MEGI

TRAINING IMPACT REPORT

Megi High-Risk Doula Certification

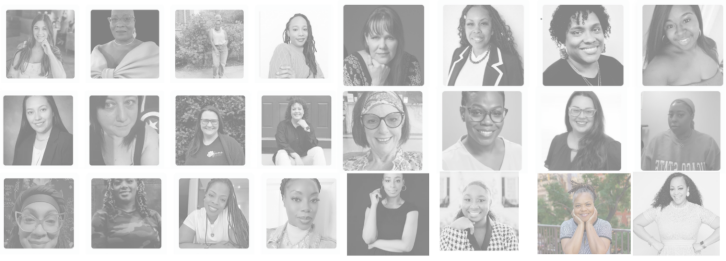
Measuring knowledge gains across a national cohort of birth workers equipped to better support high-risk pregnancies.

347
Doulas certified
Across 35 states + DC

92.7%
Post-certification HDP score
Average across cohort

−53.4%
Score variability
Workforce consistency

A six-week, ICEA-recognized certification — built with a global faculty of 25+ maternal-health experts and awarding 29 continuing education credits.



ABOUT THE PROGRAM

What is the Megi High-Risk Doula Certification?

A specialized **six-week training program** that equips birth doulas and perinatal support professionals to recognize, support, and escalate **hypertensive disorders of pregnancy (HDP)** — a major contributor to preventable maternal morbidity and mortality in the United States. Unlike standard doula training, this certification goes deep on the full picture of high-risk pregnancy: blood pressure thresholds, warning signs of preeclampsia, postpartum risk windows, and how to communicate effectively with care teams.

ICEA-recognized **29 continuing education credits** **25+ expert faculty**

1

Blood Pressure Recognition & Emergency Response

Recognizing dangerous readings and escalating effectively within complex care environments.

2

Cardiovascular Risk & Long-Term Sequelae

Understanding how hypertensive disorders reshape cardiovascular risk across the reproductive lifespan.

3

Pregnancy Physiology & HDP Mechanisms

Covers the underlying physiology of HDP: why it happens, how it progresses, and the clinical signs that indicate worsening severity.

4

Preeclampsia & Postpartum Awareness

Addresses the often-missed postpartum risk window, when preeclampsia can emerge or worsen after hospital discharge and outside formal monitoring.

25+ A global faculty of maternal-health experts spanning obstetrics, cardiology, and perinatal mental health built and validated the curriculum.

WHY THIS TRAINING MATTERS

Doulas are often the most consistent trained presence in a birthing person's life

ACOG now recognizes doulas as care partners.

The American College of Obstetricians and Gynecologists says OB-GYNs should understand doulas' role in care, as continuous doula support is proven to improve outcomes.

Megi's certification builds on that guidance by teaching doulas to recognize danger signs early — when medical monitoring ends but risk doesn't.

WHAT THE DATA SHOWS

Pre- and post-certification HDP knowledge assessments completed by all 347 participants, matched at the individual level.

HEADLINE RESULT

92.7%

Average HDP knowledge score after certification, vs. 77.6% before

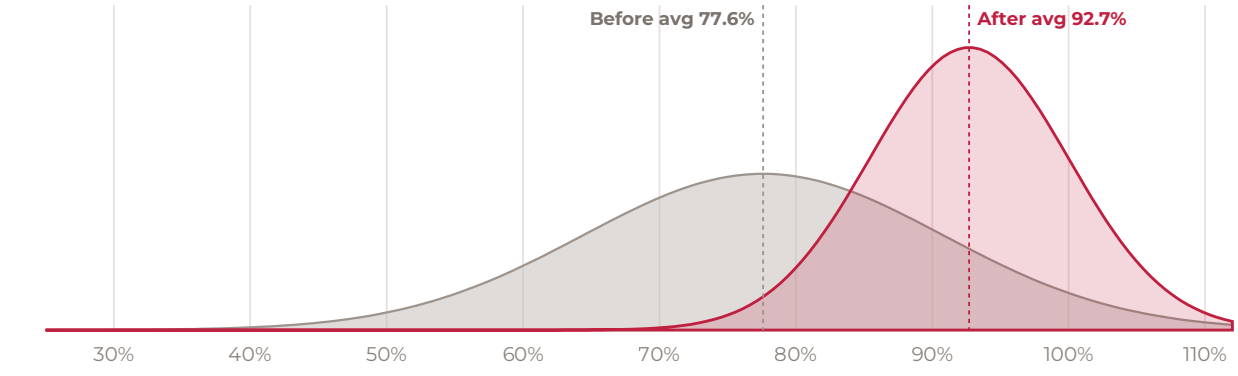
TOP TIER

83.6%

Doulas scoring 85% or above after certification, vs. 32.6% before

The knowledge spread — before and after

The shape of knowledge across the workforce changed meaningfully — not just the average, but how tightly doulas cluster around it.



Before — wide spread (SD 13.2)

After — clustered at the top (SD 7.3)

17.0% CV BEFORE → 7.9% CV AFTER

RELATIVE VARIABILITY **−53.4%**

DOMAIN ANALYSIS

Knowledge gains by topic area

Pre- and post-certification scores across the four core domains of the curriculum, based on all 347 doulas with matched results.

Average gain across all four domains **+15.2 pts**

Cardiovascular Risk & Long-Term Sequelae

+27.2 pts



Largest point gain of any domain.

Blood Pressure Recognition & Emergency Response

+14.0 pts



Critical given life-safety implications.

Pregnancy Physiology & HDP Mechanisms

+11.6 pts



Highest post-certification score of any domain.

Preeclampsia Identification & Postpartum Awareness

+8.1 pts



- Three of four domains now score **above 90%** post-certification — only postpartum awareness remains below that bar.

IMPROVED RECOGNITION OF BLOOD PRESSURE READINGS REQUIRING ESCALATION

Recognition of elevated blood pressure in pregnancy

53.6%
BEFORE

→

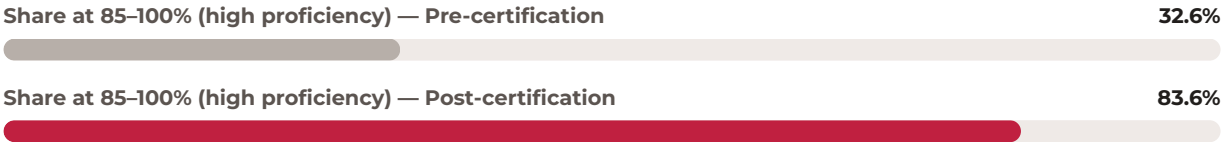
99.2%
AFTER

Before the certification, just over half of participants correctly identified **145/101 mmHg** as a blood pressure reading that may require prompt clinical follow-up during pregnancy. After completing the certification, nearly all participants correctly recognized that this reading warrants escalation and further assessment.

WORKFORCE CONSISTENCY

Establishing a consistent standard of knowledge

Averages can hide wide variation. Before certification, doulas across the cohort had substantially different knowledge levels. After certification, the workforce converged: the share scoring below high proficiency fell sharply, and the share at high proficiency more than doubled.



67.4%
Below high (85%+) proficiency before certification

83.6%
At high proficiency after certification

"A family should not face different levels of HDP awareness depending on which doula they hire."

WHAT SETS THIS PROGRAM APART

Proof of what rigorous, high-risk-specific training produces

CONTEXT

In August 2026, ACOG issued its first formal guidance on doulas, recommending that OB-GYNs understand doulas' role and build real, collaborative care teams around them. It's a meaningful shift: the clinical establishment is now naming what doulas have long provided.

But collaboration is only as strong as the training behind it. If OB-GYNs are being asked to trust doulas as care partners, that trust has to be earned by consistent, measurable preparation. This report is our answer to that.

SCALE

35 states + DC

An HDP-specific, ICEA-recognized doula certification operating at this geographic scale, with results measured consistently across every cohort.

METHOD

Individually matched, not self-reported

Every result is a matched pre-to-post score for the same doula — not an aggregate survey or a satisfaction score, which is what most workforce training reports on.

FACULTY

25+ maternal-health experts

Curriculum built and validated by a global faculty spanning obstetrics, cardiology, and perinatal mental health.

MEASURABLE GAINS

Stronger risk awareness

Doulas complete the program with stronger knowledge of high-risk pregnancy indicators and postpartum danger signs — the exact awareness ACOG points to when calling on OB-GYNs to understand doulas' scope of practice.

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347 doulas. 35 states + DC. One consistent standard of high-risk pregnancy knowledge.