

Partner to Decide



Empowering value-based advocacy in pregnancy care

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Partner to Decide came to Blink to revamp an existing decision-aid pamphlet into a comprehensive web and mobile experience for users to make informed decisions on labor induction. Navigating provider interactions and complexities in pregnancy decision-making can be extremely confusing and overwhelming.

Through in-depth research with users, Blink designed a new set of tools that simplifies medical information, displays comparable options for labor decisions, and provides space for users to self-reflect as they prepare for check-ins with providers. The new experience will fulfill Partner to Decide's mission of empowering pregnant people to use their voices to advocate for preferences in maternity care.

