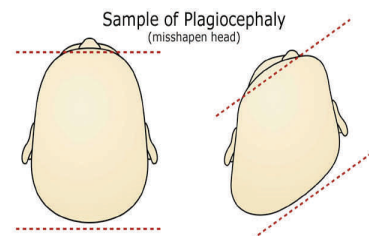


Plagiocephaly Description

In 1992, the American Academy of Pediatrics began to encourage parents to place sleeping infants on their backs to prevent the risk of SIDS (Sudden Infant Death Syndrome). This became known as the Back to Sleep Program. This program has led to a reported 70% reduction in the rate of SIDS; however, an increase in the number of infants with deformational plagiocephaly has been noted. Plagiocephaly is defined as a flattening on one side of the back of the head, with a bulging of the forehead on the same side.



Risk Factors – Does Your Child Always Sleep in the Same Position?

Many factors can be associated with deformational plagiocephaly. Some occur before birth because of limited space in the uterus. Examples are: multiple births, first born, male sex, and breech births. Some occur after birth. Examples are: extended time in the NICU, poor muscle tone, spine abnormalities, neck muscle tightness, and positioning. Long period of time in one position can also shape the infant's head.

Prevention & Early Intervention is Recommended

During the first 3 months of life, we recommend a preventative approach for any child at risk or for any child with plagiocephaly. The Plagio Cradle™ (patent pending) provides a contoured sleep surface that cradles the base of the infant's head to encourage symmetrical growth. When used as prescribed, the Plagio Cradle can support symmetrical head growth, possibly avoiding a cranial remolding helmet. The Plagio Cradle is made to support an infant's full body and will lay flat in any standard size crib or bassinet. Your physician can provide you with additional information to determine if the Plagio Cradle is right for your baby. The Plagio Cradle should only be used on infants up to 3 months of age, and under a physician and orthotist's care. If your child presents with brachycephaly (symmetrical flattening on the back of the head) they should not be fitted with the Plagio Cradle. The Plagio Cradle is typically recommended for children who are 0-3 months in age and must be discontinued immediately when the child exhibits signs of being able to roll over.



Corrective Intervention

The Boston Band, a cranial remolding orthosis, was pioneered at NOPCO at the Children's Hospital in both Boston and Philadelphia. Here we utilize a state-of-the-art 3D scan of the infant's head to insure a custom fit of the Boston Band. We use a unique, closed cell foam layering technique covered by a lightweight plastic shell. This gives the orthotist the ability to remove layers when necessary as the child grows.



The Boston Band, a cranial remolding orthosis, is typically recommended for children who are 3-18 months in age, and who have any kind of cranial asymmetry, that has failed to improve with conservative measures (such as repositioning techniques and/or the Plagio Cradle). Your physician can provide you with additional information if your child requires corrective intervention.



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www.plagioprevention.com

Next Steps

If your child is determined to be at risk for plagiocephaly, then intervention with Plagio Cradle™ is appropriate. The process is simple:

Prescription Required: A prescription for Plagio Cradle from your physician will allow you to contact a NOPCO orthotist to get your child started with the Plagio Cradle. (see attached list of Massachusetts locations)

Cost: The Plagio Cradle device and related services cost \$299.00. The one time payment includes dispensing of the device by a trained Certified Orthotist, detailed instructions on how and when to utilize the device, two scheduled follow up appointments and a beginning and end scan of your infant's head so you and your physician will have a record of the effectiveness of the device.

Insurance Reimbursement: You will be given an invoice with which you may seek reimbursement from your insurer. While we do not have an approved insurance reimbursement code, the cost of the Plagio Cradle may be reimbursed by your insurance provider.

Satisfaction: If your infant still needs to continue onto corrective intervention utilizing a cranial remolding orthosis, Plagio Prevention will refund \$100 of your payment to you (if treatment is started prior to 8 weeks).

Caution: If your child is able to roll over or is beyond 3 months of age, your child should NOT be using the Plagio Cradle. The Plagio Cradle is only available for use by prescription, and is to be used under the guidance of a Certified Orthotist.

Contact: Please contact us with any questions, comments or feedback you may have. We always look forward to hearing about your experience with the Plagio Cradle.

Email: info@plagioprevention.com

Phone: 800-262-2235

Additional information may also be found at
www.plagioprevention.com

MASSACHUSETTS NOPCO OFFICES

NOPCO of Boston Children's Hospital
300 Longwood Ave.
Boston, MA 02115
T: 617-355-6887
F: 617-730-0501

NOPCO of Braintree – Blue Hills Medical Center
340 Wood Rd, Suite 101
Braintree, MA 02184
T: 781-849-0247
F: 781-849-0497

NOPCO of Boston Longwood Medical
419 Brookline Ave.
Boston, MA 02215
T: 617-975-3854
F: 617-232-8036

NOPCO of Boston Children's Hospital – Waltham
9 Hope Ave, Suite 200
Waltham, MA 02453
T: 781-216-1390
F: 781-216-1398

NOPCO of Burlington
50 Mall Road, Suite G-10
Burlington, MA 01803
T: 781-270-3650
F: 781-270-3645

NOPCO of North Andover
27 Charles Street
North Andover, MA 01845
T: 978-688-7900
F: 978-688-7938

MID-ATLANTIC NOPCO OFFICES

NOPCO of PA
Children's Seashore House
3405 Civic Center Blvd.
Philadelphia, PA 19104
T: 215.590.7702
F: 215.590.6802

NOPCO of New Jersey
Children's Specialized Hospital
150 New Providence Rd
Mountainside, NJ 07029
T: 908.233.3720 x5299
F: 908.233.7826

NOPCO of New Jersey
585 Cranbury Rd, Suite B
East Brunswick, NJ 08816
T: 732.651.1223
F: 732.651.0946

NOPCO of Voorhees
The Fairways at
1016 Laurel Oaks Rd
Voorhees, NJ 08043
T: 856.258.6712