



SNOO Nurse Experience & Time Savings Survey

happiest  baby

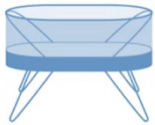
October 2021

EXECUTIVE SUMMARY

Who took the SNOO Hospital Survey?

- 44** Hospitals participated in the survey
- 204** Clinicians responded to the survey (89% nurses)
- 68%** Respondents have 5+ years' tenure at their hospital

How do nurses feel about SNOO?

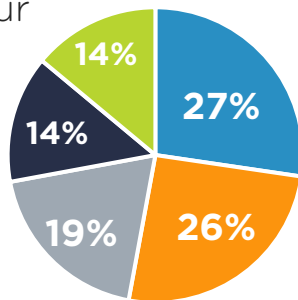


More than
9 out of 10
agree, SNOO...

- “Enhances the quality of infant care”
- “Reduces fussing”
- “Gives staff extra time to focus on other tasks/helps reduce staff stress”
- “Keeps babies safely on the back”
- “Improves the hospital experience for parents”
- “Shows the hospital is committed to trialing innovative technologies”

Estimated time savings

- Less than 1 hour
- 1 to 2 hours
- 2 to 3 hours
- 3 to 4 hours
- More than 4 hours



Nurses report that SNOO saves them
2.2 hours/shift

What clinicians say about SNOO



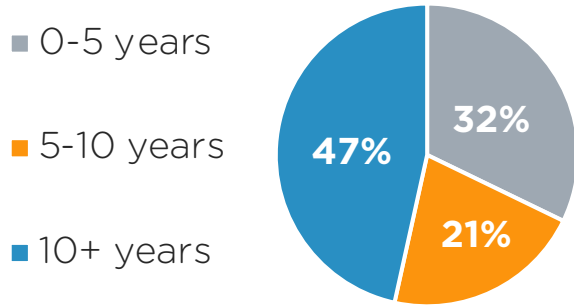
“It saves so much time for nurses and helps calm babies faster.”

“Easy to use, very safe, and infants love it!!”

“It is extremely helpful with our NAS infants. We’ve sent fewer infants to the NICU because of the SNOO.”

SURVEY RESULTS

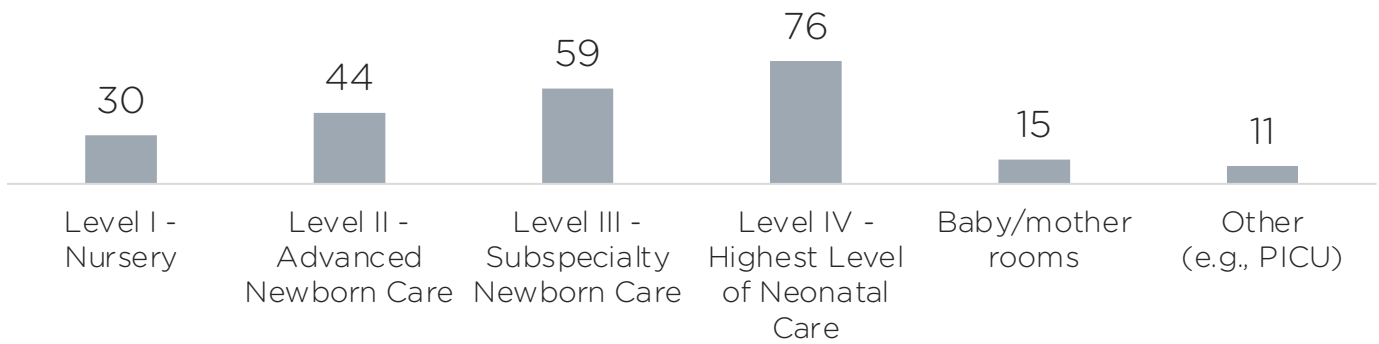
Tenure at Hospital



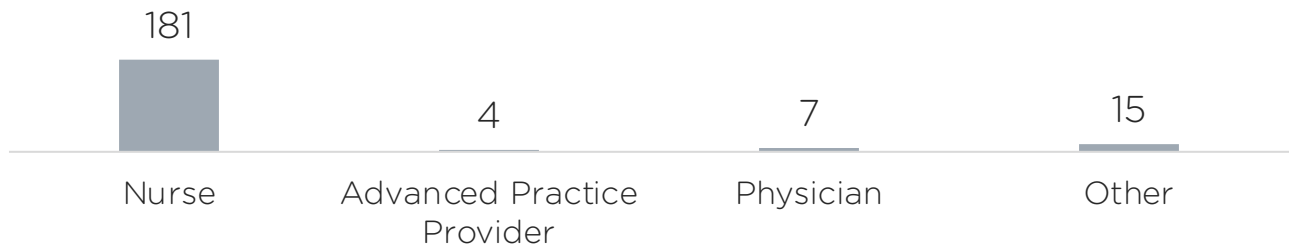
SNOO Used For

- 98%** Drug-exposed infants
- 53%** Fussy infants
- 13%** Other (COVID-19 patients, preemies, babies recovering from surgery, etc.)

SNOO Setting



Clinician Roles



Net promoter score (NPS)

“How likely is it that you would recommend SNOO to a colleague?”



Poor: -100 to 0

Good: 0 to 50

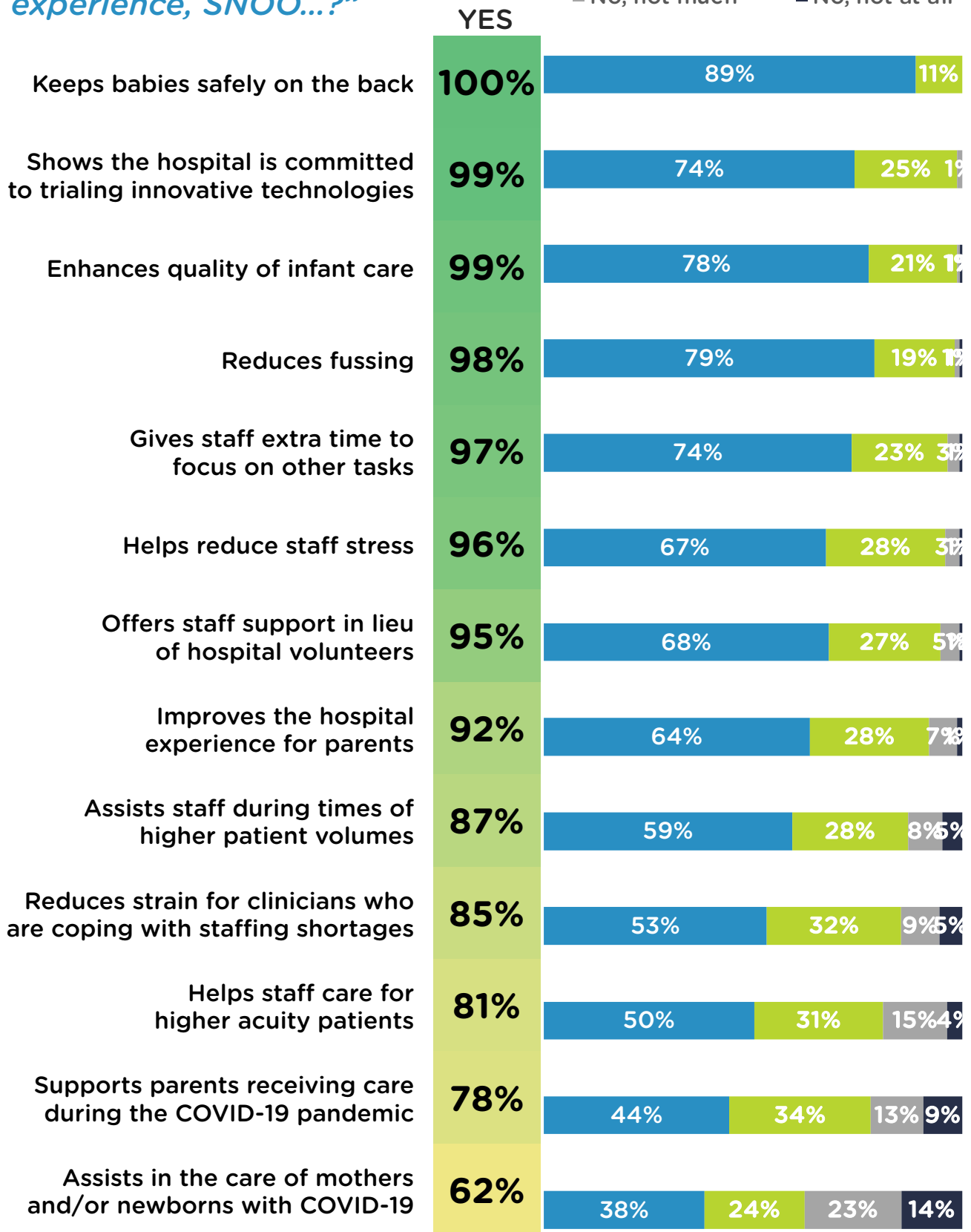
Excellent: 50 to 100

*E.g., Lactation Consultants, Care Partners, and Child Life Specialists
Source: Customer Guru, “NPS 2020 Benchmarks” - accessed Sept 16, 2021; available at: <https://customer.guru/net-promoter-score/apple>

SURVEY RESULTS

“Based on my experience, SNOO...?”

■ Yes, a lot ■ Yes, a little
■ No, not much ■ No, not at all



OPEN-ENDED FEEDBACK

What clinicians like about SNOO...

- Easy to use, very safe, and infants love it!!
- I love the fact that it allows a soothing device for the patient while maintaining a safe sleep environment.
- Keeps the babies calm and it allows for babies to stay with moms longer.
- Nice way to snugly wrap... being on their back models the right position for parents and is safer.
- That it works for all types of infants!
- The SNOO sack is comfortable, allows for lower extremity movement while securing newborn in SNOO.
- It's easy to use and our NAS patients are soothed easily by the bed.
- That it works!!! Keeps parents from co sleeping.
- It is supremely helpful in calming babies born drug-dependent, We are able to successfully wean them off opioids sooner and help them gain weight as they spend less energy crying.
- It saves so much time for nurses and helps calm babies faster, giving them more the opportunity to obtain more sound sleeping, which is essential for their healing!
- I like that it allows for you to place the baby in a safe place and soothe the baby so you can have both hands free for something else.
- It is so helpful to have when a patient is inconsolable and I need to get other things done. Also, [SNOO] helps to maximize sleep for the infants.

METHODOLOGY

Survey Details

Survey invitation hyperlinks and QR codes were sent from August 26, 2021 to September 15, 2021 to all recipients of Happiest Baby Inc.'s *SNOO Hospital Donation Program*. Recipients were asked to complete an online 17-question survey. Links were closed September 16, 2021 with a total of 204 responses from 44 hospitals, with an organizational response rate of 71%. On average, approximately 5 clinicians responded from each hospital, with a 91% survey completion rate. The survey questionnaire is available upon request by contacting health@happiestbaby.com.

Organization response rate	71%
Individual respondents	204
Average # responses per org	4.6
Survey completion rate	91%
Average time to complete	4 min

Participating Hospitals

1. AdventHealth Waterman Hospital
2. Aspirus Medford Hospital
3. Children's Hospital Orange County
4. Children's Wisconsin - Fox Valley Hospital
5. Cleveland Clinic Indian River Hospital
6. Cleveland Clinic Tradition Hospital
7. Comer Children's Hospital - UChicago Medicine
8. Duke University Hospital
9. Einstein Medical Center Montgomery
10. Essentia Health
11. EvergreenHealth Kirkland Hospital
12. Fort HealthCare
13. George Washington University
14. Grady Memorial
15. Hennepin Health
16. Homestead Hospital - Baptist Health South Florida
17. Jefferson Abington Hospital
18. Jefferson Washington Township
19. John Muir Walnut Creek
20. LifeBridge Health - Sinai Hospital
21. LSU Health System
22. MUSC Shawn Jenkins Children's Hospital
23. MetroHealth Cleveland
24. Mount Sinai Medical Center
25. Prisma Health Baptist Hospital
26. Prisma Health Children's Hospital Upstate
27. Prisma Health Richland Hospital
28. Richmond Children's VCU
29. Seattle Children's Hospital
30. Summa Health
31. SUNY Upstate Medical University Hospital
32. Tampa General Hospital
33. UC Irvine
34. UCSF Benioff Children's San Francisco
35. UH Rainbow Babies and Children's Hospital
36. University Hospital San Antonio
37. University of Michigan - CS Motts
38. UTMB Clear Lake
39. UWM Northwest
40. Valley Medical Center
41. Valleywise Health
42. West Kendall Baptist Hospital
43. West Tennessee Women's Center
44. WVU Medicine Children's

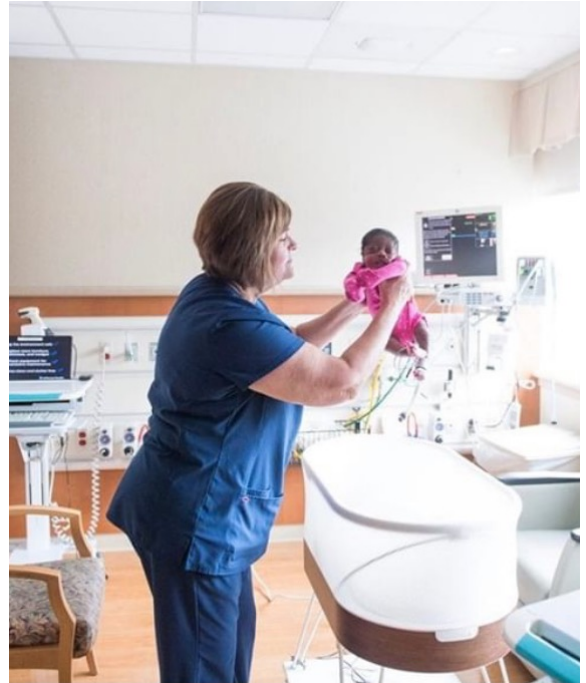
NEXT STEPS WITH HAPPIEST BABY

Happiest Baby wants to partner with...you!

Happiest Baby can help support your case reports, peer-reviewed papers, poster presentations, and conference submissions by providing a limited number of complimentary SNOOs to incorporate into your studies.

SNOO research partners are encouraged to tailor participation to fit their organization's research aims and the unique needs of their patients and clinical care teams. Use cases may include clinical applications, patient and provider experience measures, and quality improvement initiatives.

Interested? Please submit a proposal clarifying the study's objectives and measures at:



<https://www.happiestbaby.com/pages/snoo-healthcare-program>

Need SNOO supplies?

To place an order, please email us at health@happiestbaby.com

Infection Control Covers

disposable and reusable options available



SNOO Sleep Sacks

with anchored wings to prevent rolling



Mobility Platform

for easy transport and storage



Fitted Sheets

to cover sealed, wipeable mattress



Please visit our program website for additional resources!