








KangaCAM enables NICU staff to capture and share precious images.



WHAT IS IT?




 HIPAA-Compliant	 Easy to Use	 Family-Centered
 Enhance Patient Experience	 Increase Hospital Visibility	 Improve Staff Engagement

WHAT DO PARENTS RECEIVE?



Parents receive free, beautiful imagery of important events in their baby's NICU journey.



WHAT ABOUT HOSPITALS?

Hospitals receive positive organic social media impressions as parents share images embedded with your hospital's logo.

Parents can opt-in for hospital use of KangaCAM imagery.



KANGACAM INCLUDES

- ♥ Custom, easy-to-use device with integrated LED softlight
- ♥ Rolling cart and desktop mounting options
- ♥ White glove installation and staff orientation
- ♥ Admin portal to securely manage staff users, patient releases, and imagery
- ♥ Automated circulation of imagery to parents, with hospital logo embedded
- ♥ Concierge-level customer service and support



KANGA™ CAM



ELEVATE PATIENT EXPERIENCE

Our medical-grade armature and rolling stand, plus easy-to-use digital interface, allows nurses and therapists to easily gather photo consent and capture beautiful HIPAA-compliant portraits of parents during skin-to-skin care with their infants, providing families in the NICU with shareable memories they never anticipated.

"The photos definitely helped alleviate the distance of having a baby in the NICU...that experience increased our favorability of the hospital."

— Jerell B.

CREATE PRECIOUS IMAGES OF NICU FAMILIES DURING THERAPEUTIC SKIN-TO-SKIN CARE

PARENTS SHARE



PARENTS CHOOSE



94% of parents on Facebook share, post or comment.

— Pew Research Center

41% of consumers say social media affects their hospital choice.

— Becker's Hospital Review

IMPROVE BOTTOM LINE

INCREASE VISIBILITY

KangaCAM embeds your hospital's logo on all images before distributing them to parents, who will share these images with their social media communities. Parents can also release the images to your hospital and its marketing division for use in communicating your hospital's intimate, patient-centered care.

"I used one of the [KangaCAM] images to post on a Facebook group... it's like I was internet famous! That [image] got shared so many times! I really think it was because the image was so powerful and moving to people."

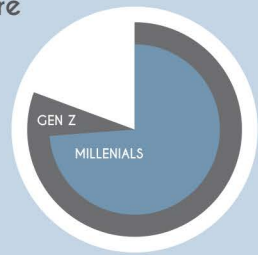
— Vicki K.



KangaCAM can tip the scales for the next generation of patients who are selecting their healthcare providers.

74% of Millennial & 80% of Gen Z consumers say that social media impacts their purchasing decisions, & they seek out providers who offer digital experiences.

— American Hospital Association



ENHANCE OUTCOMES

"Interventions to scale up Kangaroo Mother Care implementation are warranted."

— Journal of the American Academy of Pediatrics

FOR MORE INFORMATION
PLEASE EMAIL

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