

## Spring 2017 • Issue 9

### HOW DOCTORS FEEL ABOUT R BABY'S TRAINING

"The mock codes provided to us by the Johns Hopkins Pediatric ER group are the most valuable education our Pediatric Unit receives. As a community hospital, we rarely see patients who require cardio-pulmonary resuscitation, so we do not get much practice. In the past, mock codes have been held in outside locations, not using our own equipment or medications, and the scenarios do not feel real. What we practiced with Hopkins occurred in our Pediatric Unit and requires use of our own medications and materials. The scenarios feel incredibly real and enlist our cognition as well as our emotion. Every time the group comes we end up not only with incredible teaching, but also a to-do list of equipment and medications we need. The group teaches in a way that is positive, supportive, and nonjudgmental. This resource is singlehandedly bringing us up-to-speed with the medical management of severely ill children, and this education has already made a difference in the lives of patients."

~ Medical Director, GBMC, ER

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## R BABY CELEBRATES 10 YEARS

On Wednesday, November 30th, 2016 more than 650 guests and 65 sponsors honored R Baby's 10th Anniversary raising over \$1 million!

Held at The Plaza in New York City, guests enjoyed an evening celebrating R Baby's 10 years of saving babies' lives. Sirius Radio stars The Moms, Denise Albert and Melissa Musen Gerstein, served as hosts for the evening.



R Baby's Visionary Award Honoree Anthony Scaramucci and R Baby's Courage Award Honoree Jacqueline Franchetti shared inspiring stories of their reasons to support R Baby and children's emergency healthcare. (see more on page 4)

Lyss Stern of Divalysconscious Moms was an integral partner that night sharing her talents and passion for R Baby. The celebration included the amazing comedic talents of Gary Gulman, Jessica Kirson and Colin Quinn. (continued page 2)



## R BABY LAUNCHES findERNOW APP

findERNOW.org

One of the consistent requests R Baby has heard over the years is if we have an easy way for parents to find the right ER for their child. We are excited to announce that we are working with the experts at Mass General Hospital to expand their FindERNOW app to include pediatric information to help parents and caregivers find the closest ER more likely prepared for their child.

A recent EMSC (Emergency Medical Services for Children) Pediatric Readiness survey reveals that while there has been some improvement in pediatric emergency care, the fact remains that many ERs are not prepared to deal with pediatric emergencies.

As a result, parents are often not aware of the differences between ERs and have questions on where to go.

(continued page 5)



R Baby is grateful to our sponsors and partners for their support of our 10th Anniversary Event.

## Parent



## Caretaker



Karine & Alexander M. Chudnoff

Amy & Jeffrey Kaplan

Andrea Markezin & Joel Press

Palermo Ravich Foundation

Richard Ronzetti

## Educator



Heidi & Michael Axelrod

Brenda & Henry Belsky

The Garrett and Mary Moran Family Foundation

Ilana & Stu Goldberg

Laurie & Bob Goldberg

The Kay Family

Stephen Lazarus

Margaret & Chris Santana

The Kapiloff Foundation

Schlachman, Belsky & Weiner



## Advocacy

Ashley & Jeffrey Kransdorf

Jason Larner

Debbie & Ajay Nagpal

Marsh

Jennifer & Scott Soussa

## Partners





## Top 10 Accomplishments



### 1. Impact

Improved over 1,000,000 children's healthcare a year. Doctors have attributed our training programs to saving their patients' lives.



### 6. Partner

Collaborated with top Children's Hospitals, like-minded organizations and charities on life-saving programs to ensure that babies and children get the care they need and deserve.



### 2. Fundraising

Raised almost \$10,000,000 in 10 years with 90% of every dollar funding crucial pediatric emergency care.



### 7. Reach

Published 50+ papers in peer-reviewed medical journals with presentations at 100+ medical conferences and hosted dozens of events to raise funds and awareness.



### 3. Results

Provided critical training to more than 6,000 doctors and 750 hospitals spanning six continents, reaching thousands more doctors accessing our training online. On specific procedures, this resulted in 3x higher success rates.



### 8. Awareness

Launched impactful marketing outreach aimed at raising awareness for specialized pediatric healthcare and training in ERs and a standardized definition of a Pediatric Emergency Room.



### 4. Innovator

Seeded investments in programs averaging doubled growth and resulting in almost \$7,000,000 in additional support from other organizations. This includes INSPIRE, the world's largest pediatric simulation based research network.



### 9. Leader

Developed innovative pediatric programs such as the Sim-Mobile travelling to ERs, Annual Infectious Disease Symposium, PEP Online Fever Guidelines and more.



### 5. Educate

Empowered and educated thousands of parents on emergency topics through a variety of tools distributed in doctor's offices, in stores, online, and through many partners.



### 10. Pathfinder

Collaborated and funded the breakthrough FINDERNOW APP to aid parents in finding the closest ER for their child....download now.

R Baby Foundation is the first and only non-profit to save babies' and childrens' lives through improving pediatric emergency care.

## R BABY HONOREES

### JACQUELINE FRANCHETTI

R Baby honored Jacqueline Franchetti with the Courage Award during our 10th Anniversary Celebration for her undeniable strength and initiative in supporting pediatric healthcare.

In speaking of the honor, Jacqueline told the audience, "Tonight you have given me, my family and my friends a reason and a place to celebrate a beautiful, blonde haired, blue eyed toddler named Kyra Franchetti.

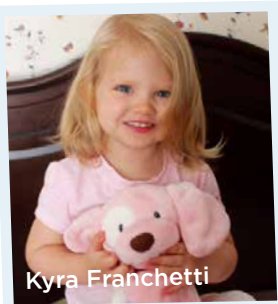
When your baby dies, you are not sure if you can ever smile, laugh or celebrate again. In the hours after Kyra's passing, I reached out to R Baby seeking a charity partner, but instead, R Baby became part of my extended family. My family and I took comfort in knowing that gifts made to R Baby, in Kyra's memory, would help spare other families of the pain of losing their precious child. I am grateful to Phyllis and Andrew who, through R Baby, showed me that we can – in the depths of sadness – begin a pathway toward hope and change.

While R Baby is honoring me with the Courage Award, I am here to honor each of you. Thank you for allowing me to honor Kyra's memory and keep her sweet voice and vibrant spirit alive through R Baby Foundation's important work."

### ANTHONY SCARAMUCCI SKYBRIDGE CAPITAL, Founder & Co-managing Partner

R Baby honored Anthony Scaramucci with the Visionary Award for his outreach and leadership in supporting pediatric emergency care.

Anthony shares: "I'm deeply honored to help celebrate R Baby's ten years of improving pediatric emergency care. As a parent I can only imagine the pain of losing a child. Phyllis and Andrew, with the help of an incredible team, have done important work to ensure that more children get a chance to make their mark on the world and fewer parents have to experience such unspeakable loss. Thank you to everyone who continues to support their efforts."



## R BABY STARS

During our 10th Anniversary Celebration, R Baby recognized and thanked eight individuals who have played an integral role in our continued advancements in improving children's health-care over the past decade.

### ED GOODMAN ERNST & YOUNG, Senior Partner

Ed has provided guidance and financial support consistently over the last ten years, always finding time to support our mission.



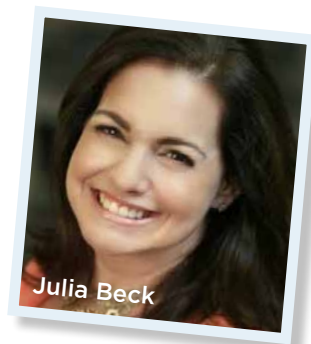
### MR. G PIX11, Weather Anchor

Mr. G has been with R Baby since the beginning. He has generously used his platform and audience to help the R Baby message reach more and more people. R Baby was recently featured as part of Mr. G's series, "G's World."



### JULIA BECK FORTYWEEEKS, Founder

Julia has continuously and tirelessly provided guidance, advice and leadership on key R Baby initiatives using her creativity and experience as a category innovator and leader within the parental sector to identify new and compelling ways for R Baby to reach parents and influencers across the nation.



### ANDREA MARKEZIN TABLE MANAGEMENT, President

Andrea along with her husband Joel Press, have consistently supported and gotten others to support R Baby with great passion and enthusiasm. The mission of R Baby is important to Andrea and Joel for several reasons and they have been thrilled to be part of the incredible achievements spearheaded by Phyllis and Andrew.





## R BABY STARS

**JAY PELLER**  
**CITCO FUND SERVICES**  
**(USA), Co-Head of Fund**  
**Administration Division**

Jay has led by example, showing others around him how important it is to give back and the impact you can have when you leverage the resources around you, including getting his kids involved to support R Baby.



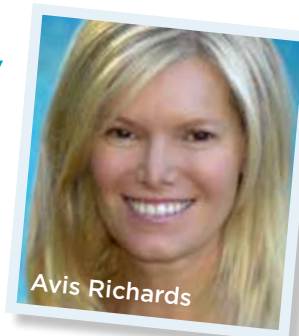
**JASON PINSKY**  
**TABLE MANAGEMENT,**  
**Investment Professional**

Jason is the founder and host of R Baby's New York tennis event, one of the most popular tennis events in New York for 6 years. His hard work has raised more than \$1.5 million to fund grants in the New York metro-area.



**AVIS RICHARDS**  
**BIRDSNEST FOUNDATION/**  
**PRODUCTIONS,**  
**CEO and Founder**

Avis, along with her husband Bruce, have been unwavering in their generosity in helping R Baby create impactful ads, PSAs and videos to reach millions of people across the country. Her vision and advice has helped shaped R Baby's success in sharing our mission.



**PAUL WYSOCKI**  
**SIDLEY AUSTIN, Partner**

Paul's commitment and support, together with the support of Michael Schmidtberger, have carried over to all types of events the foundation has put on, and Sidley Austin is a leading sponsor of those events.



## THANK YOU TO R BABY'S DREAM TEAM!

**A special thank you to R Baby's leaders who helped make our 10th anniversary a monumental celebration:**

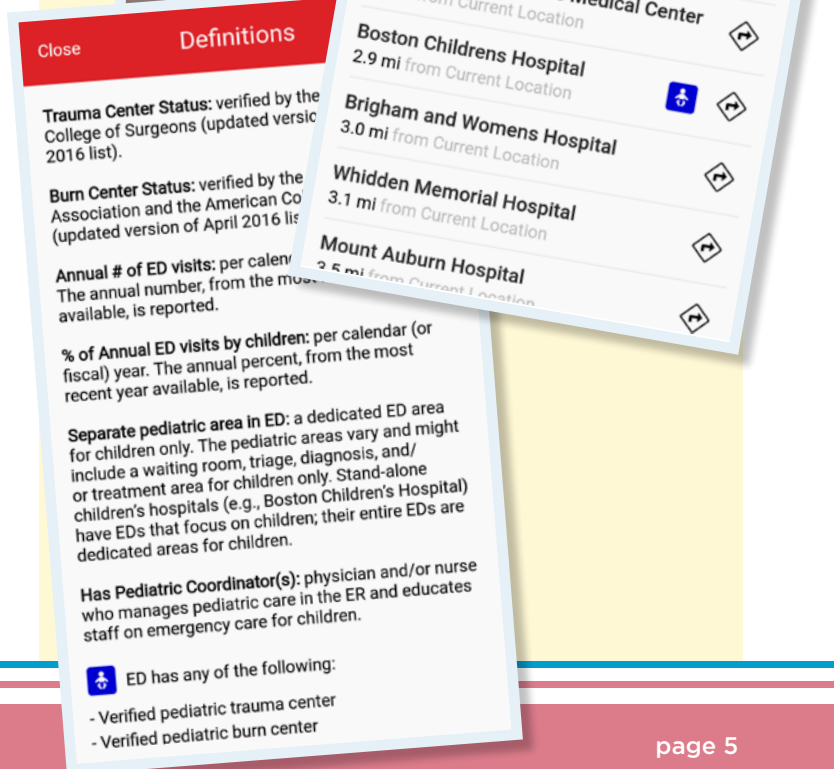
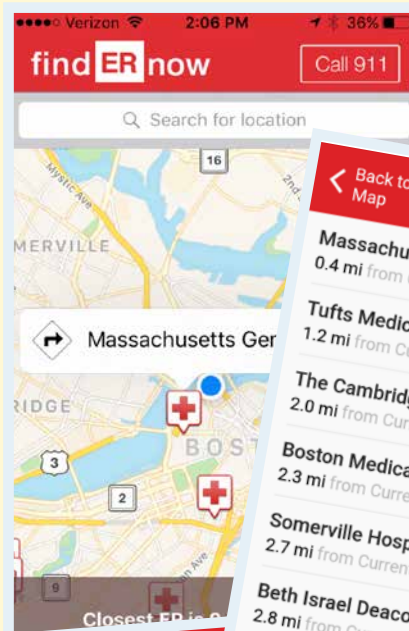
Alex Chudnoff, Mark Goldman, Jon Halpern, Lou Hanover, Mike Johnson, Scott Merves, Dan Pine, Bruce Richards, Zach Rosenbaum and Craig Schortzmann.

## R BABY LAUNCHES findERnow

*(continued from page 1)*

Through R Baby funding, the updated findERnow app surveyed all 5,000+ ERs in the country receiving an exceptionally high response rate. Please visit your phone app store and download this important app now!

Thank you to R Baby board member Avis Richards and BirdsNest Foundation for helping us create a dynamic ad that will be airing nationwide with the help of Lisa Asher and Sinclair Broadcasting. Thank you to PM Pediatrics for sharing their facilities for the ad production! 📺



## KIDS HELP R BABY

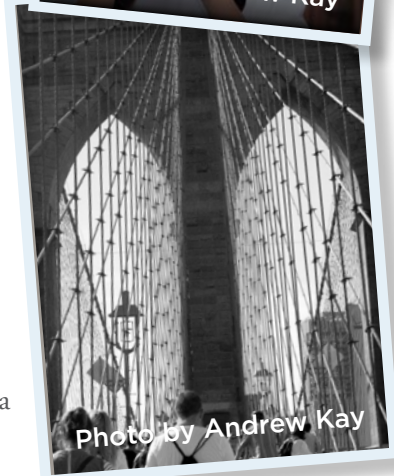
On March 19, 2016, **Harley Rosenbaum** and **Sidney Rabinowitz** hosted their mitzvah project Blades for Babies. Harley and Sidney raised more than \$9,000 to purchase an i-Stat Analyzer at their local ER at Overlook Hospital. This vital piece of equipment analyzes multiple points of care testing more quickly than standard methods, reducing critical wait time. In addition, Harley and Sidney collected new toys for Overlook's Child Life program. These items will help children be comforted and distracted during an often highly stressful and scary time during an emergency room visit.



On Saturday, August 27th, 2016, **Ryan Peller** hosted his mitzvah project, Hoops for Babies, in Waldwick, New Jersey. The fun 3-on-3-basketball tournament had more than 50 participants and raised \$6,000.



In the Winter of 2016, **Andrew Kay** used his talented, creative skills in his mitzvah project for R Baby. Andrew took a series of photos and sold them on a gallery website showcasing his beautiful shots ranging from the beach to the city, raising over \$5,300 for R Baby. To view and order Andrew's work please visit: [www.rbabyfoundation.org/andrewkay](http://www.rbabyfoundation.org/andrewkay)



On March 4, 2017, **Sydney Rosenbaum, Nikki Levy** and **Gigi Nemerow** held a POE yoga event, an R Baby fundraiser in Short Hills, NJ raising almost \$2,000. In addition, they are creating an R Baby Club at their high school to help share R Baby's message and work with even more people.



If your child would like to do a project, contact Katie McCulloch at [Katie@rbabyfoundation.org](mailto:Katie@rbabyfoundation.org).



## FRIENDS SUPPORT R BABY: FIGHT FOR A CAUSE

On January 7, 2017 James Burch participated in an amateur boxing match in the Cayman Islands to 'Fight For Those Who Can't.' James supported two charities including R Baby Foundation, and raised more than \$7,000. James has a personal tie to the desire to improve pediatric emergency care and says, "On August 11, 2010, our first son Archie was born in the Cayman Islands. It was clear from the moment he arrived that there were complications and within 12

hours we were airlifted to Miami Children's Hospital where we spent 3 months in the neo-natal intensive care unit. Archie had 2 heart operations but we had reached the end of both our insurance coverage and our savings. Thanks to the generosity of friends and family we were able to fly home to the UK where he underwent open heart surgery at Great Ormond Street Hospital. He was 9 months old. We were and are lucky. Archie is now 6 years old and thriving

but many people we met at MCH and since have not been so lucky... I have long wanted to do something to try to help and have now been afforded the opportunity."





## SERVING TO SAVE BABIES' LIVES

On Saturday, April 16, 2016, NY Tennis Chair **Jason Pinsky** hosted the 6th Annual New York Tennis Tournament: Serving To Save Babies' Lives.

Hosted at MatchPoint NYC in Brooklyn, New York, players enjoyed a competitive day of tennis. The event, including a highly anticipated and lively Calcutta Auction, raised close to \$250,000.

Over the last six years, this event has raised almost \$1.5 million to improve the pediatric emergency care of babies and children throughout the northeast.

Twenty doubles teams participated in this competitive tournament featuring top business leaders in the tri-state area including **Bill Ackman**-Pershing Square Capital Management, **David Einhorn**-Greenlight Capital, **Rob Pohly**-Samlyn Capital, **Jeremy Mindich**-Scopia Capital Management, **Bruce Richards**-Marathon Asset Management, **James Majeski**- Majeski Foundation and **Larry**

**Penn-Ellington Financial**. They were joined by additional business leaders and world-ranked players, all of whom made the event a tremendous success.

Congratulations to tournament winners **Jeffrey Appel** and **Adam El Mihdawy** who ultimately triumphed in the finals against finalists **Marc Powers** and **Rob Pohly**.

Thank you to our generous sponsors: **Pershing Square Capital Management**, **Sidley Austin LLP**, **Bloomberg Philanthropies**, **Marathon Asset Management**, **Scopia Capital Management**, **Citco**, **Houlihan Lokey** and **Majeski Foundation**.

And thank you to our partners for adding the special touches to make the day special: **Love Grown**, **MatchPoint NYC**, **Madison Square Wellness**, **NuttZo** and **Toufayan Bakeries**.



Thank you to R Baby Star Jason Pinsky who has chaired the New York Tennis Tournament for six years and made this annual outing one of R Baby's most anticipated events.

Thank you to *New York Tennis Magazine* for their coverage of the event. 📺

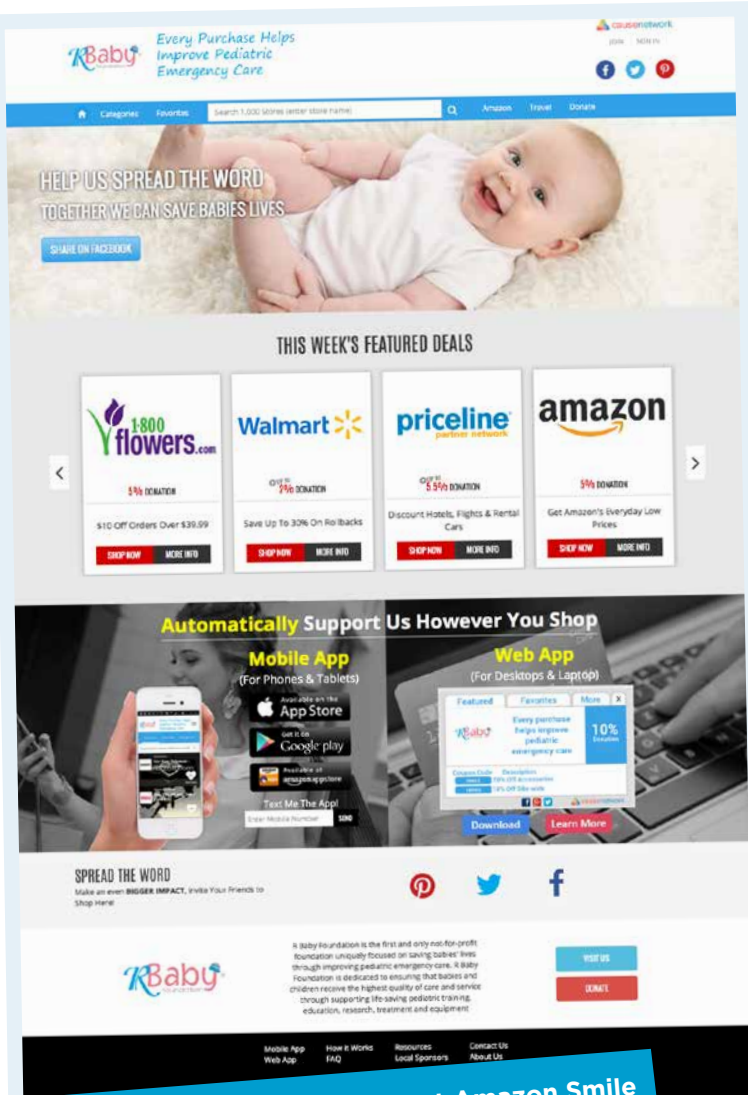


## 2016 SALT CONFERENCE

In May of 2016, R Baby's co-founder Andrew Rabinowitz shared R Baby's work and mission as a speaker at the annual SALT Conference in Las Vegas. The SALT Conference features over 1,800 thought leaders, public policy officials, business professionals, and investors from over forty-two countries and six continents, providing an unmatched opportunity for attendees from around the world to connect with global leaders and network with industry peers. 🌐



## WAYS TO HELP R BABY



Remember to designate R Baby at Amazon Smile and a percentage of your eligible purchase will be donated to R Baby!

### SHOP-FOR-A-CAUSE

R Baby's Shop-For-Our-Cause shows the many ways you can support us with your everyday purchases to save babies' lives!

Join CauseNetwork and many of the companies you already shop with, including Target, Macy's, Walmart and thousands of others, will donate up to 10% of your purchase to R Baby. Visit our website to learn more and see additional companies who have committed donations specifically to R Baby.

Visit: [rbabyfoundation.org/shopfourcause](http://rbabyfoundation.org/shopfourcause)



## SPONSOR your ER+

Help Your Community Prepare for Pediatric Emergencies



### SPONSOR YOUR ER

R Baby's Sponsor Your ER program has been in more than 90 ERs across the country. You can help make sure your ER is ready when your child — or any child in your community — needs it most by sponsoring your local ER.

Sponsor Your ER is a unique partnership between parents, local ERs and top Children's Hospitals to help communities raise targeted funds to bring R Baby's mobile simulator training to their local community hospital.

This mobile simulator training program, directed by top pediatric experts, brings dynamic parent actors and lifelike infant simulation mannequins to your local ER to assess how your ER manages different emergency situations your child may face. R Baby's Sponsor Your ER program makes it easy for you to help make sure your nearby ER receives this critical training.

Sponsor Your ER by raising \$5,000 to \$20,000, which can bring specific levels of training to your local community ER — one to four times a year. See the powerful impact our simulation training has on a community ER on page 9. 📄

To sponsor your ER, email [Katie@rbabyfoundation.org](mailto:Katie@rbabyfoundation.org)

#### How it works:

- Pediatric experts travel to your ER to assess their management on a variety of pediatric emergency situations.
- Experts provide critical and specific pediatric training to your local ER, from quarterly to monthly, depending on needs and desires.
- The program uses simulation for training and to test the environment and equipment of each department. It will then address any deficiencies in care.
- The training program and systems testing can be done at schools, primary care offices, urgent care clinics and others who care for children to help prepare those on the front lines of emergency situations.



## R BABY REAL STORY

by Amy Oztan, author, *Amy Ever After*

We've been insanely lucky with our two kids when it comes to their health. At 15 and 12 they've never had a broken bone, a stitch, or a serious illness. Each had only been in the ER once, over a decade ago. But I had to go to our local ER a year ago, and it was awful. There were at least 50 beds in two rows with rowdy, often drunk patients and lots of police activity and noise. When my daughter got sick late last year I knew I couldn't take her there, even though it's just five minutes away.

Fiona had been feeling nauseous all evening. I figured she'd feel better when she finally threw up, so when that happened I put her to bed and went to bed myself, thinking the worst was over. But she kept throwing up every half hour or so, and by two in the morning was screaming in pain and begging to go to the hospital. She couldn't even keep down sips of water.

We opted to drive into Manhattan, to the hospital where she was born. It has a pediatric ER.

My consultation with Dr. Google had me convinced that her appendix was about to burst. The person checking people in could see Fiona was miserable and didn't make us wait – she waved us right in and got Fiona set up in a room of her own in the peds ER. I filled out paperwork while Fiona tried to get comfortable in a bed.

The immediate priority was to stop her vomiting and get her hydrated. Blood was taken for tests, and an IV was started to give her fluids and medicine.

Despite her symptoms and my worries about her appendix, her tests came back with no indication of appendicitis, but the doctor wanted to be sure, so he ordered an MRI.

At every step the doctors and nurses were very patient and explained everything to Fiona so that she wouldn't be scared. And whenever we were alone waiting for the next step, I was able to close the door to Fiona's room and dim the lights so that she could get some rest – a rare thing in an ER.



Amy Oztan

In the end the anti-nausea medicine worked, and as soon as Fiona was able to hold down a little food, she was allowed to go home. The doctor explained that the hospital had seen a lot of patients lately with severe stomach pain that turned to be just a routine stomach bug. In fact, as we were leaving a father rushed in with a girl about Fiona's age, complaining of the exact same symptoms. I knew she'd be taken care of.

I'm very grateful to have such a wonderful ER close by, but I wish every hospital had one. Having staff dedicated to children makes all the difference. 🛏️



## R BABY'S IMPACT TRAINING IS SAVING BABIES' LIVES

R Baby's simulation training is making a difference in community ERs across the country. Staff from a recent training session shared their experience with R Baby. During simulation training, a scenario was presented of an infant with a fast heart rate that needed a lifesaving intervention to slow the heart rate down (i.e. medicine or electrical shock). During the simulation there was a delay in the recognition of the heart rhythm by the bedside team which led to a discussion of the importance of recognizing this situation including feedback to the team during the debriefing.

Later that day the same staff who participated in the training had a patient in an ER room for testing unrelated to heart rate concerns. An alarm went off indicating the elevated heart rate and a medical professional shared with the rest of the staff the

similarities noticed from the simulation training session despite the patient not being in the ER for a heart issue.

After further assessment by a physician who had also been through the training, the child was brought to a resuscitation room for evaluation and was found to have an abnormal heart rhythm requiring treatment. Medical professionals performed the tasks that had just been practiced in training for dosing and delivery of medicine to save the child's life. The child was admitted to the hospital and ultimately able to be discharged on heart medication.

This is one of many examples of how R Baby's simulation training brings life-saving training to community ERs. 🛏️

# REAL STORY: COMMUNITY NURSE CONNECTS WITH R BABY

Before assuming my current role as an Emergency Department Nurse Manager, I worked as a transport nurse in a small upstate New York community. I have transported many critically ill children from regional hospitals to large academic facilities. It was evident to me that many nurses in community emergency departments were considerably more comfortable caring for critically ill adult patients than they were their pediatric counterparts.

Pediatric patients provide a unique set of challenges. While many small hospitals see a fair number of children in the emergency department, the overwhelming majority of them are not critically ill, nor do they require lifesaving intervention. While these nurses know the normal versus abnormal vital signs and can start IVs in pediatric patients, the trepidation begins when the patient needs respiratory support or is hemodynamically unstable. With the advances in pediatric medicine, chronically ill patients are living longer and are living out in rural communities. Therefore, the complexity of pediatric patients presenting outside dedicated Children's Hospitals is ever increasing.

Knowing my pediatric background, my team approached me asking for additional pediatric critical care education. I contacted our local academic medical center to learn which courses

they offered. All of my nurses are PALS certified, many are ENPC certified, and I did not think my team was looking for a CPEN review course. In my search, I found the R Baby Foundation. The cause immediately impressed me: helping ensure children receive the best care whether they present to a community emergency room or a premier Children's Hospital. I contacted them wanting to align our emergency department with their other success stories.

Through R Baby Foundation I learned about ImPACTS, and in October 2016 Dr. Marc Auerbach and his team arrived to help ensure our emergency department was ready to care for children experiencing a life threatening illness. Bringing high-fidelity simulators that required clinicians to utilize their assessment skills, a diverse team of nurses, physicians, nurse practitioners, respiratory therapists, and other ancillary staff worked through various scenarios, in the same manner they would have with a real child. Unlike many other simulator sessions, this experience was hands on: we opened the crash cart, used our standard issue equipment, drew up and administered the medication in the mannequin IV and had an actress fulfill the role of a scared parent. The stress and realism is hard to duplicate outside such an experienced team proctoring the session.



Iain Holmes

The team felt this experience was immensely beneficial. We celebrated the many successes we had during the evaluation. We also learned of simple solutions to enhance preparedness. My team reported feeling better prepared for when our next critically ill pediatric patient does present.

I continued my dialogue with R Baby Foundation. Having the unique knowledge of regional emergency medicine, academic pediatric emergency medicine, and critical care transport I wanted to become more involved in this wonderful cause. I am now a member of their Medical Advisory Board, assisting the organization in ensuring their goals reach and make a difference at the bedside. I am excited to provide my community expert pediatric care and be part of such a wonderful organization who wants to ensure every community and regional emergency department is capable of doing the same. Children are unique and require specialized care. R Baby recognizes this and is diligently leading the way to ensure that children who present to a regional hospital get the same excellent care they would get at a dedicated children's hospital. 🏠

## R BABY HONORED BY DONOR

Sally Greif Palmbaum was a friend and had been a frequent contributor to R Baby's Maryland Chapter since its inception. She admired our work and what we have been able to accomplish in Maryland and throughout the country. Though Sally did not have children of her own, it was important to her to support the most vulnerable in our communities. Recently R Baby's Maryland Chapter received a gift from Sally's estate. We are saddened by her passing but extremely grateful to Sally for her support and for including R Baby in her long-term plans.

To learn more about including R Baby in your Planned Giving, please contact Katie at [Katie@rbabyfoundation.org](mailto:Katie@rbabyfoundation.org) 🏠



# 2017 MEDICAL **HERO** award

## DR. CARLOS CAMARGO

Professor of Emergency Medicine, Medicine, and Epidemiology, Harvard University, and Conn Chair in Emergency Medicine, Massachusetts General Hospital

Each year, R Baby honors a medical hero that is committed to our mission to measurably improve pediatric emergency care and help provide parents with tools to help them be informed advocates for their child's healthcare. We are pleased to announce R Baby's 2017 Medical hero, Dr. Carlos Camargo of Massachusetts General Hospital, Emergency Medicine Network (EMNet), and Harvard (Boston, MA).

One of the most frequent questions we get from parents is where should I take my child in an emergency? So when Dr. Marc Auerbach told us about the findERnow app that quickly displays the closest ER, we knew we had to talk to the founder about adding a pediatric version. A quick Google search by parents looking to find out about local ERs may not have the latest information on the closest hospital or preparedness for children. Google may help with

directions, but this new app surveys the 5,000+ ERs in the country with updated, real-time data.

From the very first of many phone conversations, Dr. Camargo was directly aligned with R Baby's vision of sponsoring the app to direct parents to the closest ER prepared for their child. His dedicated team was able to add pediatric questions to their survey that goes to every one of the 5,000+ ERs in the country. This first pediatric version adds a baby icon to any ER that meets their criteria so it's easy for parents to quickly see the closest ER more prepared for their child. We share a vision to reinvest every \$.99 download back into the app to provide even more pediatric information about each ER. 🍼

Phyllis and Andrew Rabinowitz

*Phyllis Rabinowitz* *Andrew Rabinowitz*



"Since 1996, the Emergency Medicine Network (EMNet) mission has been to advance public health objectives through diverse projects in emergency care, particularly multicenter clinical research. In 2010, we launched an emergency room (ER) smartphone app that helps the public to quickly and accurately identify nearby ERs. We wanted to enhance the app capabilities (e.g. with information about local capabilities) but lacked the funds to do so. In 2015, we were excited to discover that EMNet and R Baby share many of the same goals, and partnered on the development of the enhanced app, findERnow. Phyllis understood the potential of this innovative way to improve pediatric emergency care. Phyllis, Andrew and Katie are are passionate about their work, and have brought great enthusiasm and creativity to our collaboration. Together with all of their other projects, it's clear that they are making a difference! It's an honor to be a part of R Baby's team."

~ Dr. Carlos Camargo



"When going up to Boston to meet Dr. Camargo and his team, I was blown away about their knowledge of the ER national landscape, their efficient infrastructure for managing the app, and their voluntary dedication to providing healthcare knowledge to the public. Most importantly, Dr. Camargo's integrity, genuineness and intelligence gave me the utmost confidence in his leadership of this important initiative for R Baby and for every caregiver in America. We are extremely honored to be partnering with such a selfless, extraordinary person."

~ Phyllis Rabinowitz

## R BABY GRANT PROGRAM UPDATES



### HIGHLIGHTS FROM 2016 GRANTS

#### PEPN NETWORK

**Led by Dr. Joel Berezow of New York Presbyterian Morgan Stanley Children's Hospital, Pediatrics for Emergency Physicians Network (PEPN)**

The PEPN has produced a practical, easy-to-learn emergency pediatric curriculum for community ER doctors and ER residents-in-training. This year the PEPN Network has worked with the Teachers College of Columbia University to create the first in a series of on-line courses, to be disseminated nationally, using state-of-the-art interactive technology and professional instructional designers to optimize usage by appealing to a tech-savvy and mostly millennial audience of physicians, nurses, and medical students. The course includes videos to enhance learning.

The first course is "Identifying the well-appearing child who is seriously ill." This course teaches ER doctors and nurses about the life-threatening conditions in well-appearing infants (and children) most commonly missed in the ER and how to avoid missing them and includes:

- the appropriate vital signs by age in infants and children seen in the ER
- how to use these vital signs to identify life-threatening illness in infants who look well
- how to use key elements of the history and physical exam to identify life-threatening illness in infants who appear well

**Led by Dr. David Kessler of New York Presbyterian Morgan Stanley Children's Hospital, the INSPIRE Network is built around novice and expert researchers, educators, and clinicians who are interested in collaborating across the globe to improve the care delivered to all neonates, infants, and children, using simulation. Membership continues to grow and INSPIRE has grown to 650 members and 230 institutions in forty countries worldwide.**

The INSPIRE network is built on a mission to improve the delivery of medical care to acutely ill children and ultimately improve survival from acute illness in the pediatric population. INSPIRE seeks to bring together all individuals working in pediatric simulation-based research to shape and mold the future of pediatric simulation research by answering important questions pertaining to resuscitation, technical skills, behavioral skills, debriefing and simulation-based education.

#### Spotlight On Success:

INSPIRE's three well-respected publications will be shared and read by thousands of medical professionals impacting the care of millions of babies.

- INSPIRE investigators published Reporting Guidelines for Simulation Research, the first ever paper jointly published by all four healthcare simulation journals.
- Five papers have been published from the IMPACTS study including publication in JAMA Pediatrics in September, 2016, with more than 2,000 views to date.
- The teams from INSPIRE and OPENPediatrics are working on knowledge translation and the

dissemination of the neonatal intubation training materials to the largest audience possible, around the world, free of charge.

#### INSPIRE PROJECT SUCCESS STORIES

##### In-hospital Quality CPR (QCPR) Leaderboard Study

The in-hospital QCPR leaderboard study has over 1,500 documented QCPR files from around the world in just twelve months, and still counting. We are likely to hit 2,000 by the end of February 2017, which is the projected date of completion for this study. The information gathered from this international group of simulation educators and researchers is examining how in-hospital practitioners approach simulation-based CPR skills training when given the opportunity to measure performance against others.

In our first month of the in-hospital QCPR leaderboard study, we had three staff members who practiced and scored high on the simulator. They then went on to resuscitate an unfortunate adolescent septic shock patient who lost her pulse in our ED. All three of them remarked how the simulator practice benefited their CPR technique. The adolescent patient went home completely neurologically intact two weeks later.

The experience and network of INSPIRE has proven an instrumental leverage point for collaboration and sharing healthcare education with a wider audience between CHLA and Oculus through FaceBook, VR simulation and the VR for Good campaign.



## Procedural Skills Checklist

INSPIRE has partnered with OPENPediatrics to develop a training video and procedural skills checklist for use during neonatal intubation training. This work builds on the highly-acclaimed 'Learn-See-Practice-Prove-Do-Maintain' procedural skills training paradigm created by the INSPIRE procedural skills team in 2015, and published in Academic Medicine. The neonatal intubation 'training kit' is the first of several planned collaborative projects between INSPIRE and OPENPediatrics.

This burgeoning partnership opens new avenues for INSPIRE researchers, educators, and clinicians interested in collaborating across the globe to improve the care delivered to all neonates, infants, and children, using simulation, and also supports OPENPediatric's mission to leverage technology to promote worldwide sharing and exchange of knowledge about the care of sick children.

## PediSTARS India

PediSTARS India continues to expand its footprint in pediatric simulation across India. The society is

over three years old and has so far conducted three Training of Trainers workshops in liaison with IPSS and INSPIRE Network and trained about 130 pediatricians across the four zones of the country with two national conferences successfully conducted.

PediSTARS has launched various structured training workshops for emergency doctors, intensivists and neonatologists across the country and have trained nearly 1,000 doctors and 220 nurses. In a bid to spread simulation to point of care, PediSTARS launched National Simulation, the first of its kind in the world, on World Trauma Day - October 17, 2016. Twenty centers across the four zones of the country conducted pediatric trauma simulation scenarios and training at point of care, which had a huge impact on raising awareness, and spreading the message of simulation based training for trauma. All training of trainers' attendees led the simulation locally.

PediSTARS India continues to work with various national and international organizations to develop structured curriculum for fellowship

in simulation for nurses and doctors and spread simulation as a method of training for various national health training programs initiated by the Government of India.

**Led by Dr. Marc Auerbach of Yale University School of Medicine the ImPACTS Sim-Mobile program collaborates with 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.**

In the US over 90% of children are cared for in community hospitals. Improving Pediatric Acute Care Through Simulation (ImPACTS) is a project aiming to ensure that acutely ill and injured children receive the highest quality care whenever and wherever it is needed. Over the past two years we have directly improved the quality of care provided to infants and children with life threatening conditions by over ninety US Emergency Department teams.

## THE UNIVERSITY OF MARYLAND CHILDREN'S HOSPITAL NAMES NICU ROOM TO HONOR REBECCA RABINOWITZ AND R BABY

The University of Maryland Children's Hospital (UMCH) has recently expanded their Level 4 (Highest Level) Neonatal Intensive Care Unit (NICU). Babies who have arrived well before their expected dates of birth as well as full term babies who are critically ill come to UMCH from throughout the state of Maryland to receive expert care. Amazingly, the NICU has a 93% success rate in saving these tiny babies, some born as early as 24 weeks of gestation.

Prior to the expansion, babies and their families shared four rooms, with staff caring for 8-10 babies at a time. Parents did not have the option of spending the night nor was there any privacy for families during a scary and difficult time.

The renovation, named the Jiji NICU after the generous funders, resulted in fifty-two individual rooms, providing privacy for families as well as sleeping options, internet access and TV. Additional amenities, such as a Family Room where all parents can meet, prepare meals and watch TV, are now also offered.

The R Baby Foundation has been a valued supporter of UMCH, providing state of the art testing equipment and other programs throughout the years. We are touched and honored that one of the Jiji NICU rooms will honor Rebecca Ava Rabinowitz. A plaque marking the room will read, "In Honor of Rebecca Rabinowitz and with Gratitude to R Baby Foundation."

The program has been disseminated to over ten states and is administered by some of the countries leading academic medical centers partnering with community sites on clinical care, quality improvement and training.

Each site has a multidisciplinary team of Pediatric Emergency Medicine-trained physicians and nurses conducting simulation training interventions in community emergency departments with the front-line staff who care for children.

This work is improving pediatric patient outcomes by directly addressing performance deficiencies with targeted interventions. After each simulation the team receives a detailed report and works with ImpACTS to create action items for improvement in their ED.

These reports provide benchmarking of care of each department compared to other similar departments and drive improvement.

This collaborative approach allows EDs to learn from each others experiences and share best practices for the care of children in community hospitals. Many of the participating sites have developed pediatric teams who use the data from these sessions to drive educational and improvement interventions. These community hospitals are now working to develop collaborative multi-site improvement interventions to improve the care of ill and injured children.

**Led by Dr. Jessica Katznelson, Community Emergency Department Simulation, Johns Hopkins School of Medicine**

The Maryland Chapter of R Baby funded Dr. Katznelson, a Pediatric Emergency Medicine board certified physician at the Johns

Hopkins School of Medicine, a program to improve local ERs.

Working with two community ERs in Maryland, more than fifty staff members were trained using high fidelity infant and child sized mannequins. Participants cared for the mannequin as if it was a real patient, working in multidisciplinary groups and utilizing the equipment and resources they had routinely available to them in their ER. Following each scenario, an oral and written debriefing were provided to share both what went well and what areas could be targeted for improvement. Each participating site was assigned a “champion” for the program, whom the Hopkins team followed up with between sessions. Suggestions were made regarding prioritizing the obtainment of necessary equipment, policies and protocols, and sites were given guidance in implementation as needed.

Both ERs visited have small pediatric departments but are staffed only with general pediatricians, not with staff with pediatric emergency training.

As a result of this training:

- Staff conveyed they are more comfortable with seriously ill infants and children.
- Crucial equipment and resources have been obtained by the participating hospitals (including such things as drug dosing handbooks, length to weight conversion tools, and monitoring equipment).

The training will help ensure that the standard of care for infants and children is being met.



**Bernardita Gamallo, MD, Pediatric Intensivist, Goryeb Children's Hospital, Morristown Medical Center, Tackling Pediatric Sepsis**

Goryeb Children's Hospital in Morristown has launched a comprehensive pediatric sepsis initiative with a grant from the R Baby Foundation.

Sepsis is caused by an infection and kills close to 5,000 children in the U.S. every year. Early detection is crucial, followed by aggressive treatment. However, there is no confirmatory test and sepsis is often misdiagnosed because it mimics common pediatric conditions – fever, racing heart, rapid or labored breathing, cool extremities, and lethargy.

Funds from R Baby enabled Goryeb to join the “Improving Pediatric Sepsis Outcomes” (IPSO) collaborative, an initiative of the Children's Hospital Association. IPSO aims to reduce hospital-onset sepsis and mortality by 75%. Goryeb's goal is to create an effective sepsis response system across the entire Atlantic Health system.

The hospital will hold a Pediatric Sepsis Week, May 1-5, 2017. May 1 will be devoted to educating parents on the signs and symptoms of sepsis. Parent speakers will be on hand to discuss their experiences. The event is free. Contact [kiah.mason@atlanticealth.org](mailto:kiah.mason@atlanticealth.org) for details. 📞



Ten years ago Andrew's life and my life were changed forever. Our beautiful baby girl Rebecca Ava passed away in our arms. We felt Tragedy. Anger. Devastation. Depression. We felt so much pain. Losing a child is beyond comprehension. But losing a child when you believe it is preventable creates a FIRE within you that is a burning desire to make sure it never happens to any other family. Over the past ten years, Andrew's and my emotions have evolved. We still feel those very painful feelings—feelings that any of us who has lost a loved one know... but beyond pain and torture of envisioning a life with her, we have also felt so much love. Support. Motivation. Appreciation. That is because as soon as we created R Baby Foundation we had an army of people supporting us and our mission to save as many babies' lives as possible.

It truly has taken a village to achieve what R Baby Foundation has in this past decade. Due to these accomplishments, we chose to celebrate our 10-year milestone with some levity and laughter through a stand-up comedy, festive gala at the NYC Plaza. The night was incredibly meaningful to us and the foundation, as we could literally feel the love and support in the room and the outpouring of support before and after the event as well.

Over this last decade, R Baby has made profound changes and strides in pediatric healthcare with innovative, life-saving programs benefitting over 1,000,000 children a year. The simple fact is that many emergency rooms are NOT equipped to deal with children. Given the fact that one in five children visit an emergency room each year, this is a cause that REALLY impacts us all. We have trained thousands of doctors, educated thousands of parents, partnered with top children's hospitals who know, as do we, how underfunded and ignored emergency children's health care is. But we are changing that...together... and are so proud of all that we have accomplished.

What if the ER you rushed to wasn't prepared for your child? We think about this all the time and strongly believe and envision that every child in any emergency situation should be able to get the best possible emergency healthcare available. We hope that you will continue on our journey to making that vision a reality.

So, on our ten year anniversary, we have mixed emotions - but most of all gratitude. Gratitude to every donor, supporter, advocate, sponsor, partner, volunteer, doctor or friend of R Baby. All that we accomplished - and will accomplish in the future - is the result of a true collaborative effort. So THANK YOU!!!!!!!



*Phyllis Rabinowitz* *Andrew Rabinowitz*



My Dear Rebecca Ava,

I miss you so much. I wish I got to know everything about you including your favorite color, snacks and places to be tickled. Your brothers and I talk of you often so I promise you that you will never be forgotten. I will always have a huge hole in my heart for you.

Daddy and I will love you forever.

Xo Mommy

**Rebecca Rabinowitz • July 13—July 21, 2006**



c/o Powered By Professionals  
1460 Broadway 9th Floor  
New York, NY 10036

**R Baby's Mission:**  
To save as many babies'  
lives as possible.

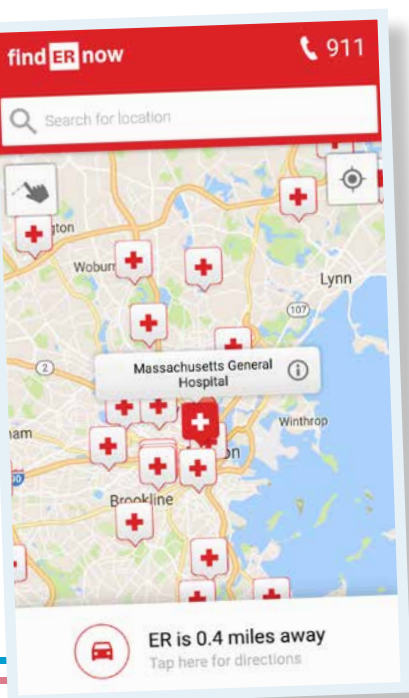
## IS MY ER PREPARED FOR MY CHILD?

There is so much that goes into ensuring an ER is prepared for children. From pediatric expertise to pediatric equipment and supplies and much more. Unfortunately, not all ERs are fully prepared for children. There are a variety of questions parents and caregivers can ask including:

- Does your hospital have a high-volume of pediatric patients?
- Is your ER open 24 hours a day, seven days a week?
- Is there a separate pediatric ER area only for children?
- Does your hospital have a pediatric emergency coordinator?
- Is there ongoing training and education for pediatrics in your ER?

The answers to most of these questions can help parents and caregivers locate an ER that is more prepared for children near home, when moving to a new area or on vacation. Our new **findERnow** app will help answer these questions for nearly all of the 5,000+ hospitals nationwide.

For peace of mind, **download the findERnow today!** FindERnow gives you important information and preparedness for any emergency at your fingertips. For more information visit [RBabyfoundation.org](http://RBabyfoundation.org).



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