

POVs

“We all know skin-to-skin care is important, but there is no way to do it comfortably in the NICU.”

Mothers:

- “Am I going to pull these wires out?”
- Hard to keep baby in position for long periods of time
 - arm/ shoulder fatigue
 - mothers fall asleep

Nurses:

- Tangled wires problematic, but a “necessity they work around”
- Hard to transport baby into and out of Kangaroo Care position
- Need something that works with existing chairs



Current workarounds



Design aims

1. Safe and secure

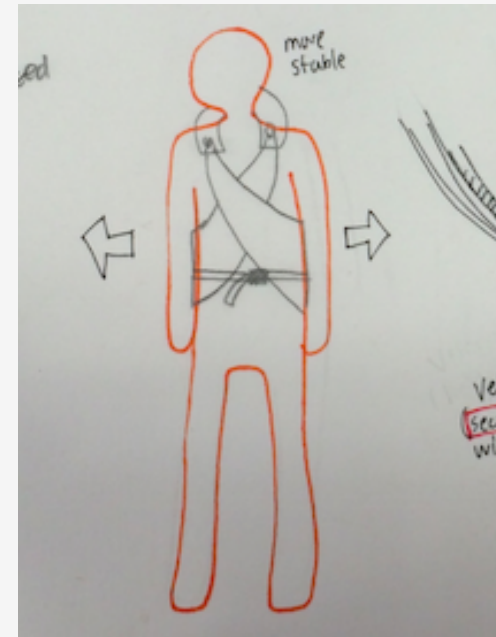
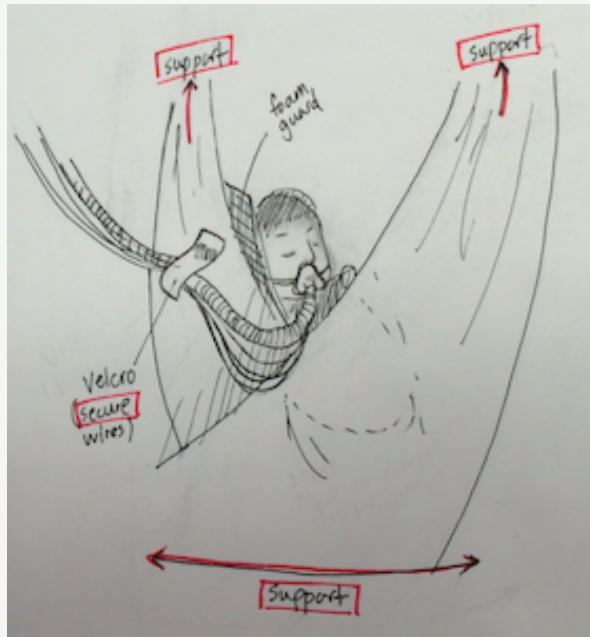
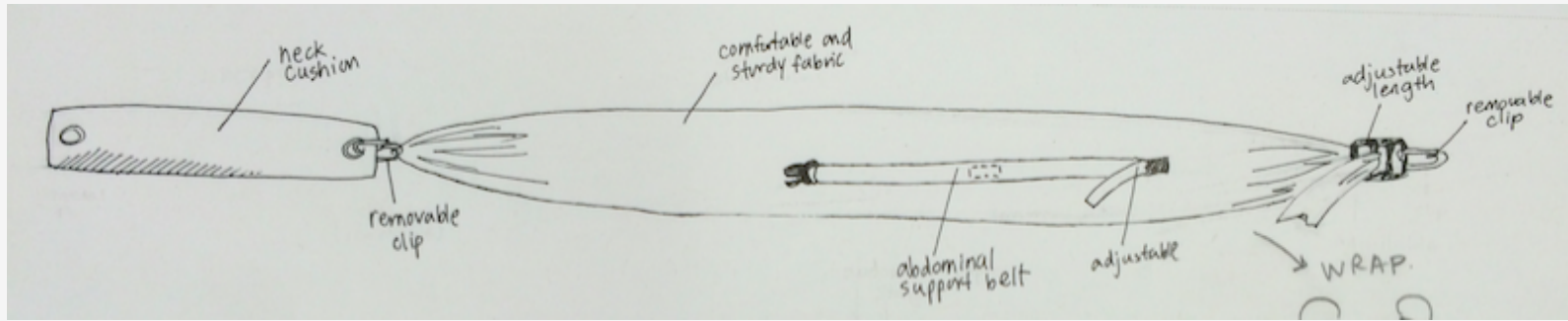
- Baby is symmetrical on body
- Snugly held against mother's chest
- Regardless of mother's movements (ie repositioning, falling asleep), baby is not disturbed

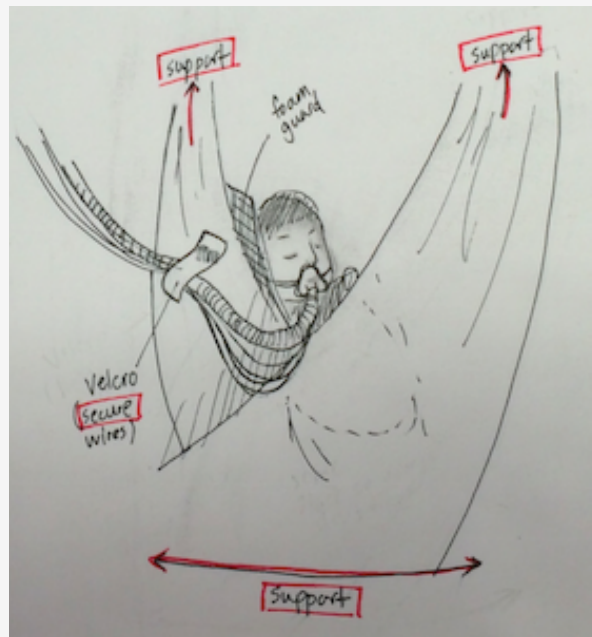
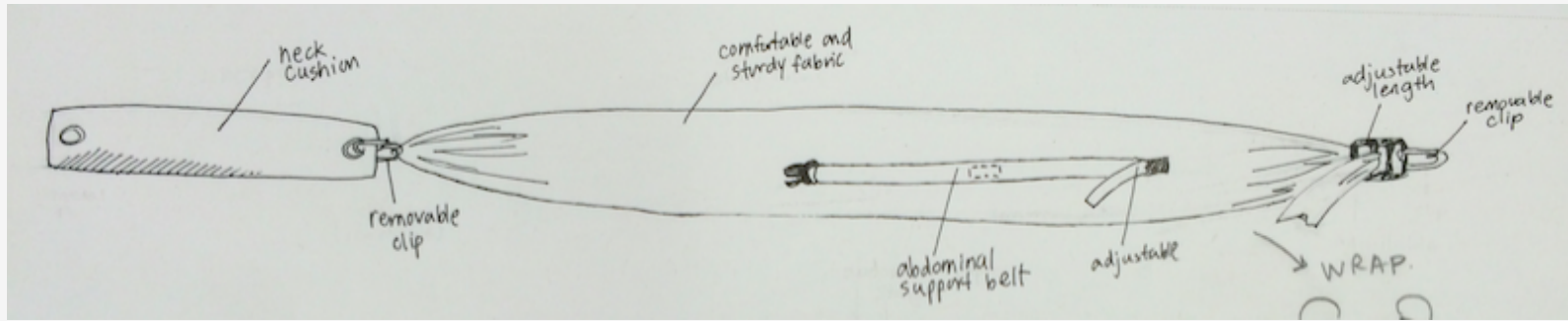
1. Comfortable

- Ease burden of weight on mom's arms, neck/shoulders

1. Adjustable and easy to use

- Easy to get baby in and out with wires





Product highlights

- Product is easy to use with any clothing and will make kangaroo care more intimate and relaxing for everyone
 - “Focus on your baby, not your arms”
- Mixes proven technology with new features
 - Neck pillow to make the hours more comfortable for the parent
 - Belt to ensure that the baby is stable and secure

