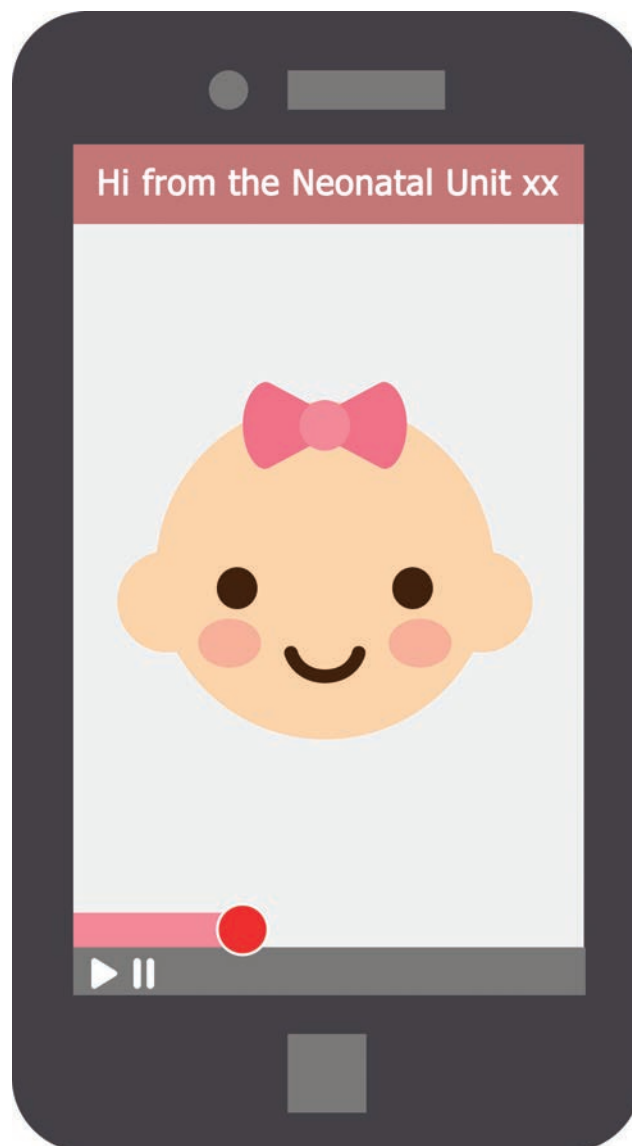


Secure Video Messaging



Why vCreate for neonatal units?

1. Nurses choose which moments to capture on video

2. Wider family members, i.e. siblings become more involved

3. Parents login at any time to view their secure baby-care video diary

4. Funding structure means solution is cost-neutral for units & parents

5. Parents receive reassuring updates on their baby's wellbeing

What is Secure Video Messaging?

Secure video messaging is a web application that enables nursing teams to record on-demand video updates of babies and send them to parents.

The videos that nurses make with vCreate provide a lifeline for concerned parents whose baby is being cared for in a neonatal intensive care unit, because receiving a video of their baby provides reassurance at times when parents aren't able to be physically present at their baby's cotside.



Video technology found to improve bond between parents and premature babies

Research published in July 2017 by Kerr et al. in BMC Pediatrics: **Transition to parenthood in the neonatal care unit: a qualitative study and conceptual model designed to illuminate parent and professional views of the impact of webcam technology**, found that most parents and nurses that had used video technology in a neonatal care setting said that it was beneficial.

Kerr et al. interviewed 30 mothers and fathers and 18 professionals, including nurses, midwives, nursery nurses and doctors in a neonatal unit in East-central Scotland.

Below is a summary of the findings - you'll find the full paper on the BMC Pediatrics website under open access articles.

Summary of research findings:

- Parents said the neonatal video link gave them an increased feeling of closeness, enhanced emotional wellbeing and improved post-birth recovery.
- The technology increased the involvement of family members. i.e. siblings, grandparents and friends through shared images.
- Parents said that seeing videos of their baby helped them to feel that they were with their baby even during periods of physical separation.

Funding options

Through our innovative funding model, you can access the secure video messaging application at no cost to your unit or to parents. vCreate provides initial setup and training for free and asks for a donation for the continued running of the service. Some units already using vCreate have secured funding from their associated charity, and this approach seems to work well. Alternatively, you may have a corporate or private benefactor who could sponsor the provision of vCreate for your neonatal unit.

"The best thing that helped me emotionally and mentally (along with the incredible staff on the unit) was getting signed up to vCreate, a video link that meant nurses could send me videos of Nathan so that I could see his progress even when I couldn't be there with him physically. For me it was a real comfort and has helped me, his father and big sister so very much."

Annette Russell

"Many parents are not able to be with their baby in the neonatal unit all day; video updates are a brilliant way of providing reassurance to mums and dads during a stressful time because they can actually see their baby and ask questions."

Neil Patel, Consultant Neonatologist. The Royal Hospital for Children, Glasgow

"As a mum of a baby that was in NICU 90 miles away from home, the vCreate videos greatly helped to reduce my anxiety, especially when I needed to go home for the night to spend time with my eight-year-old daughter. It was peace of mind knowing the nurses would capture special moments on video."

Sarah Clark

Join the vCreate Community

F: @vCreateVideo

T: @vCreateNeonatal

vCreate[®]

Visit www.vcreate.tv/nhs
or call 0333 121 8422
today for your free demo