



NEWS

FIVE STAR
★★★★★

Food and Wine Gala

R BABY 5 STAR FOOD AND WINE GALA AT THE PLAZA

Celebrating 5 Years of Saving Babies' Lives

On May 9, 2012 R Baby celebrated 5 years of saving babies' lives at the R Baby Five Star Food and Wine Gala at the Plaza in New York City. More than one thousand supporters gathered to celebrate R Baby raising \$6 million to date to fund programs that directly impact the pediatric emergency care of more than one million infants and children across the United States. The Gala raised more than \$1.3 million. Keynote speaker Edward Kennedy, Jr. shared the stage with honorees Tim and Nina Zagat (Zagat Survey), Lou Hanover and Bruce Richards (Co-Founders of Marathon Asset Management), Dr. Vinay Nadkarni, (Endowed Chair, Pediatric Critical Care Medicine, The Children's Hospital of Philadelphia), Julia Beck (Founder & CEO of Forty Weeks), Angela and Thomas Torillo, recipients of the R Baby Courage Award and featured speaker Sandie O'Connor, Treasurer of JP Morgan Chase. ESPN Fantasy Anchor Matthew Berry led a live auction with one-of-a-kind experiences including a Zagat tour with Tim & Nina Zagat, an exclusive Napa Valley Vineyard Tour and a Luxury African Safari at Ongava Reserve. The evening included a special tasting menu, wine tasting and the R Baby Giving tree where guests had special access to exclusive reserve tastings and bottles to share or take home to their cellars!

In addition to the spectacular food within the grandeur of The Plaza, guests were able to learn about many of the grants that R Baby supports firsthand. They were first greeted outside The Plaza by an ambulance, generously lent to R Baby for the evening by Columbia University Medical Center / New York Presbyterian Morgan Stanley Children's Hospital, to showcase the R Baby Sim-Mobile. The ambulance experience brought to life R Baby's focus on emergency care for children. Inside The Plaza, guests visited the "R Baby In Action Center" featuring simulation infant mannequins, state-of-the-art computer technology for cutting-edge pediatric medical training and an opportunity to speak directly to the doctors that R Baby supports.



New York's Top Chefs & Exclusive Vintners collaborated with Chandelier Events to provide an evening of spectacular food and wine. The five star exclusive tasting menu was hosted by executive chefs from New York's top restaurants including:

Anani Lawson,
Master Sommelier Per Se

Marcus Gleadow Ware,
Executive Chef, Aureole

Michael Anthony, Executive
Chef/Partner, Gramercy Tavern

Chris Shea, Executive Chef,
Fishtail by David Burke

Ben Pollinger,
Executive Chef, Oceana

Chris Jaeckle, Former Chef
de Cuisine, Ai Fiori

Jeremy Bearman, Executive
Chef, Rouge Tomato

Jack Kiggins,
Executive Chef, The Plaza

Mymi Eberhardt, Pastry Chef,
Epicerie Boulud

CPS Events

The Four Seasons Restaurant

Baked by Melissa created
an elaborate display of 750
cupcakes.

Featured wines from wineries
included **Arkenstone,**
Blackbird, Buehler, Potts
Wines, Melka, Viader and
Roy Estate.

**100% of the culinary
expenses for the Gala
were generously
donated to R Baby.**

EVENTS

R Baby holds events throughout the year in many locations to help raise the funds necessary to support life-saving projects across the country and to increase awareness of improving pediatric emergency care.

5 STAR FOOD AND WINE GALA



Thank you to Nancy and Chuck Clavit for their support including their winning bid for the fabulous New York Zagat restaurant tour with Tim and Nina Zagat.



R Baby is grateful to our Gala Co-Chairs Marcel Herbst, Mark Goldman, Rebecca Levey and Paula and David Johnson. We received outstanding support from our corporate partners and we are humbled and grateful for all of our donors including our Guardian Sponsors Marathon Asset Management and Avis and Bruce Richards. Parent Sponsors Citco, Capital One, North Point Solutions, Lowenstein Sandler, Sidley Austin, Seward & Kissel, Houlihan Lokey, Bank of America, Merrill Lynch, CITI, Sandton Partners, LLC, DBA Concept Capital Markets and Brifor, Meisel, Tuteur & Lewis, PC joined our Caretakers, Nurturers, Community Partners and Media Partners. Visit rbabyfoundation.org/galapictures for pictures of the event!

R BABY COLORADO CHAPTER

LINKS FOR LIFE GOLF CLASSIC

The 3rd Annual R Baby Colorado Links for Life Golf Classic was held on Friday, May 11, 2012 in Broomfield, Colorado. Seventy six golfers attended despite the pouring rain Colorado had in store that day. Raising over \$10,000 from golf and silent auction proceeds made for a hugely successful day! Thank you to Colorado Chapter chair Corinne McMurray for such a fabulous event and for her continued support in honor of her daughter Rhiannon.



CAYMAN ISLANDS

R Baby is pleased to have been a recipient of the 3rd Annual GAIM Ops Cayman Charity night on April 22, 2012. More than 300 guests attended the event raising more than \$40,000 for R Baby and Michael's Mission. R Baby is working with Cayman Hospital to provide on-site pediatric simulation training for hospital emergency personnel that will directly impact and reach underserved communities. R Baby looks forward to this year's event on April 21, 2013. GAIM Ops Cayman is the largest hedge fund operational due diligence, compliance, and risk management event.

SERVING TO SAVE BABIES' LIVES

ANNUAL TENNIS TOURNAMENTS

NEW YORK 2012

On May 19, 2012, R Baby held the second Annual Serving to Save Babies' Lives Tennis Tournament. A fun and challenging round-robin tournament provided a wonderful day of tennis and a live Calcutta Auction. This event was held at the USTA National Tennis Center in Flushing, Queens – home of the US Open!

Twenty teams of highly competitive and ranked players participated in an exciting tournament which raised close to \$100,000! Congratulations to our winners: Jon Boym of Tudor Investment Corp and Brian O'Connor of American Business. The finalists were Pablo Salame of Goldman Sachs and Adrien Contreras, tennis pro. Thank you to Event Chair **Jason Pinsky** for his vision, hard work and continued dedication to our cause. The unique event brought together competitive ranked players and well respected business leaders from premiere firms including Starwood Capital, Pershing Square, Halcyon, Ellington, Taconic, Wexford, and Goldman Sachs with outstanding media coverage from Bloomberg News. Please check www.rbabyfoundation.org in the coming weeks for information on the 2013 tournament!



MARYLAND 2012

On April 15, 2012, R Baby's Maryland Chapter hosted a beautiful day of tennis, food and support for the cause at Bare Hills Racquet & Fitness in Baltimore, Maryland. The event featured top local tennis pros offering valuable instruction and tournament play. Teams of highly competitive and ranked players participated in an exciting tournament which raised over \$40,000! Congratulations to our winners Greg Biorkman and Hyon Yoo. Thank you to Event Chair **Lisa Asher** and her volunteers for all they did to make this event a tremendous success. Please mark your calendars for May 4th & 5th for the Second Annual Maryland Serving to Save Babies' Lives! This year's event will feature additional courts and pros and availability for even more teams! Please contact Lisa at lisamarc3@comcast.net to help with sponsorships, recruiting players and participants, and to help with event day opportunities.



Funds raised through R Baby Chapters and local events benefit hospitals and programs locally. We work with these hospitals to disseminate results and programs to make an impact nationally where possible. We are very interested in expanding to other cities, towns and states. If you are interested in participating in or sponsoring any of these events or sponsoring an event where you live, please contact our Executive Director **Katie McCulloch** at Katie@rbabyfoundation.org

A GLOBAL ISSUE: Fast & Accurate Diagnosis of Infants and Babies in Switzerland

Pediatric Emergency Care and the early, proper diagnosis of vulnerable infants and babies is important throughout the world. In 2009, a Swiss family faced a tragedy of their own and the Foundation Marisa Sophie was born. The foundation is in its early stages and has reached out to R Baby for mentorship and guidance as they plan their first gala! This foundation will be using our powerful ad showing how the message resonates throughout the world. We are excited to help reach more parents and more doctors around the world. See R Baby's Real Story in this issue for more about this family's crisis.

ZIMMET HEALTHCARE EVENT DONATES TO R BABY

Thank you to Marc Zimmet and Zimmet Healthcare Services Group for inviting R Baby to Atlantic City to receive a \$10,000 donation. Zimmet Healthcare works with geriatric patients and Marc's understanding of vulnerable populations runs deep. His generosity to R Baby brings his care of our fellow citizens to the full circle of life from newborns to the elderly. We are deeply touched and honored by his commitment to our cause.



Katie McCulloch, R Baby Executive Director and Marc Zimmet, Director of Reimbursement Services at Zimmet Healthcare



R BABY HONORED AT GORYEB CHILDREN'S HOSPITAL 10TH ANNIVERSARY

On October 25th, 2012 Goryeb Children's Hospital celebrated their 10th Anniversary Gala in Whippany, New Jersey. The event featured Guest Celebrity Chef Fabio Viviani and highlighted their many accomplishments during their 10 years of excellence in treating children throughout New Jersey.

R Baby was proud to be honored at the event for our 5-year partnership with Goryeb and the life-saving programs we fund including our top ten best practices to improve hospital and family communication shared with hospitals throughout New Jersey and nationally as well through conferences.

R BABY'S ADVOCACY MAKES HISTORIC CHANGES

This year, R Baby has made tremendous strides in our advocacy work to give parents the transparency and the best possible information regarding Emergency Departments to make informed healthcare choices for their families.

We are excited to announce that Senator Jennifer Beck of New Jersey has sponsored legislation that would prohibit hospitals in New Jersey from advertising to the public that they provide the services of level-one or level-two pediatric emergency departments unless certain requirements specified in Bill S2321 are met.

The bill also requires that the Department of Health (DOH) include, in its annual New Jersey Hospital Performance Report, hospital-specific data pertaining to pediatric emergency care deemed by the department to be most relevant for inclusion in the report.

Specifically, the bill requires that a level-one or level-two pediatric emergency department has a board certified pediatric emergency medicine physician as its director and a certified pediatric emergency nurse responsible for day-to-day management. Neither the director nor the nurse manager would be permitted to hold that position in another facility. Additionally, the bill specifies guidelines regarding pediatric equipment, training and supplies. Specifically, Bill S2321 requires that a pediatric emergency department shall operate and be staffed on a 24-hour basis with one of the following:

- (a) a board certified pediatric emergency physician;
- (b) a board eligible pediatric emergency physician;
- (c) a board certified pediatrician with at least three years of experience working in a pediatric emergency department or
- (d) a board certified general emergency medicine physician with at least three years of experience working in a pediatric emergency department.

"This measure is needed to discern between those facilities that are truly qualified to present themselves as designated pediatric emergency room facilities, and those that advertise to the public about their ability to provide emergent services to children in need," said R Baby Co-Founder Andrew Rabinowitz. "We are very excited and applaud Senator Beck's leadership and commitment to insuring the health and welfare of the children of New Jersey."

We are also working closely with leaders in New York, Delaware, Maryland, Virginia, Illinois and Washington, D.C. on state sponsored legislation.

Additionally, R Baby is working closely with the Federal Emergency Medical Services for Children (EMSC), and in individual states on establishing national standards for a nationwide pediatric emergency room definition as well as criteria for all EDs.

R Baby's billboard located outside of Port Authority in New York City reached more than 3 million people each month during its 4-month placement!

Thank you to Steve and Levi Eichenstein and Red Rock Outdoor for this amazing opportunity.

Emergency rooms are not one size fits all.

Babies are NOT mini-adults. Babies require specialized medical care.

Save babies' lives at rbabyfoundation.org

Emergency rooms are not one size fits all.



Babies are NOT mini-adults.
Babies require specialized medical care.

Did you know that your local ER may or may not be prepared for babies?

1 in 100 babies die each year. One incorrectly and quickly given medicine, a delay in care, or even a misdiagnosis can mean the difference between life and death for a baby or young child.

Joining the R Baby Foundation's leadership training program and volunteerism and emergency preparedness, R Baby allows for all the preparation for children and for a chance to make a difference in pediatric emergency rooms for the best specialized care.

Join us! Together we can make sure your hospital is ready for your child.

Donate. Share your story. Research your ER. Learn. Volunteer. Save babies at rbabyfoundation.org

El servicio de emergencias no es talla única



Los bebés no son mini-adultos.
Los bebés requieren servicios médicos especializados.

¿Sabías verdad que el servicio de Emergencias puede no estar preparado para tratar a tu hijo?

1 de cada 100 bebés mueren cada año. Una medicina administrada o retrasada, un diagnóstico incorrecto o una demora en la atención puede significar la vida o la muerte para un bebé o un niño.

La R Baby Foundation ofrece programas de liderazgo y voluntariado y educa a los padres. R Baby busca gente que trabaje en servicios de Emergencias, como preparación para atender a niños y para que envíen una deficiente lista de los del Servicio de Emergencias hospitalarios que ofrecen una mejor atención especializada.

¡Juntos podemos asegurarnos que no hospital está preparado para atender a su hijo!

Donar ahora. Comparta su historia. Póngase en su hospital. Participe como voluntario. Inscribirse en nuestra campaña. [Save vidas enviando a rbabyfoundation.org](http://rbabyfoundation.org)

R BABY'S BREAKTHROUGH AD CAMPAIGN REACHES MILLIONS

Our ad campaign helps educate parents that babies and children need specialized emergency care and consists of video, print, in-store, on-line and social media. In 2012, R Baby has reached more parents and caregivers than ever before. Our powerful PSA, featuring passionate and influential social media moms, has received attention throughout the Web via blogs and website presence. In addition, this PSA ran on ABCTV.com for almost two months and reached more than a million people across the country. We thank Brian Fisher for providing this meaningful opportunity to reach parents.

These amazing women, concerned with the discrepancies in pediatric emergency care, lent their powerful social media voices to help inform other parents. A Twitter party led by Amy Bair of @resourcefulmom, championing this issue, reached more than 10 million impressions and trended in New York City in just one hour bringing in thousands of other moms into this important conversation, showing just how critical this issue is to parents.

R Baby's ad campaign appeared in the June issue of Cosmo magazine thanks to new board member Jen Geller. It was also featured by some of the top mom bloggers in the country. We are grateful to R Baby Champion Awardee Julia Beck and R Baby Gala Event Chair Rebecca Levey for bringing together these inspirational and passionate women. R Baby's parent education postcard, on when to go to the emergency room, is in many stores including continued support from Appleseeds, Baby Buggy and additional outlets in the tri-state area.

R BABY 5TH ANNIVERSARY VIDEO

R Baby debuted our 5th Anniversary video at the gala highlighting our 5 year progress and real family stories. We are grateful to Birds Nest Productions for their amazing work. To see our video visit <http://rbabyfoundation.org/galavideo>



R Baby Publication on Pediatric Simulation Education Wins Award!

A recent article on skills education research supported by R Baby was selected by The Society for Simulation in Healthcare as one of the best articles for 2011-2012 and will be presented at their 2013 International Meeting.

Congratulations to 2013 R Baby Medical Hero Award winners Dr. Marc Auerbach and Dr. David Kessler!

If you would like to host our print ad in your magazine, newspaper, website or distribute our cards in your store please contact our Executive Director, Katie McCulloch at Katie@rbabyfoundation.org

R BABY HONORED BY MORGAN STANLEY

We are excited to announce that R Baby has been selected for Morgan Stanley's 2013 **Gifts for Good Calendar**. Each year, a select number of impactful non-profits are selected from hundreds of nominations and are featured in the calendar shared with clients and the public and distributed to 14,000 advisors at the firm. In addition, a flipbook link has been shared with all 26,000 branch employees and the same announcement will be shared with all non-branch employees. 200 of the calendars were also included in gift bags for their recent Go Red event. Organizations are selected that are both geographically and mission diverse, are solving problems in unique ways, and are working to make their local communities, the nation and the world a better place. We are honored to have been chosen for this amazing opportunity and we thank Lee Nesser for nominating R Baby as well as for his passion, kindness and drive.



R BABY PARTNERSHIPS REACH MORE PARENTS!



Baby Buggy

R Baby is very excited to announce a new partnership with the Baby Buggy Foundation. Baby Buggy was founded by Jessica Seinfeld

to help families in need access the essentials to ensure their safety and well-being. By providing concrete resources to their families through a network of social service professionals, Baby Buggy helps to alleviate the stress of living in poverty, and helps prevent crisis. We will be collaborating with Baby Buggy and Dr. Audrey Paul from Mt. Sinai on various parent education initiatives. Our partnership will include workshops for parents in low income and underserved communities on preparing for pediatric emergencies. We began in Harlem with our first class held on January 30th at Little Sisters of Harlem and will expand to additional areas. In addition, Baby Buggy is now including the R Baby Emergency postcard that educates parents on when to visit the ED in every package they provide to mothers in need.

HERO award 2013

MARCEL HERBST

R Baby Board Member for 5 years

By Phyllis and Andrew Rabinowitz



Andrew and I will never forget first meeting Marcel. We were in a van on the way to a dinner at a hedge fund conference, when a refreshingly upbeat, friendly conference participant started chatting with us about 20 different, interesting topics within minutes. By the end of the 15-minute van ride, we knew for sure that Marcel was a well-rounded, intelligent, witty person. We knew that his kind and genuine demeanor ensured that he meant what he said and did what he meant. As our conversations continued after this first night, we both knew he would be a great addition to R Baby Foundation.

During our conversation, we shared our story with him. We discovered that Marcel has a similarly harrowing tale in his past. Before our ride was over, he committed "on the spot" to helping us in any way that he could. And that is exactly what he has done ever since! He immediately and effectively started connecting us to other philanthropic sources, donors, many business contacts, and volunteers. As a truly kindred spirit to our cause, he set out to help in any way he could so that other families could benefit from improved healthcare for infants.

Gratefully, he agreed to join our Executive Board. He gave, and continues to give, valuable advice at every meeting and whenever we need it. Marcel not only comes up with strategic ideas throughout the year, he is also willing to roll up his sleeves and do the work to make it happen. A great example of this was in 2010 when Marcel decided to throw a holiday party in honor of R Baby. The "Jingle Ball 2010" brought hundreds of new and current R Baby supporters together, and created many advocates and long term relationships. As the driving force, he sought to push the event through efficiently and effectively. And that he did! The event was sold-out with more than 500 people gathered to support us, raising a significant sum. A testament to Marcel's value to our organization is that event happened less than 10 days after he brought up the idea.

More recently, in 2012, he was one of our event chairs for R Baby's 5 Year Anniversary Gala at the Plaza Hotel, and he supported it with dozens of participants and many unique auction items and sponsorships. His wife Ilona also committed her passion and energy to the cause and invited many participants, while his son Nate asked his teacher to do a mail-shot throughout the Greenwich school system.

Currently, Marcel is helping us mentor a new Swiss baby charity, Foundation Marisa Sophie (see next spread) showing again how willing he is to put his expertise and amazing hard work toward our cause when unique opportunities present themselves.

Promoting R Baby is never far from his mind as he meets new people, and he quickly converts them to support our cause. Marcel is a generous, self-less person, a valuable, productive Board Member, and we are honored to call him our friend.

LIFE SAVING GRANTS

R Baby is proud to share the grants we will be supporting in the coming year. We will support grants with broad and impactful initiatives that focus in the tri-state area but ultimately scale nationwide while honoring those funds raised through specific events in various states. R Baby's Medical Advisory Board's fall meeting was invaluable in helping to ensure the strongest collection of grants yet. It was humbling and inspiring to share the Board members' passion, energy and expertise.

Because of your generous support, this year R Baby is funding over a half a million dollars at the following hospitals that will impact over 1 million babies throughout the United States.

R Baby Sim-Mobile for ERs Project led by Yale University with collaborating hospitals: Columbia University, Children's Hospital of New York Presbyterian, University Hospital of Philadelphia (CHOP), Children's Hospital of Pittsburgh, Hasbro Children's Hospital, Brown University, LIJ's Cohen Children's Medical Center of New York, Johns Hopkins Pediatrics and UMass Children's Medical Center. This program uses actors in mock emergency situations and is delivered by ambulance directly to Pediatric and General Emergency Departments in multiple states. It will provide cycles of simulation-based assessment, training, re-assessment and repeat training to provide the highest level of impact, ultimately, ensuring that more Emergency Departments are prepared for children.

R Baby's INSPIRE (formerly POISE) Network Training for Pediatric Emergency Care led by Columbia Presbyterian. Now with more than 100 hospitals in the INSPIRE Network, the program is poised to grow beyond the current training modules of spinal taps and intubation to include additional life-saving infant procedures as well as core skill checklists and diagnosis recognition training. This program provides important training on vital life saving procedures and basic training for diagnosis to help doctors know when a baby is really sick. Ongoing goals for this program are to continue to have more hospitals join the network from across the globe to train more doctors on pediatric skills and also to use their impactful findings to prove that this level of training should be mandated.

An Evaluation of Remote Simulation (video-conferencing) as a Tool to Improve Pediatric Preparedness in Critical Access Hospital Emergency Departments (Rural Areas in North Carolina) led by Johns Hopkins Hospital. This program specifically focuses on impacting hospitals in rural locations that are in great need of pediatric expertise. These remote locations will now be trained through the innovative use of tele-medicine and simulation with established local partners. The research model that results from this grant can ultimately be used to replicate the program nationally.

EMS Outreach and Education - Mobile SIM to EMS led by Children's Hospital of Colorado. This program is directed at the critical first responders and EMS personnel to assess and improve difficult life-saving maneuvers such as correct bag/valve/mask ventilation, intubation, and intraosseous access. This program will impact the 9000 babies seen in CO by EMS providers and ultimately impact children nationally when the training is shared with a broader audience.

Pediatrics for Emergency Physicians (PEP) Network led by Morgan Stanley Children's Hospital of New York – Presbyterian. This grant will establish and sustain the content for a "Pediatrics for Emergency Physicians (PEP) Network," a unique collaborative consisting of representatives of Emergency Medicine and Pediatric Emergency Medicine, for the purpose of delivering quality and innovative education on pediatrics to general emergency medicine physicians. The content will be shared through our INSPIRE network as well enabling us to reach even more physicians.

Difficult Dialogues in Pediatric Emergencies led by Goryeb Children's Hospital at Morristown Medical Center is designed to improve the communication skills of attending physicians and emergency medicine residents with patients' families in order to improve the safety and quality of pediatric emergency care. The catalogue of situations will include both parent-learning situations and doctor-learning videotaped scenarios to be disseminated appropriately with the ultimate goal of inclusion in medical school curriculums.

Community Acquired Acute Respiratory Illness in Pediatric Intensive Care Study led by University of Maryland Children's Hospital. The Luminex 200 analyzer in the Rebecca Rabinowitz Laboratory will continue to analyze multiple viruses, adding additional viruses to the screening process, in pediatric patients. This study will ultimately lead to important comprehensive recommendations on the prevention and treatment of various viruses in children.

On Wednesday, May 22nd, 2013 Mount Sinai Hospital, led by Dr. Adam Vella, will host the **3rd Annual R Baby Pediatric Infectious Disease Symposium** in NYC. This important event, attended by more than 400, is a one-day symposium taught by leaders in pediatric emergency medicine and infectious diseases providing the most current information in the field. It provides valuable learning opportunities for Emergency Department residents in an effort to improve care of pediatric patients throughout the country. Residents from the tri-state area will attend the event and when they graduate and take jobs throughout the country, they will disseminate the knowledge learned to their trainees that will improve the care of their patients. Symposium attendees will include emergency medicine residents, pediatric residents, nurse practitioners, physician assistants, emergency medicine and pediatric faculty. The symposium will also be available on R Baby's MedExchange to be viewed and used by thousands of doctors throughout the country.

MARISA'S STORY

FAST, ACCURATE DIAGNOSIS CAN BE THE DIFFERENCE BETWEEN LIFE AND DEATH – A GLOBAL ISSUE

By Francesca Stingle, Switzerland

Marisa was born on a sunny day on June 9th, 2008 with no complications and in perfect health. She was the much awaited, desired and beloved little sister of 3 ½ year old Chiara. For all of us, she was the most precious gift.

As the last of six grandchildren, she was the little mascot of the family and with her cute face, her magnificent blue eyes and good-natured character, this role suited her perfectly! As her mother, I wanted to be particularly careful to avoid all the "beginner mistakes" I had made with Chiara. Marisa never had a diaper rash, conjunctivitis, ear infection or the like. She was a good eater, a good sleeper and quickly grew up along her 50-percentile growth curve.

She was a girl full of life, who loved to play with the ball, to blow kisses to mum and dad, sing songs and clap her hands, stroll around the house in her little car to explore new things every day and make funny faces with her sister.

Despite her good health and strength, one day she got a fever. We noticed the weekend of May 9th-10th she was sleepier than usual with two long naps rather than her normal one. On Mother's Day, Sunday May 10th, she had a slight fever. We kept her inside during the afternoon and, as she started teething in the upper part of her mouth, we gave her one suppository of paracetamol. Never in life would we have thought that this would be our last weekend together.

Sunday night she was extremely irritable and almost did not sleep. Monday morning she had a high fever of 103.46 F and was immediately taken to the paediatrician who said she had a viral pharyngitis, which is accompanied by a high fever. She was given suppositories to keep the fever down for two days.

Tuesday evening the situation worsened and despite medication she still had high fever. On Wednesday early morning I again called the paediatrician to tell him that Marisa was not doing any better. Marisa started to vomit at about 9:15 am and also started having slight neurological symptoms, with a twitching left lip and eye. We immediately took her to the paediatrician who called the ambulance.

At 9:30 am at the paediatrician, she started having more serious convulsions on the left side of her body. The ambulance and doctors gave her an oxygen mask and medication to contain the convulsions. She was brought to the hospital where she woke up from the sedation she had received. Her immediate convulsion had stopped but she stayed paralysed for a couple of hours on the left side of her

face. We were told her status seemed recovered by about 12:30 pm. The doctors wrongly decided that she had fully recovered and the atypical convulsion was probably only due to a viral infection and that the only possible viruses with such symptoms were Adenovirus or Coxsackie, which afterwards was proven completely wrong.

At 12:00 pm a blood sample was finally taken which showed serious abnormalities, yet the doctors still did not react. In the afternoon, she was somnolent and apathetic and continued to vomit and received an IV solution only at 4:30 pm to re-hydrate. That afternoon and evening her temperature stayed low – too low, less than 96.8 F- and Marisa slept most of the time. Suddenly at midnight her fever increased, very fast until 2 am. She then started to have a second convulsion, which was difficult to contain despite repeated injections. The doctor finally arrived at 5 am and a series of exams were started. The CT scan showed that she had already a serious oedema on the right side of her brain. She was brought by helicopter to the university clinic intensive care unit (CHUV) at 7:30 AM on Thursday where she was operated on to relieve intracranial pressure. She was then put into an artificial coma and hypothermia, however it was too late. Only in the late evening of Thursday night were we informed that she had had bacterial pneumococcal meningitis. On Friday morning the relevant exams showed that her brain was seriously damaged that there were no more signs of life. She died in the late evening of Friday, May 15th. May her soul rest in peace; she will always stay our adorable little daughter.

We learned after her death that she had had an invasive pneumococcal serotype 1 infection, not covered by the vaccine Prevnar. The antibiogram of this isolate showed that it would have responded to all common antibiotics – her meningitis was just not diagnosed and treated correctly.

How can a child in perfect health and with all the means we have die so brutally and fast from an infection? Why was the infection not diagnosed on Monday or by the latest Wednesday immediately after the first convulsion? Was it really impossible to save her, or are we just missing the right methods and guidelines?

We were introduced to R Baby Foundation after seeing their powerful ad. Like the Rabinowitzes, we also learned, tragically, that viral infections can take over babies very quickly and that they show symptoms differently than older children. We know that it is important that doctors receive better training to be able to understand these differences. A fast, and accurate diagnosis can literally be the difference between life and death as it was for our family.

Inspired by our need to honor Marisa and help avoid the death of other children, we created the Foundation Marisa Sophie and are working with the team of the paediatric intensive care unit at the Lausanne University Hospital. After reading about R Baby's work, I reached out to them to let them know about our work in Switzerland and their response has been wonderful with offers of help and mentorship. Together, I know that more babies will have more birthdays.

R Baby's Real Stories are an important part of understanding the concerns in pediatric emergency care and are a vital way to educate parents. Please help us reach other parents by sharing your Real Story by visiting rbabyrealstories.org



Marisa with her sister Chiara



1st MEDICAL HERO award

Dr. Marc Auerbach & Dr. David Kessler

By R Baby Co-Founder Phyllis Rabinowitz

Given R Baby's entrepreneurial spirit, our first R Baby Medical Hero Award will go to a young team of doctors that has been helping us since the very first year and who continue to work extremely hard and tirelessly above and beyond what our funding has been. I first met Dr. Marc Auerbach and Dr. David Kessler at NYU Langone to discuss their grant application of infant mannequin simulation training. They both far exceeded my expectations with their passion and drive. What I thought would have been an hour meeting turned into hours and hours of a discussion around their vision of pediatric emergency care including issues in the industry, ideas for solutions, and long term collaborative ways to break down the walls between hospitals to get everyone to work together efficiently.

After R Baby's first year of raising funds, we knew we had to be very strategic and selective with which grants and doctors we decided to grant monies to in order to show results to donors and continue to build a solid foundation for R Baby's future work. R Baby received many applications and we met with many physicians but these two doctors stood out to me for reasons that wound up providing many benefits. Their dedication to their field of medicine, pediatric emergency care, is so amazing – the POISE/INSPIRE network of simulation training has been a proven success in over 100 hospitals and growing, and both doctors continue to advise R Baby on a continual basis - at any given hour!

When Marc left for Yale Hospital and David for Columbia University Medical Center / New York Presbyterian Morgan Stanley Children's Hospital, we didn't even worry that their R Baby work would suffer. Instead we knew that they both would have their new hospitals embrace our cause even further. That is exactly what happened! Andrew and I recently met with Dr. George Lister, the new Chairman of Yale School of Medicine Department of Pediatrics. He is a supporter of Marc's latest vision of R Baby's Sim-Mobile, a collaboration of top Children's Hospitals who will assess and train neighboring community hospitals in mock emergency settings with parent actors. Sim-Mobile doctors will have a checklist of guidelines to see where gaps are and will assess, re-train and re-assess to help get as many ERs ready for children as possible. Dr. Lister not only supported R Baby's initiatives but also agreed to join our Medical Advisory Board, which now includes many leaders in the healthcare industry.

As for David, he also has been an incredible advocate continuing our great work at Columbia and collaborating with Dr. Joel Berezow to integrate two powerful training networks so we can efficiently reach more doctors and create a larger library of content. David continues to lead the POISE/INSPIRE network with Marc and he is also always there when we need him. They both have spoken at international conferences for these R Baby grants and continue to work hard to improve the healthcare for as many children and babies as possible. They both embrace every opportunity to improve pediatric emergency care and their creativity, passion and enthusiasm are boundless.

Marc and David went above and beyond to make sure that our programs were highlighted as part of the Gala's R Baby in Action Center helping to secure the ambulance/ Sim-Mobile that greeted guests and brought residents and doctors to interact with guests. None of that was part of their grants, yet it shows their willingness to help in any way they can to spread our shared mission. Most importantly, these two doctors have proven that vision, passion and drive can really make a difference in this world.

Marc and David are proving every day that their passion, vision and energy are changing the way pediatric emergency is prepared for and delivered and impacting thousands of babies' lives.



R BABY HELPS IN THE AFTERMATH OF HURRICANE SANDY

Emergency services are absolutely critical during a disaster. Emergency Departments at the hospitals in the hardest hit areas are at full capacity, trying to absorb additional patients with limited staffing and supplies. Many families have been stranded during the storm and are only now able to visit (already over-whelmed) Emergency Rooms. Because of that huge delay of care, health issues have grown more acute – especially those related to children.

We are working with Staten Island University Hospital and Meridian Health Systems, near the Jersey Shore, in these hardest hit areas to help to replenish pediatric supplies, equipment, and to deal with the impact of understaffing.

Staten Island University Hospital shared: "Over the last few months we have seen the devastation from Hurricane Sandy impact the lives of more than 300 workers and families, as well as amazing acts of kindness and camaraderie in the hearts of their colleagues. As we continue to press forward in our recovery stage, we realize that this will be a very long recovery for Staten Islanders."

Essentials are crucial in emergencies so even diapers, formulas, and supplies can help families survive in crisis. Children in the effected areas are still in great need.

If you want to specifically make sure your funds are directed to helping children effected by Sandy, please donate at RBabyFoundation.org and click on the Sandy Relief Fund.

Follow us on



R Baby Foundation



@RBabyFoundation

R BABY FOUNDATION'S VISION:
TO SAVE AS MANY BABIES'
LIVES AS POSSIBLE

30,000 BABIES BORN IN THE
UNITED STATES EACH YEAR WON'T
MAKE IT TO THEIR FIRST BIRTHDAY

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New York, NY 10018



R BABY'S PETITION SURPASSES 10,000!

R Baby's petition at Change.org has received national attention and garnered more than **10,000 signatures**! The petition will be delivered to the U.S. Senate, Congress, Governor's Association and the Council of State Governments, all of whom have a critical impact of legislation.

Specifically, the petition supports:

- ★ Improving pediatric emergency care across the U.S.;
- ★ Increasing training for general ER doctors in pediatrics;
- ★ Making it mandatory all Emergency Rooms have pediatric specific supplies and equipment and
- ★ Establishing a new, clear definition of a Pediatric Emergency Department for the best, specialized care.

Please consider helping to make sure your hospital is ready for your child by signing our petition here
<http://rbabyfoundation.org/petition>

R BABY INITIATES GROUNDBREAKING SURVEY!

R Baby conducted a survey of 1,000 statistically selected representative American households which revealed the following:

1. Nearly 90 percent of Americans are unaware that most Emergency Departments/Rooms are not prepared for babies or children.
2. Close to 100 percent of those surveyed said they would expect that if an Emergency Department (ED) said they were a Pediatric Emergency Department (PED) they would have pediatric emergency specialists as well as the appropriate supplies and equipment ready and yet this is not the case for most EDs across our country today. Currently, there are no unifying standards or guaranteed levels of care for babies and children in emergency medical situations.
3. Education for parents is key and approximately half of Americans in the poll admitted that they do not even know where their closest Pediatric Emergency Department (PED) is located.

The results of the survey created a firestorm of interest and was featured in more than 300 news stories across the United States and internationally.

★ This survey also led to a story on The Fox News Network's Saturday morning show featuring interviews with R Baby Co-Founder Phyllis Rabinowitz and Dr. Adam Vella of Mt. Sinai Hospital. The 5 minute segment, seen both on TV and online, led to a flurry of interest, connections and opportunities for R Baby. A special thank you to Fox News anchor Rick Folbaum for this opportunity to reach millions of parents! See the segment here: <http://rbabyfoundation.org/foxnews> ★