



The TIME IS NOW

Make the Switch to Reusable

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

Top 5 reasons to switch to Dr. Brown's® Medical Zero-Resistance™ Reusable Bottle Systems and Products:

1. Improved Outcomes for Infants

The Dr. Brown's® Zero-Resistance™ Bottle System is unique from other bottles as it is the only bottle system (among 27 tested) to maintain atmospheric pressure during extraction of liquid.¹ The internal vent system prevents negative pressure in the bottle during a feeding resulting in a vacuum-free experience which supports -

- Reduced energy expenditure²
- A consistent feeding experience³
- Increased feeding efficiency^{2,3}

In fact, when surveyed, **over 73% of medical professionals reported more consistency in flow from nipple to nipple, and 65% reported improved feeding efficiency.**³

- 53% Fewer physiological events (desaturations/bradycardias)
- 47% Improved parental satisfaction during feedings
- 42% Fewer nipple changes between feeders/shifts

Consistency and positive feeding experiences are **NEUROPROTECTIVE** and **IMPROVE** feeding outcomes.

2. SAFER Feeding Experiences for ALL Babies

Experts report that premature infants with impaired neuromotor and respiratory function have difficulty self-regulating milk flow.⁴ One safety strategy commonly recommended while feeding fragile infants is a slower flow rate, which can minimize physiologic stress.⁵

- Research has demonstrated that single use nipples demonstrate high variability, which compromises safety.⁴
- It has been reported that disposable nipples have high variability in flow rates (i.e., high Coefficient of Variation - CV), while Dr. Brown's® Nipples have lower variability in flow rates.⁶

*"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."*⁶

Dr. Brown's® Medical Nipples offer -

- THREE consistent **SLOW FLOW** nipple options, with precision manufacturing for each nipple level ensures a **SAFER** feeding experience.

What EVIDENCE supports your unit's current feeding products?

3. Cost Benefits

"Free" disposable products come with a "cost" -

- Cost to store
- Cost to dispose
- Cost in time and frustration to find the "right" nipple at bedside
- Cost to staff morale and parent trust due to frequent switching of nipples
- Cost to the baby with inconsistent feeding experiences
- Cost of "doing what has always been done"

Research shows that **40-70% of children born preterm experience some type of feeding problem during childhood.**⁷

Commit to improving these statistics by offering neuroprotective feedings to all babies, every time.

Reusable products come with a **“COST SAVINGS”** -

- Reduced LOS and reduced time to full oral feeds = hospital cost savings
 - Use of the same bottle and the same nipple provides consistency with each feed
- *Cost per infant ~ \$17 USD for the typical 15-day NICU stay – very affordable!

4. Efficient Stock Management & Reduced Supply Chain Issues

Product needed per baby for average NICU stay of 15 days –

- Disposable Products = **180-270**
- Dr. Brown’s® Zero-Resistance™ Bottle Systems = **1-2**

Imagine -

- Reduced waste/time/space/efforts to stock reusable products
- Reduced need to reorder supplies, minimizing supply chain shortages/delays

5. Seamless Transition to Home

Feeding practices established during an infant’s hospital stay should be consistent and modeled to avoid confusion when the baby goes home. Without standard market guidelines for nipple flow rates, caregivers often struggle to find the right “fit” for the infant once discharged from the hospital.

- Dr. Brown’s® Products are readily available for caregivers to purchase in stores and through online retailers.
 - » Disposable products and/or nipples are not reusable. They are costly and frequently unavailable for purchase outside of the hospital setting.
- Dr. Brown’s® Products are the #1 Pediatrician Recommended Baby Bottle in the U.S.*
- Parents prefer Dr. Brown’s® Award-Winning Products.**

Using Dr. Brown’s® Products in the hospital provides infants a seamless transition to home as they continue to improve their feeding skills.

Need assistance making the switch? No problem!

Dr. Brown’s Medical is staffed with a team of medical professionals, with clinical feeding experience in the NICU and beyond.

If your NICU is still using disposable products, it is time to ask WHY???

Feeding is for life.

It is time to offer ALL babies the feeding experiences they deserve.

References

- ¹ Aubuchon, Sandra J., MA, BSN, RN et. al., Dr. Brown’s Medical. (2019). *Optimize Infant Oral Feeding Outcome with Zero-Resistance™ Bottle System* [White Paper]. From Resources: <http://www.drbrownsmedical.com/wp-content/uploads/2017/05/Dr.-Browns-Medical-Optimizing-Infant-Oral-Feeding-Outcomes-with-Zero-Resistance™-White-Paper.pdf>
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- ³ Dr. Brown’s Medical Internal Hospital Survey of NICU Professionals, December 2020.
- ⁴ McGrattan K. et al. Effect of single-use laser-cut slow flow nipples on respiration and milk ingestion in preterm infants. *American Journal of Speech-Language Pathology* 2017;1-8.
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- ⁶ Pados B, Park J, Dodrill 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.
- ⁷ Zimmerman E, Rosner A. Feeding swallowing difficulties in the first three years of life: A preterm and full-term infant comparison. *Journal of Neonatal Nursing.* 2018;24:331-335.
- *IQVIA Health, ProVoice Survey 2022
- **Dr. Brown’s Baby Awards: <https://www.drbrownsbaby.com/about/>

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