



2020 PRESS KIT



# The Woombie MedPod® Story



## HOW IT ALL BEGAN

Since 2007, Woombie has helped millions of babies and families sleep safer & sounder, winning over 20 awards for design & innovation. With its comforting appearance and uncomplicated design, Woombie has made swaddling easier for families across the globe. A swaddled baby is a happy baby!

Barski Vail Designs is proud to now offer our medical line of Woombies to hospitals nation-wide, allowing medical professionals ease of use, parents ease of mind, and infants comfort and security.

## KAREN + CHELSEA RN + CLS

You can expect great things to happen when a nurse and a Child Life Specialist partner up to advocate for infants! Woombie's great success in the homecare setting led to the creation of Woombie MEDPODS, developed by the duo Karen Barski, RN & Chelsea Vail, CCLS. MEDPODS are now making their way into the medical world via NICU, PICU, Hematology/Oncology, Maternity, ER & Palliative Care units with four innovative medical swaddles that cocoon baby to mimic the womb for psychosocial and physical comfort. Woombie MEDPODS create an environment more conducive to healing while working around tubes, leads & other necessary medical devices. The goal of Woombie MEDPODS is to reduce stress and trauma from hospitalization and separation from caregivers.

# All About MedPods®

## Why MEDPODS?

Swaddling a baby correctly can be challenging even at home, but in the medical setting it can be even more taxing. Typical blanket swaddles are bulky and tend to unravel as baby moves, leading to potential airway obstruction, insecurity, flailing, chill and discomfort. Swaddling benefits babies developmentally by aiding in flexion, security, comfort, warmth, less disturbances, and conserve valuable energy for faster healing.



## MEDPOD® Benefits

Medical professionals will love the ease of Woombie MEDPODS and will spend less time wrapping and unwrapping baby, which greatly reduces negative touch and overstimulation of the infant. The patented double zipper makes diaper changes more efficient, but also allows quick access to feet and ankles for IVs, pulse ox, heel sticks, and ID anklets. The specifically placed slits can be used for tubes, drains, and central lines and the fabric is thin enough that vital signs can be checked without disturbing baby.

-The Woombie Bili Pod is the first, and only, swaddling device that allows babies hospitalized for phototherapy to be swaddled while receiving treatment.

-The Woombie Gastro Pod allows staff to swaddle patients with g-tubes, colostomy bags, or other gastrointestinal needs.

-The Woombie Trach Pod works well for babies with trachs, vents, cardiac needs, or even Hematology/Oncology patients with ports and broviacs.

-All Woombie MedPods, with the exception of the BiliPod can be converted into a gel pod with a removable gel insert for added support and pressure point relief



# There's Nothing Like a MedPod®



## It Stays Put

Woombie is the top baby swaddle that stretches with baby and STAYS PUT! No wrapping required. Just put baby in and zip! The two-way zipper prevents unraveling and keeps the swaddle on without the risk of coming undone and covering baby's face. Prevents face-scratching and startling.

## Signature Bebeflex Fabric

Woombie's signature bebeflex® fabric allows the perfect stretch for comfort, gentle compression recreating the comfort and security of the womb, and natural hip/shoulder movement (non restrictive). The breathable cotton fabric reduces the risk of overheating with only one layer (vs. two layers when wrapping with a square blanket).



## Multi-Directional Stretch

The multi directional stretch design in all Woombie swaddles allows baby to move freely in any direction, and quickly retracts to re-cocoon baby snugly after he/she re-positions. This mimics the womb environment to calm fussy babies and has shown to help babies sleep longer.



## Unique Venting + Sense of Touch

Its unique venting allows movement of air, helping to prevent overheating. Its stretchy but snug effect offers the baby a sense of "touch" to calm and create the feeling of being "hugged" or "held", which is important in a baby's development.

# Function Comfort Ingenuity



# What professionals are saying about MedPods®

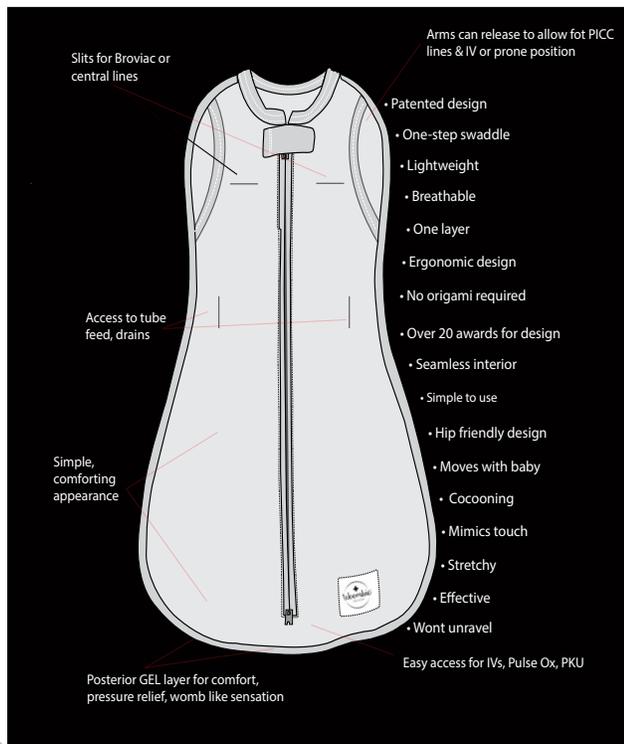
"I was afraid to hold my baby, i was worried that i would pull out her tubes" Marion A, TX

Seeing your baby in the hospital is traumatic for any parent, grandparent, or sibling. Woombie MEDPODS reduce trauma associated by concealing disconcerting medical devices, skin discolorations, and swelling. Monitors and treatment needs are held securely under the swaddle, allowing visitors to hold the baby safely and securely, knowing their baby is happily swaddled underneath.

"Holy cow! Best product I've ever seen at conference!" -Teresa, NY

"The bili pod is genius!" -Leslie B., TX

"I can't believe this doesn't already exist," -Suzy A., TX



## Contact

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