

PRESS RELEASE

**13 March 2017, JERUSALEM, ISRAEL.** CareNav, a patient education company, is announcing its collaboration with PreemieWorld, LLC a company and community that creates educational products for parents and professionals, to launch its first pilot.

CareNav’s goal is to improve the patient healthcare experience by providing support from its network of patient navigators. CareNav aims to accelerate the patient learning curve by offering coaching sessions to increase patient health literacy and compliance. With the shared mission of helping families overcome and cope with health challenges, PreemieWorld is offering a limited number of CareNav virtual sessions to its community of NICU families. CareNav’s platform matches families with its patient navigators, many of whom are NICU nurses with extensive experience in intensive neonatal inpatient settings. The goal is to facilitate health literacy and better the health team-patient relationship by helping empower families, increase their level of understanding, and improve patient satisfaction.

“We are excited to partner with PreemieWorld to increase health literacy and improve the patient experience. We aim to help parents cope with the often overwhelming healthcare challenges when their newborn has spent time in the neonatal intensive care unit. Our vision is that CareNav’s services will empower parents, improve patient satisfaction, and even lower readmission rates. This pilot is one step forward towards gathering data and validating the effectiveness of this model,” said Raissa Hacoheh, CEO & Co-founder of CareNav.

“We are always on the lookout for the “next thing” to ease the lives of families who have been through the NICU. We are honored to partner with CareNav to share their solution with our community. We believe that their talented NICU nurses will offer significant help to our families as they cope with new realities and challenges of being in the NICU,” notes Deb Discenza, Founder & CEO of PreemieWorld.

**About CareNav**

[CareNav](#) is a digital health solution offering patient navigation services. On CareNav’s platform, patients can access one-on-one virtual sessions with experienced nurses to empower and facilitate their healthcare experience.

**About PreemieWorld**

[PreemieWorld](#) was created to help bridge the gap between parents and professionals in the NICU, at home and beyond. With books, videos, and other products and tools, the hope is to make everyone’s life just a little bit easier as the “new normal” is created in the life of the preemie and his/her family.

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