

## Press Release

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### **Babyfirst.com Launches Online Resource For Neonatal Care Information**

An interactive Web site Created to Support Neonatal Doctors and Nurses as well as parents of Premature Babies

**Telford, PA – Launched today, Babyfirst.com is a new single destination where neonatal doctors and nurses can exchange information and experiences online – across a range of neonatal care specialties. With content populated by clinicians and renowned experts, the Web site also offers parents and families of premature babies a trusted resource to gain a better understanding of what they can expect in the Neonatal Intensive Care Unit (NICU) – with insight into common terms, procedures, equipment, post-hospital care, and more.**

Dräger, a leading provider of medical and safety technology and services worldwide, including equipment for the NICU, and NICUniversity.org, a web-based medical continuing education center for neonatal practitioners, have joined together to support the launch of Babyfirst.com.

“In our regular interaction with doctors and nurses in the NICU, designing facilities and gathering input for the development of the equipment they rely on every day, these clinicians echoed a common void – the lack of a community-driven neonatal care resource site,” said Thorsten Waloschek, President of Neonatal Care Strategic Business, Dräger Medical Systems, Inc. “As a platform for clinicians for user-provided content, Babyfirst.com has been created to offer added value to neonatal care clinicians, as well as first-hand neonatal care experiences to parents.”

#### **Covering key neonatal care topics for Nurses and Doctors**

Babyfirst.com is a place where clinicians in Labor and Delivery and the NICU can share their expertise and experience – covering key specialties such as thermoregulation, jaundice management, respiratory care, developmental care, neonatal anesthesia, NICU designs, and many other topics including infection control, vital signs monitoring, and nutrition. Acknowledging the importance of parents as part of the healing and growing process, Babyfirst.com also provides resources to assist clinicians

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in educating parents about the NICU for a healthy collaboration with professionals towards the growth of their babies.

### **Parents can learn from neonatal care experts and other parents' experiences**

Parents and families of premature babies can get quick and easy web access to extensive information about neonatal care, from general descriptions of NICU equipment and their purposes to personal experiences of specialized nurses. Babyfirst.com offers a broad range of content, such as videos of renowned experts explaining the latest NICU procedures, blog and video entries by parents about their own NICU experiences, articles contributed by neonatal nurses and physicians and profiles of "miracle babies" once they have left the NICU.

"We all share the same objective, to do what's best for the premature baby – helping her to grow and thrive, and creating an environment to best accomplish that. By targeting both clinicians and parents, Babyfirst.com is truly unique and a welcome addition to the neonatal community", said Dr. Jay Greenspan, MD, MBA, and Chairman of the Department of Pediatrics at Thomas Jefferson University Hospital duPont Hospital for Children.  
(3.289 characters with spaces)

### **Babyfirst – clinical knowledge and family focus all in one place**

[www.babyfirst.com](http://www.babyfirst.com) is an online-resource focused exclusively on neonatal care. It supports Neonatal Intensive Care Unit (NICU) staff and parents of a premature infant with practical information, making it easier to guide their baby in its early stage of life. The website is supported by Dräger, an international leader in the fields of medical and safety technology, and NICUniversity, a Web-based medical education center for clinical professionals.

### **Dräger. Technology for Life®**

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### **About NICUniversity.org**

NICUniversity is an educational and informational resource for neonatologists and other members of the neonatology health care team. A Web-based medical education center for Physicians, Nurse Practitioners, Nurses, Respiratory Therapists, and Pharmacists – NICUniversity offers continuing education credits through the Accreditation Council for Continuing Medical Education (ACCME). We deliver the highest quality information designed to stimulate critical thinking and analysis of the current issues and trends in neonatology. For more information or to inquire about becoming a member, visit [www.NICUniversity.org](http://www.NICUniversity.org).

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