



# The TIME IS NOW

## Make the switch to Reusable

Pascal Bornet, a best-selling author and “Intelligent Automation” expert wrote, “Even Walt Disney will tell you that designing reusable components is the key to success.” While Bornet may not have been talking about infant bottle systems, it certainly has relevance to the current infant feeding landscape.\*

The disposable bottles and nipples hospitals historically use, present many challenges - inconsistent nipple flow rates; the existence of sub-atmospheric pressure in the bottle; supply chain demands; and increased waste.

**NOW is the time to switch** to Dr. Brown's® Medical Zero-Resistance™ Reusable Bottle Systems and products. The top 7 reasons WHY:

### 1. Improved Outcomes for Infants

- Healthcare providers using the Dr. Brown's® Zero-Resistance™ Bottle System report improvements in feeding after their units began using this bottles system. In fact, when surveyed, **over 73% of responders reported more consistency in flow from nipple to nipple, and 65% reported improved feeding efficiency.**
- Other benefits:
  - **53%** Fewer physiological events (desaturations/bradycardias)
  - **47%** Improved parental satisfaction during feedings
  - **42%** Fewer nipple changes between feeders/shifts
  - **29%** Shorter transition to full oral feeds<sup>1</sup>
- Hospitals value Quality Improvement (QI) projects that demonstrate results.  
**Imagine a reduced LOS of 4.2 days, and just by using a different bottle system!**
  - Reported by a hospital in Virginia after changing from disposable slow flow to the Dr. Brown's® Zero-Resistance™ Bottle System with a Premie Flow™ Nipple.
  - BONUS - In addition, staff attested to more **consistent feedings and fewer ‘spells’** during feeds.<sup>2</sup>

### 2. Zero-Resistance™ Bottle Systems

- **NO Vacuum**
- **NO sub-atmospheric (negative) pressure during liquid extraction.**
- **Enhanced feeding performance**
  - Research has indicated that the elimination of vacuum buildup naturally occurring in bottles enhances the feeding performance of premature infants. Disposable systems exhibit a presence of sub-atmospheric (negative) pressure. **This negative pressure can result in a decrease in milk flow, increased feeding times, fatigue, and greater energy expenditure.**<sup>3</sup>

### 3. Consistent Nipple Flow Rates

- **Quality controlled + Precision Manufacturing = Consistent Nipple Flow Rates**

- It had been reported that disposable nipples have a high variability in flow rates (i.e., Coefficient of Variation - CV).<sup>4</sup> When evaluating bottle nipples, BOTH the flow rate and reliability MUST be considered. Dr. Brown's Medical is confident every slower flow nipple you choose to feed a fragile infant is **TRULY a slower flow nipple with a flow rate intended to provide every baby a SAFE feeding.**

"Single-use nipples commonly used for feeding infants with medical complexity were found to be highly variable and/or faster flow than other products; the safety of these products for feeding infants with medical complexity needs to be reconsidered."

### 4. Cost Savings

- ~\$430 for disposable compared to \$15 for a 30-day product supply for REUSABLE, PER INFANT! **WOW**, just think of the **money your unit could** conserve!

### 5. Less Stock Management

- One Dr. Brown's® Zero-Resistance™ Bottle System for 30 days per infant, vs 6-8 per day with disposable. Definitely a **space saver** for your unit and creates less work to restock. <sup>Pados et al 2019</sup>

### 6. Reduce waste

- Sustainability = the ability to continue over a long period of time.  
**All Dr. Brown's Products are reusable.**

### 7. Seamless Transition to Home

- Dr. Brown's Products are available for parents in stores and online. **Imagine your infants do not have to change bottle systems at the time of discharge.** They will experience a consistent transition home and continue to develop improved feeding skills.

With this evidence, the question becomes: **Is your NICU using disposable and if so WHY?** A Dr. Brown's® Zero-Resistance™ **REUSABLE bottle system** will provide the best possible feeding experiences for the infants in your care and their families.

Choose Dr. Brown's Medical Products to reduce frustration and provide cost savings for your NICU, all while offering the infants in your care, feeding experiences that are consistent, reliable, positive, and support long-term success.

**Positive Feedings. Every time.**

For more information on the Dr. Brown's® Medical Slow Flow Nipples, Zero-Resistance™ bottle systems, and Infant-Driven Feeding™ Program, go to [www.drbrownsmedical.com](http://www.drbrownsmedical.com) or email [medinfo@drbrownsmedical.com](mailto:medinfo@drbrownsmedical.com)

#### References

<sup>1</sup> Dr. Brown's Medical Internal Survey of NICU Professionals, December 2020.

<sup>2</sup> Ingram A, Odom S, Haynes M. 2021. Dr. Brown's Preterm Infant Feeding Study. SFMC, PowerPoint.

<sup>3</sup> Lau C, Schanler RJ. Oral feeding in premature infants: advantage of a self-paced milk flow. *Acta Paediatr.* 2000; 89:453-9.

<sup>4</sup> Pados B, Park J, Dordill P. Know the flow. Milk flow rates from bottle nipples used in the hospital and after discharge. *Advances in Neonatal Care.* 2019;1:32-41.