



What's SNOO?

SNOO is a smart bassinet with continuous womb-like sensations that add 1-2 hours of infant sleep/day. It automatically responds to calm fussing and it secures babies safely on the back...all night.

Created by pediatrician, Dr. Harvey Karp, SNOO won the "Innovation of the Year" from the National Sleep Foundation. It's used in dozens of top hospitals across America to improve the care of premature and full-term babies.

If you work at a hospital or health care facility that would benefit from SNOO, please contact hospitals@happiestbaby.com.

Relief During COVID-19



Alleviating nursing shortages

SNOO is a 24/7, in-room "baby care assistant." It frees up nurses so that they can focus attention on other key tasks.



Promoting safe sleep

SNOO's swaddle securely keeps babies on the back. It prevents dangerous rolling, falls, and injuries caused by accidental bed sharing in the postpartum room.



Providing cuddler care for NAS infants

Drug-exposed babies require extra care and soothing. SNOO helps these infants be much calmer by providing 24/7 gentle rocking, shushing white noise, and snug, safe swaddling.



Reducing the use of PPE in hospitals

SNOO reduces the physical contact between healthcare workers and newborns, decreasing the amount of PPE required during the patient's hospital stay.



Decreasing infection exposure

By boosting sleep and keeping babies content, SNOO decreases the need for contact and exposure to nurses.



Testimonials

"SNOO infants are more settled and parents get more rest. It has reduced the risk of sleep-deprived parents falling asleep in chairs and beds when holding infants."

- Debra Banville, Pediatric Clinical Nurse Leader, Boston Children's Hospital, South Shore affiliate

"Every parent loves the bed. I find babies in the SNOO sleep quietly."

- Lori Shook, MD, Director, University of Kentucky

"The SNOO has been very helpful in the nursery in the care of our NAS infants. Our mothers say they get more rest as a result of the SNOO."

- Karen Frantz DeSeptis BSN RNC, Women's Health Case Manager, Summa Health in Akron, OH

SNOO Stats

1-2	Average hours of added sleep per night
50%	Fussing episodes soothed in <1 minute
100M	Hours of safe sleep logged
21	Top awards in technology, innovation, and design
60+	Leading academic and community hospital partners
1.7 Hrs	Daily average time saved per nurse per shift

SNOO Recipients Include:



Program Impact

“SNOO is a breakthrough device that could change the outcome for our most vulnerable citizens, our infants.”

- Dr. Colleen Kraft, Past President, American Academy of Pediatrics



We are helping hospitals across the country

We are proud to have donated more than \$100,000 in SNOOs and SNOO accessories to hospitals on the front lines of the pandemic with more donations to come

50+ hospitals in 40+ cities around the country have received a SNOO donation

Flattening the curve with less exposure

Soothing babies with SNOO means nurses can spend less time in Mom's room



Decreasing the chance of baby infecting nurse or nurse infecting baby

SNOO is an extra pair of hands when nurses need added help



On average, nurses say SNOO saves them **1.7 hrs/shift** each day*

*Based on survey of 56 nurses from 9 hospitals, conducted April-June 2020.

Nurses say SNOO enhances infant care AND helps them deal with stress

“Based on your experience, does SNOO...?”

Keep babies safely on the back

98%

Show hospital is committed to innovation

88%

10%

Soothe fussing

78%

20%

Give nurses time for other tasks

78%

15%

Enhance quality of infant care

75%

23%

Help nurses deal with stress

68%

25%

■ “Yes, a lot” ■ “Yes, a little” ■ “No, not much”

What nurses are saying about SNOO...

“Love that it is interactive and responds to the infant's level of fussiness.”



“It was comforting for the mother... during the times she could not hold the infant.”

“This is incredibly helpful in this season without volunteer cuddlers.”

What's included in the Hospital Bundle?



- The SNOO bassinet
- Infection control covers
- SNOO Sleep sacks
- Fitted mattress sheets
- Free sleep counseling
- Technical support