

## Press Release

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### **BabyFirst.com Announces Upcoming Release of New Documentary, *50 Years of Neonatal Care: The Passion that Drives us Forward***

*Film features compelling interviews, footage from clinicians at several hospitals including The Hospital for Sick Children, Toronto, ON, CA*

Telford, PA – BabyFirst.com, an online-resource focused exclusively on neonatal care, announces the upcoming availability of its new documentary, *50 Years of Neonatal Care: The Passion that Drives us Forward*. The launch will coincide with World Prematurity Day, the international day of recognition for babies born prematurely. The trailer for the documentary along with several new video lectures on hot topics in neonatal care are available on [BabyFirst.com](http://BabyFirst.com) and on the [BabyFirst Facebook page](#), beginning today. To commemorate the awareness milestone, BabyFirst.com will also launch its *Baby Hero* song and video on iTunes.

To create the documentary, BabyFirst.com visited various renowned hospitals as well as The Hospital for Sick Children (SickKids), one of the world's foremost pediatric healthcare institutions and Canada's leading center for advancing children's health. While at SickKids, the BabyFirst.com team interviewed several clinicians across a range of neonatology specialties, amongst others: respiratory support, informatics, and follow-up care. Interviews feature guidance for other healthcare professionals in the field as well as perspectives on the evolution of neonatology from its origins to current day to what lies ahead in the future.

*50 Years of Neonatal Care: The Passion that Drives us Forward*, complements the existing and extensive BabyFirst.com platform of educational online resources targeted toward healthcare professionals and parents as well as the *Baby Hero* song and video. BabyFirst.com is a single destination where visitors can exchange information and experiences across a range of neonatal care topics. BabyFirst.com also encourages interaction via its social media presence which has a strong following of healthcare professionals and parents of premature infants.

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“In creating *50 Years of Neonatal Care: The Passion that Drives us Forward*, we set out to explore the inner-workings of the neonatology field, particularly, how clinicians and parents of premature infants make difficult, long-lasting decisions and how they determine the best route of care for our most vulnerable patients as treatment methods continue to evolve,” said Ali Pourrad, Head of Marketing and Business Development for Neonatal Care, Dräger. “It is our hope that the documentary sheds light on the issue of prematurity which is the most common cause of neonatal death worldwide,” he added.

“We all share the same objective, to do what’s best for the premature baby – helping them grow and thrive, and creating an environment to best accomplish that. By targeting both clinicians and parents, Babyfirst.com is truly unique and is a compelling resource in the neonatal community,” said Dr. Jay Greenspan, MD, MBA, and Chairman of the Department of Pediatrics at Thomas Jefferson University Hospital duPont Hospital for Children.

For more information related to neonatal care or to view the documentary trailer or the *Baby Hero* song and video, please visit [www.BabyFirst.com](http://www.BabyFirst.com). You can also like us on Facebook and stream upcoming clips from the documentary right from our page:

<http://www.facebook.com/pages/BabyFirst/104751642893984?ref=ts>.

**Babyfirst – clinical knowledge and family focus all in one place** [www.babyfirst.com](http://www.babyfirst.com) is an online-resource focused exclusively on neonatal care. It supports clinicians and parents of premature or sick infants with practical information, making it easier to guide their baby in its early stage of life. The website is supported by Dräger, an international leader in the fields of medical and safety technology, and NICUniversity, a Web-based medical education center for clinical professionals.

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