

NICVIEW Camera Systems Frequently Asked Questions

Q: What are NICVIEW camera systems?

A: NICVIEW camera systems provide live streaming video of hospitalized newborns to their families through a secure password-protected system. The video stream may be viewed on any web-enabled device. This technology has been designed for use in Neonatal Intensive Care Units (NICUs) to enhance the parent-infant bonding experience and Family-Centered Care even when the parents cannot be at the baby's bedside.

Q: Where are the cameras mounted?

A: The cameras are located in the hospital NICU, mounted at a baby's bed space and can easily be repositioned or turned on/off by NICU staff as needed.

Q: Who has access to the video?

A: The baby's parents are given unique usernames and passwords to view the video stream of their baby, which they, in turn, may share with other family members and friends.

Q: Are the baby's videos recorded?

A: No. The system is live-stream only. There is no capability to record or store any video or images.

Q: Does the hospital staff have access to the video?

A: The NICU staff and the hospital's IT department receive training on the use of the NICVIEW camera systems and have the capability of turning the cameras on and off as needed. There is a hospital interface that allows staff to view each infant.

Q: What kinds of devices can a parent use to "see" their babies?

A: Any smart phone, tablet, laptop or computer that has Internet access can be used to log in to the NICVIEW camera systems.

Q: How many hospitals are using NICVIEW camera systems and where are they located?

A: More than 300 medical centers in the United States have installed and are using NICVIEW camera systems in their NICUs, but that number is growing as more hospitals hear about the system and see it as a valuable addition to their family-centered care programs.

Q: Are the families (or insurance companies) charged for use of the NICVIEW camera systems?

A: No. NICVIEW camera systems are provided free of charge to families with babies in the NICU's care.

Q: Are the NICVIEW camera systems HIPAA Compliant?

A: Yes

Q: How do the doctors, nurses and other NICU staff members feel about having live video cameras in their work environment?

A: The NICU staff and administration at the facilities where NICVIEW camera systems have been or are being adopted view this as a valuable tool for easing parent's concerns about their babies and improving the bonding experience. The training they are given instructs them to turn off the camera when providing medical treatments or care to the babies. In addition, some NICUs limit the amount of time per day that the cameras are turned on and inform the parents so that they may access the video accordingly.

Q: What is the NICVIEW Camera Systems Hospital Marketing Toolkit?

A: The **NICVIEW Camera Systems Hospital Marketing Toolkit** provides resources that can be implemented with your hospital's marketing plan. It contains comprehensive tools to assist with your integration of the NICVIEW, live video streaming system. The NICVIEW Camera Systems Marketing Toolkit will offer guidance, on how to increase awareness of the new technology in the following areas:

- Publicity/Letters/E-Blast
- Advertising
- On Hold Messaging/Radio Ads

- Internet Marketing
- Volunteer Awareness
- Open House
- Social Media

Q: How can my hospital access the NICVIEW Camera Systems Hospital Marketing Toolkit?

A: To receive a copy of the hospital marketing toolkit, visit newborncare.natus.com NICVIEW camera systems product webpage and complete the online request form.

Q: What is the NICVIEW Camera Systems Funding Resource Guide?

A: The **NICVIEW Camera Systems Funding Resource Guide** provides tools designed to assist you as you seek funds to support the purchase of the NICVIEW Patient Observation Systems. Seeking funds for equipment purchases is all about strategy. Strategy comes first and the tactics come second. Creating specific campaigns to your target audience will lead to success.

The NICVIEW Patient Observation System has the ability to remotely connect families to their new addition, which is particularly helpful when their hospital stay is longer than anticipated.

The NICVIEW Sponsorship Resource Guide includes:

- Donor Letter Templates
- Product videos
- Brochures
 - Sponsorship Brochure
 - Patient information sheet
- High resolution images

Q: Do you have any examples of this program in use?

A: Yes. There are many testimonials by hospitals using NICVIEW camera systems that you can locate on the internet or visit newborncare.natus.com to find a few stories featured on the NICVIEW camera systems product webpage.