

Keeping families connected with secure video diaries in the NICU

vCreate NICU Diaries helps nursing teams reassure parents with positive video and photo updates, capturing precious milestone moments to keep forever.

HIPAA compliant and used by more than 130 Neonatal Units worldwide, vCreate NICU Diaries is easy to use, accessible on any device and available in multiple languages.



The benefits for YOUR NICU



Simple, intuitive and quick to use. Available for every baby, in every cot, on any device, at any time



Reduces the number of calls to the unit, freeing up staff time to focus on care



Improves staff morale and wellbeing, building stronger connections with parents and families



Supports family-integrated care, **provides reassurance** and can help Moms express milk



Captures special moments that may otherwise have been missed, with videos, photos and messages to keep forever



Less intrusive and less costly than live streaming options



Multi-language capability reduces the cost of translation and improves equity of access



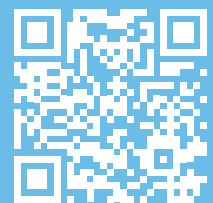
Maximizes clinical efficiencies and **improves satisfaction scores**

“With live streaming services, parents often miss important moments as they can't be watching 24/7 and nothing is recorded. Whereas, even if parents are here, it's been incredibly impactful to capture and celebrate those moments using vCreate and create a downloadable NICU diary that they can keep forever.”

Kara Weigler, Nurse Manager, Carle Foundation Hospital, Urbana, IL

“I loved the videos where I could hear the nurses talking or singing to my baby. They provided so much comfort and I knew she was in the best hands. I am forever grateful that we had vCreate during our NICU stay. It meant the nurses could capture all the special milestones.”

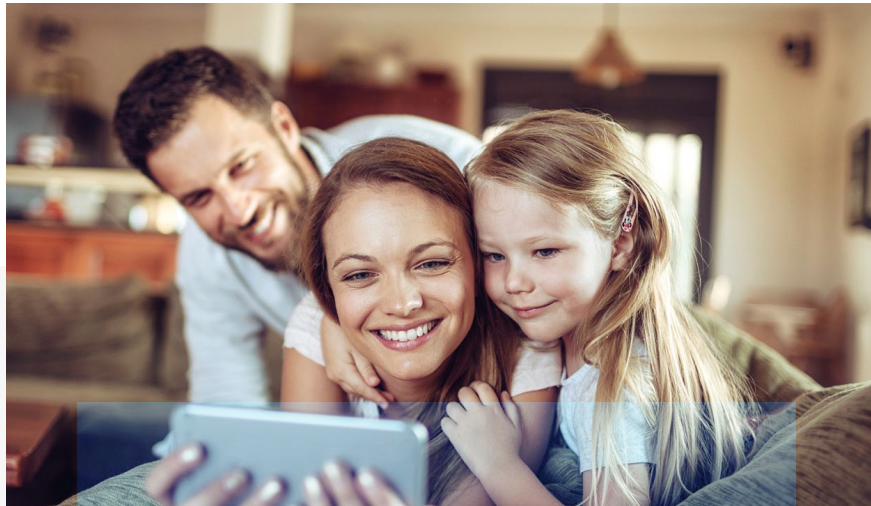
NICU Parent



SCAN QR CODE TO
REQUEST A DEMO

WHY VCREATE NICU DIARIES

- + Send pre-recorded videos, photos and messages to families quickly and securely
- + Can be used on existing unit devices with access to the internet
- + Donor feature, including a donate button, to help raise awareness and funds
- + Cloud-based with HIPAA compliant enhanced security and clinical safety
- + Create and upload useful educational resources to a central library for parents
- + Easily download videos, photos and messages on any device
- + Automatic satisfaction surveys sent to parents upon discharge
- + Quickly create customizable forms, including Parent Passports, surveys and more



VCREATE NICU DIARIES VS Live Streaming

VCREATE NICU DIARIES

- ✓ **HARDWARE**
No specialist hardware is required as the application can be accessed on a tablet or smartphone.
- ✓ **COST**
Substantially less expensive than live streaming options.
- ✓ **CONVENIENCE**
Nursing staff record short clips or photos at convenient times, capturing reassuring and milestone moments, without impacting clinical duties.
- ✓ **IMPACT**
Parents see recorded clips and photos, with contextual messaging and video effects, which aids remote breastmilk expression and helps reassure parents.
- ✓ **IMPORTANT MEMORIES**
With vCreate NICU Diaries, parents are able to download and keep their video clips, photos and messages as a record of their baby's NICU journey.

LIVE STREAMING VIDEO

- ✗ **HARDWARE**
Specialist cameras need to be purchased and maintained, bringing additional cost and complexity.
- ✗ **COST**
Much more expensive than vCreate NICU Diaries to set up and maintain.
- ✗ **CONVENIENCE**
Parents log on to a live stream and may observe their baby during less reassuring moments. Camera hardware may be prone to down-time and technical issues..
- ✗ **IMPACT**
Parents receive no context to live streaming and may find some moments stressful to view. Staff may also be stressed by the presence of a live camera.
- ✗ **IMPORTANT MEMORIES**
Parents are unable to download and keep any live streamed video.

SUPPORT AND IMPLEMENTATION



vCreate NICU Dairies is a standalone, web-based system, available on any device, that is quick and easy to implement.



We liaise directly with your IT team to facilitate the necessary approvals. Training over Teams/Zoom at a time to suit you means you can start without delay.



You'll receive 24/7 access to online help containing lots of useful guides, videos and more. Our email support system is also just a click away.



No-cost upgrades are automatic and applied "over the air" with no need for IT resource. You can rest assured that you're always using the latest version.

ENHANCED SECURITY AND CLINICAL SAFETY



Powered by Microsoft Azure including Web Application Firewall, Advanced Threat Protection and Encryption-at-Rest.



Approved by more than 200 Healthcare Organisations around the world with regular CREST-certified Penetration Testing.



HIPAA compliant with full data residency in local US data centers, meaning your data will always remain in the US.

vCreate for GOOD

At the core of the vCreate ethos is #TechForGood.

We feel that technology should be a force for good, so when clinical teams invest in us we are then able to support projects around the world.

We donate up to 10% of our annual profits to a Neurology and Neonatology research fund, and provide vCreate for free to Children's Hospices in the markets we operate in, along with a number of global initiatives.