



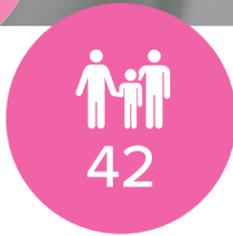
# Baptist Health Case Study



babies protected each year



staff hours saved each month not adjusting loose bands



families protected daily

## Background

Baptist Health is located in Louisville, Kentucky, and has approximately 4,000 births per year. Their maternity ward can accommodate up to 42 families, but there are overflow rooms available as well. Melissa Carter, Health Unit Coordinator with Baptist Health, said “We really have no limit on how many babies we can have at one time. As long as we have a crib, we can have the baby. We’ve never had a situation where we had too many births to accommodate.”

## The Challenge

In 2016, Baptist Health was concerned that its infant protection system needed updating. Their system relied on older technology that tipped off 5-8 false alarms a day, and staff encountered issues regularly. Nurses wasted time handling these false alarms—each alert took 5 minutes to clear, **wasting up to 40 minutes a day.** What’s more, the false alarms created a “cry wolf” mentality—so Baptist Health had concerns that real alarms might be taken less seriously.

Additionally, the former system didn’t specify what was wrong when alarms did go off, so nurses had to drop what they were doing to find the baby and handle band issues. The need for a more intuitive system was clear.

Everyday issues added up to staff frustration and inefficiency. Baptist Health sought a better infant protection solution that solved those problems.

## The Solution

Baptist Health evaluated other options and found Cuddles to be the best infant protection system. It integrated with their other safety components to create a higher level of protection.

Staff loved the upgrade. When a band problem or other alert occurs, Cuddles offers specifics about the issue, eliminating tedious troubleshooting and allowing staff to prioritize issues. Staff don’t have to be at the nurse station to get an alert, as Cuddles integrates with pagers and other devices. Plus, it incorporates various visual and auditory alarms, including flashing overhead lights, to notify staff quickly and ensure action is taken immediately.

“The former system would alert you if there was a problem with a band, but **wouldn’t be specific as to what was wrong.** So we had to go find the baby and troubleshoot the band issues ourselves.”

Melissa Carter

“I don’t think we could get any better with our protection on the birthing floor,” Melissa said.

Adding Cuddles to their other safety protocols created a highly secure ward that Baptist Health is proud of and parents love. Melissa shared: “We explain the various protections we have in place to the parents, and they love knowing their baby is safe and secure.”

# Why Clinicians Love Cuddles Infant Protection System

An abductor can grab and leave with a baby in just seconds, even with the most caring and attentive staff. Installing the Cuddles Infant Protection System adds an extra layer of security—and allows your staff to spend more time caring for your smallest patients.

## Cuddles provides unique benefits

- Always secure **self-adjusting soft bracelets**
- System that continues to **function even if your PC and network go down**
- Fewer false alarms** because of unique wireless frequency
- Integrates seamlessly** with existing platforms and devices
- Free and local **24/7/365 customer support**

## Administrators and clinicians love Cuddles

“This is one of many measures we have in place to keep the babies safe. We are **setting the standard for healthcare** by providing the latest technology while still giving a personal touch to our patients.”

Jim Matney, President & CEO at Colquitt Regional Medical Center

“I prefer the Cuddles Infant protection system over our previous security system... Cuddles is more accurate in regard to the infant location and the problem that needs to be addressed. It alerts you to a band alarm, band removal, infant removed from the unit and low tag battery. The guessing is no longer there as to what the problem may be.”

Melissa Carter, Communication specialist, Baptist Health Lexington

“It adds another measure of comfort and confidence for parents. **Each tag is uniquely identifiable to match mom and baby.**”

Susan Kennedy, OB Nurse Manager at Carthage Hospital

“I like the **Cuddles soft band/tag** being on the infant’s ankle instead of tugging on their navel cord (like other systems). Parents report issues with umbilical tags when changing the diaper and are always concerned about the device tugging on the navel. The Cuddles tag/soft band are out of site and mind. This system promptly works and has gone off every time we had an infant too close to the exits.”

Rachael Winston, Director of Women’s Services, BBH - Walker Baptist Medical Center

“The system is user-friendly and our nurses feel the soft bands on the leg do not cut the baby (like other systems). They alarm quickly if removed and Accutech representatives assist as needed and provide additional training upon request.”

Amy Buffamonte, Director of Newborn Nursery, Women’s Hospital at Renaissance

