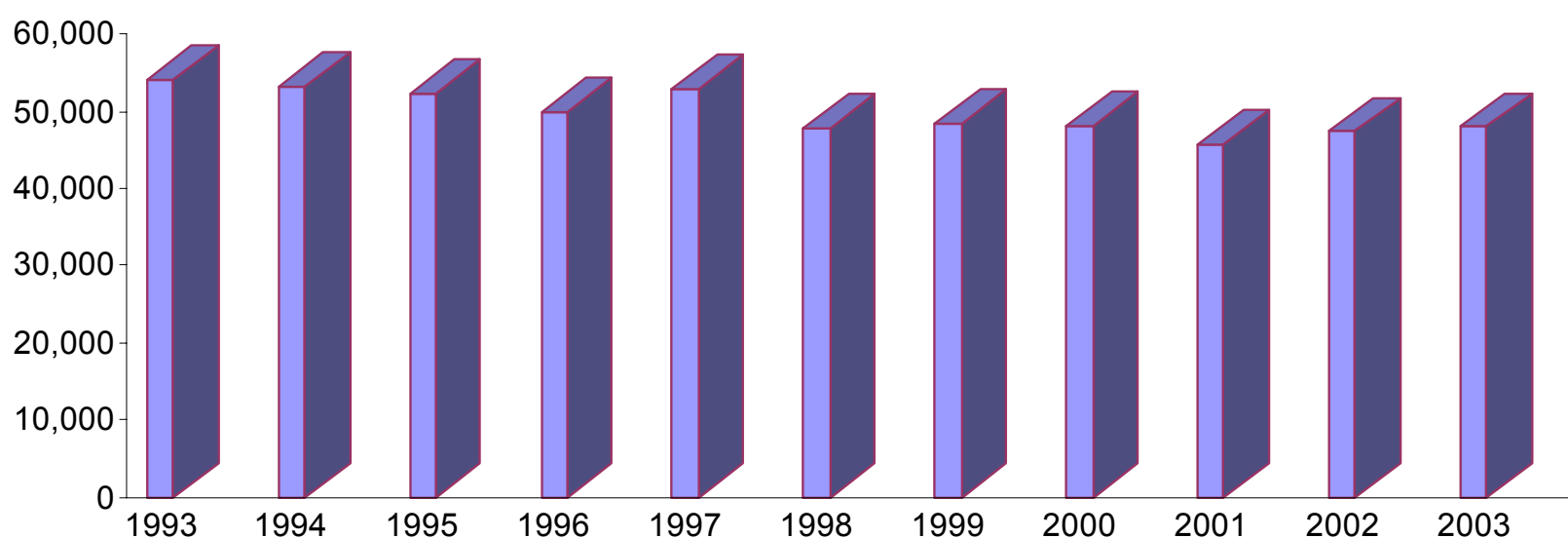
At least 10% of all HG pregnancies are terminated due to inadequate care.

[HER Foundation Research]

Despite published reports that hyperemesis gravidarum has no impact on ultimate perinatal outcome, this study indicated that women admitted repeatedly have a more severe nutritional disturbance, associated with significantly reduced maternal weight gain and neonatal birth weight.

Journal of Reproductive Medicine 1991 Apr;36(4):287-90

Annual HG Hospitalizations



Weighted national estimates from HCUP Nationwide Inpatient Sample (NIS), Agency for Healthcare Research and Quality (AHRQ), 2003

There is now overwhelming evidence that much of our predisposition to adult illness is determined by the time of birth.

Asia Pacific Journal of Clinical Nutrition 2002 Dec;11 Suppl 3:S537-S542



HER FOUNDATION
HYPEREMESIS EDUCATION & RESEARCH

HER Foundation

National Office:
932 Edwards Ferry Rd, #23
Leesburg, VA 20176
www.HelpHER.org
www.hyperemesis.org

Hyperemesis Education And Research (HER) Foundation

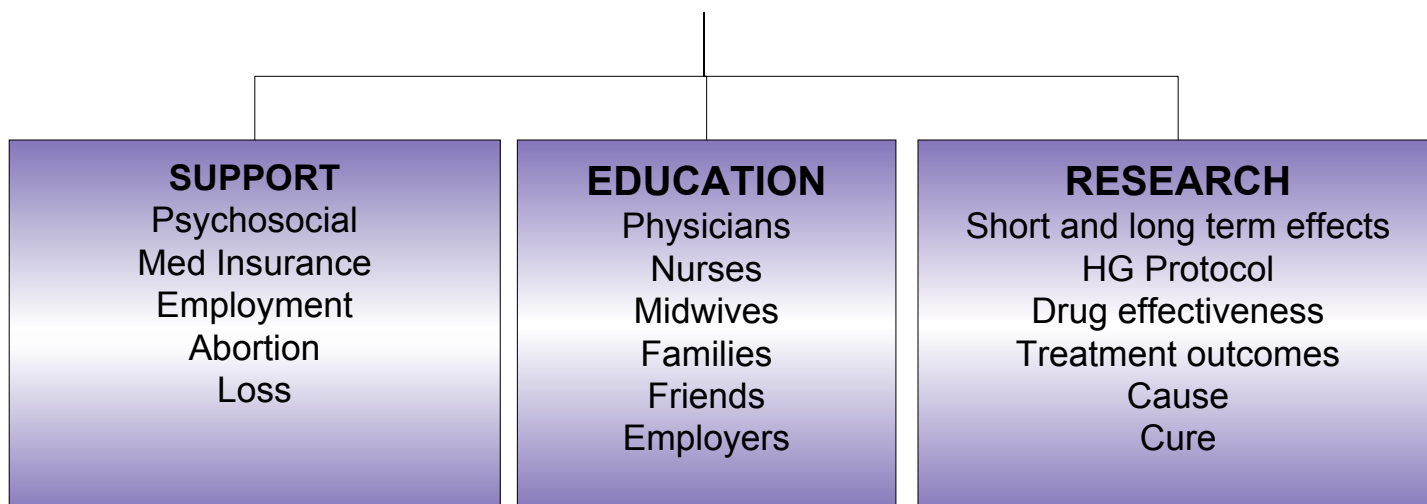
MISSION STATEMENT

The HER foundation is dedicated to those suffering from hyperemesis gravidarum or those who have survived it. Our mission is to provide education and support to those seeking effective management strategies for hyperemesis gravidarum (HG). Only those who experience HG can truly know how difficult it is! The HER foundation is the voice of support and education to all who are faced with managing HG.

PUBLICATION & PROJECTS

- Improve accuracy of pregnancy books
- Protocol for nutritional support
- Patient assessment forms
- Continuing Education for nurses
- Patient perceptions of prenatal care
- Health professional attitudes & beliefs
- Multilingual brochures
- Management complications
- Treatment protocol
- Survey Research Summaries
- HG & Foundation Awareness
- HG Symposium
- Abnormal outcomes Database

GOALS FOR HER FOUNDATION FUNDING



REDUCTION IN LOSS OF LIFE AND HEALTH CARE DOLLARS

USC / HER Foundation Proposed HG Research Topics (\$2.5 million required)

- Maternal/Fetal death
- Rare Complications
- Nutritional therapy & outcomes
- Trauma after HG (PTSD)
- Cognitive & neurological effects
- Long-term fetal health
- Genetic analysis
- Attitudes of health professionals
- Psychosocial effects
- Long-term health issues on mothers
- Treatment strategies/outcomes

HER FOUNDATION ADVISORY BOARD

Founders

Ann Marie King
Jeremy King
Kimber MacGibbon, RN

Advisors

Marlena Fejzo, PhD
Geneticist, UCLA/USC

T. Murphy Goodwin, MD
Professor Of Ob/Gyn
LAC & USC Medical Center

Shari Munch, MSW, PhD
Rutgers University, NJ

Roy Taylor, MD
Professor of Medicine and Metabolism
Newcastle Upon Tyne UK

Consultants

Michael Hornquist PharmD
Clinical Pharmacist, MN

Aimee Brecht-Doscher, MD
OB/GYN, Camarillo, CA

HER Foundation Impact

Volunteers: **>300**

Registered Forum Participants **>1100**

Site Visits Over Last 12 months: **>250,000**

Research Participants (FRS): **>1800**

Number of Countries Visiting Site: **>10**



HER FOUNDATION
HYPEREMESIS EDUCATION & RESEARCH

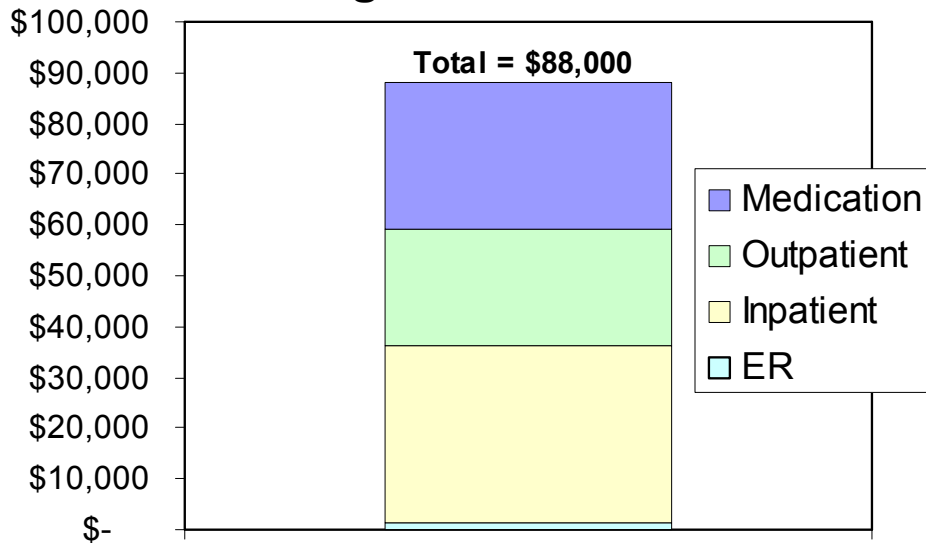
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The Cost Of Hyperemesis Gravidarum

Costs During Pregnancy

Typical Cost of an Inadequately Managed HG Patient



Total cost of singleton pregnancy. JB, Maine. 2003. Based on Medical Insurance Summaries.

Annual Inpatient Hospitalization

Average Hospitalization Stay = \$7,100

Total Annual Hospitalizations = 60,000

Total = \$426M

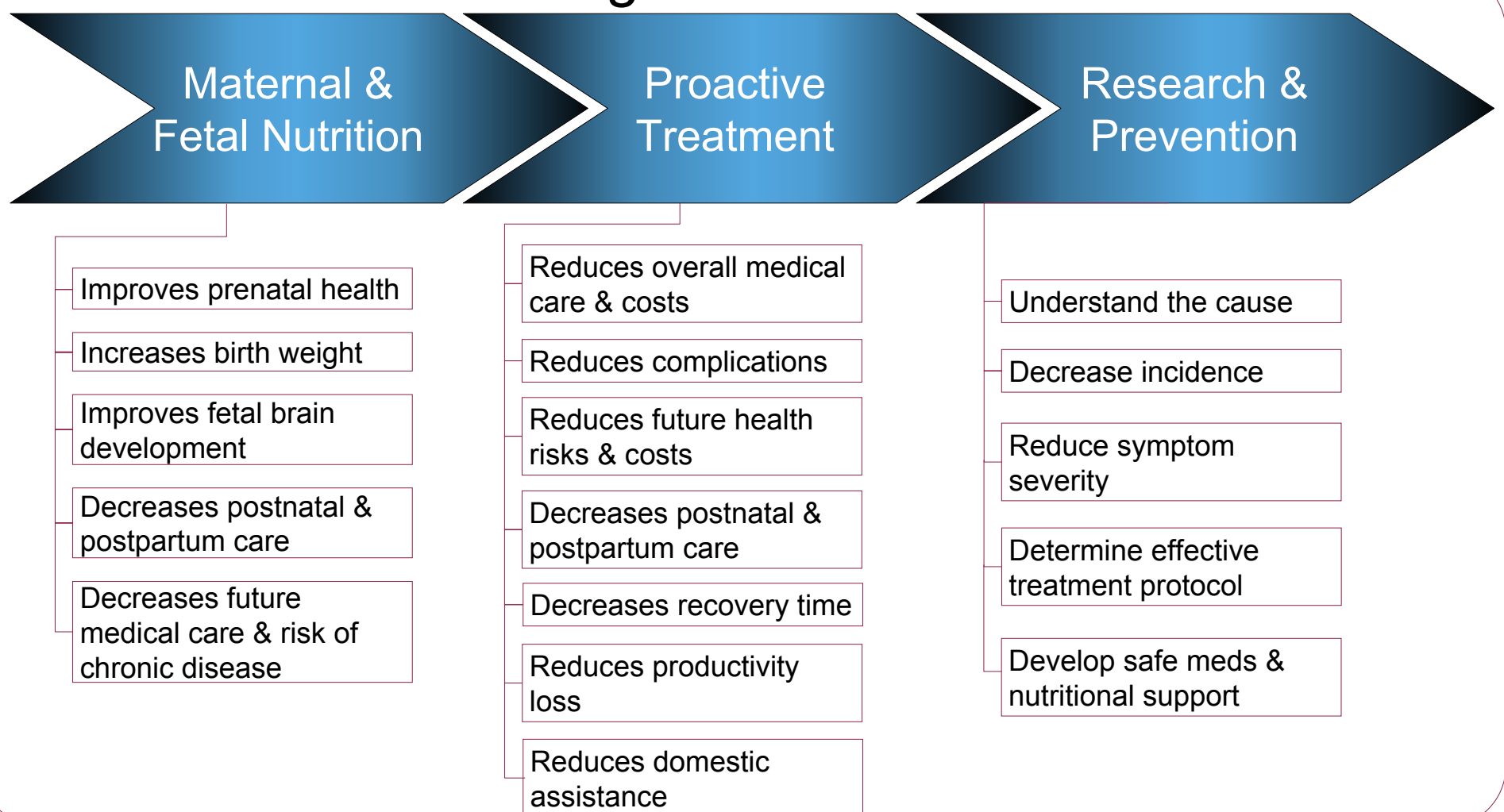
Cost of Zofran = \$3,400/month

**Zofran reportedly 4 times more effective compared with the other top 10 drugs given which were reported to be effective by less than 50% of participants. (HER Foundation Survey)

Costs After Pregnancy

"It is the position of the American Dietetic Association that women of childbearing potential should maintain good nutritional status through a lifestyle that optimizes maternal health and reduces the risk of birth defects, suboptimal fetal growth and development, and chronic health problems in their children." Position of the American Dietetic Association: Nutrition and lifestyle for a healthy pregnancy outcome. *Journal of the Am Dietetic Assoc.* Oct 2002 102(10) 1479

Reducing The Cost Of HG



HER FOUNDATION
HYPEREMESIS EDUCATION & RESEARCH

“HG forces women to make difficult decisions... the HER Web site is the most comprehensive location to educate oneself to make the best decisions.”

- Marlena S. Fejzo, PhD USA

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