

What's SNOO?



SNOO is the world's first smart, responsive bassinet

- SNOO automatically responds to infant fussing with continuous womb-like motion and sound, often calming babies in less than 1 minute.
- Created by pediatrician, Dr. Harvey Karp, SNOO is used in 150+ top U.S. hospitals to enhance soothing and sleep for infants ages 0-6 months and support nurses and clinical care teams.
- SNOO's secure Sleep Sack attaches to the bed's safety clips to promote adherence to the American Academy of Pediatrics (AAP)'s Safe Sleep guidelines and prevent dangerous rolling in clinical and home settings.
- SNOO is the winner of the National Sleep Foundation's Innovation of the Year and Fast Company's 2021 World Changing Ideas Award.



How SNOO Helps



Improves patient experience across care settings, from Mother-Baby to Level IV NICUs



Provides comfort and soothing for fussy babies while boosting infant sleep



Models the AAP "Safe Sleep" guidelines to reduce risk of unsafe sleep behaviors



Offers caregivers and clinicians in-room, on-demand support

Clinicians Agree, SNOO...¹

100% Reduces infant fussing

99% Shows hospital is committed to innovation

98% Gives staff extra time to focus on other tasks

97% Helps reduce staff stress

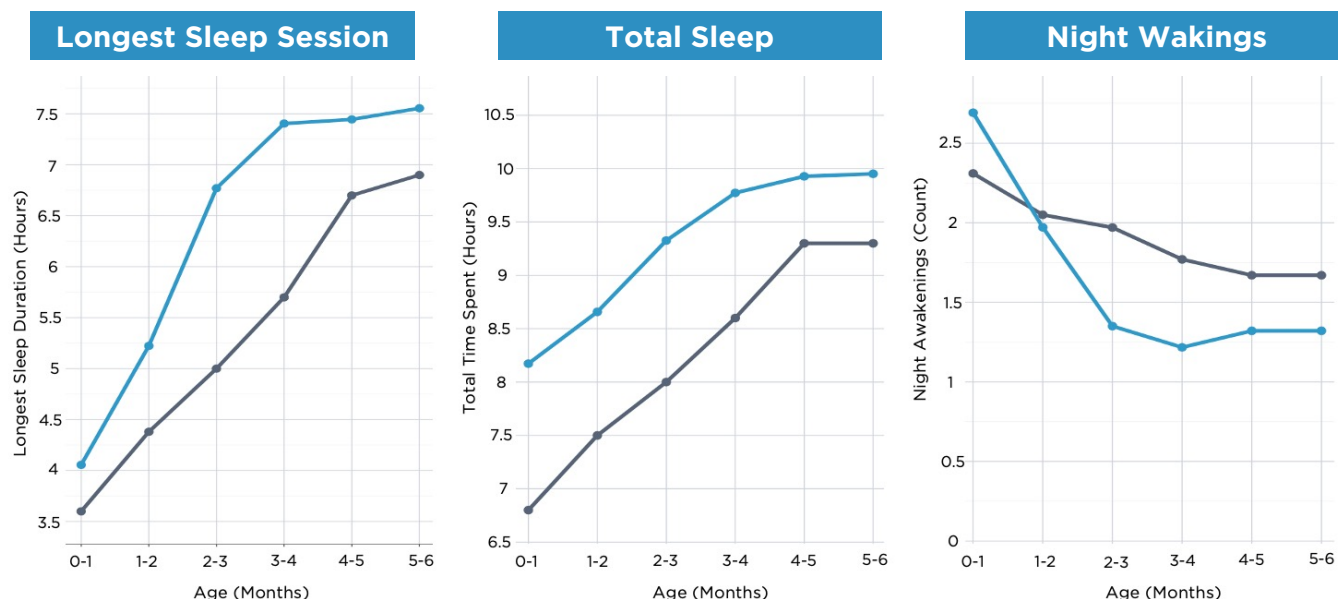
1.9 hours/shift

Reported clinician time savings from SNOO

1) Gellasch P, Walsh TA, Geiger S. (2023) "A descriptive evaluation of time savings and work experience among neonatal clinicians when using a responsive bassinet," *Journal of Neonatal Nursing*, April 2023, <https://doi.org/10.1016/j.jnn.2023.03.001>.

SNOO Associated with Enhanced Infant Sleep

SNOO Sleep Log Analysis (n=114,225)²



- Babies in SNOO
- Babies in traditional infant beds/bassinets

2) Karp H. (2022) "Evaluation of a Womb-Like Sensory Intervention to Improve Infant Sleep", Poster presented at: SLEEP 2022, June 5, 2022. Charlotte, NC.

SNOO Hospital Accessories

Mesh & Mattress Covers

Disposable and reusable covers available for infection control.



SNOO Sleep Sacks

Safety wings prevent infant rolling.



Mobility Cart

Allows for easy transport and storage.



Fitted Sheets

Covers a fully sealed wipeable mattress.



Hospitals Using SNOO (Partial List)

LIFEBRIDGE
HEALTH

Children's
Hospital
of Richmond at VCU

Seattle Children's
HOSPITAL · RESEARCH · FOUNDATION

AT THE FOREFRONT OF PEDIATRIC MEDICINE
UChicago Medicine
Comer Children's

UW Medicine

Jefferson Health
HOME OF SIDNEY KIMMEL MEDICAL COLLEGE

Grady
FOUNDATION

SWEDISH
HEALTH FOR GOOD

Children's Hospital
New Orleans
LCHC Health

THE GEORGE WASHINGTON
UNIVERSITY HOSPITAL