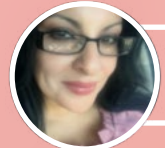




preemiePRO

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A NOTE FROM JENNY

National Pregnancy and Infant Loss Awareness Month occurs every October. This month recognizes the loss so many parents experience across the United States and around the world.

During the entire month, we take time to honor and remember those who have lost a child during pregnancy or lost a child in infancy. We encourage you to reach out to an angel parent and ask how they are doing. Ask about their baby, say their baby's name. Remember, the greatest way to acknowledge life is to say their name.

If you need extra support, here are some resources:

- Helpful tips on things to say and NOT to say. Article: <https://premieworld.com/afterthenicu-2020-Oct/>
- A special certificate for your preemie angel in remembrance - <https://premieworld.com/portfolio-item/preemie-angel-certificate/>
- Preemie Angel Remembrance Wall - <https://premieworld.com/preemie-angels/>

continued at premieworld.com/note-from-jenny-2021-Oct

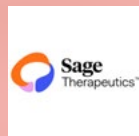
STRATEGIC PARTNERS

PROLACTA BIOSCIENCE



prolacta.com

SAGE THERAPEUTICS



sagerx.com

NICU HEALING



nicuhealing.com

ONCE UPON A PREEMIE



onceuponapreemie.com

WANT TO PARTNER WITH PREMIEWORLD?

Visit premieworld.com/our-partners to inquire.

INDUSTRY NEWS

CURRENT PREEMIE-RELATED RESEARCH AND NEWS

- State Urges Pregnant Women To Get Vaccinated - <https://preemie.us/PregnancyAndCovidVax>
- ICUs at Ohio children's hospitals filling up amid COVID surge and another virus's early peak - <https://preemie.us/CovidSurge>
- Why Maple Leafs' Nick Robertson refuses to dial back his intensity - <https://preemie.us/NickRobertsonAdultPreemie>
- About 7,000 California preterm births linked to wildfire smoke risks, study says - <https://preemie.us/WildfireSmokePretermBirth>



continued at premieworld.com/industrynews-2021-Oct



PHIL MARTIE

FOUNDER AND CEO OF NICOLETTE



Phil Martie, CEO of Nicolette shares, "My wife and I had 25-week micropreemies. The experience was life-changing and compelled me to change careers and launch Nicolette."

Phil continues, "I have the privilege of leading a passionate team that builds technology for NICU families. We strongly believe that giving parents powerful technology as a part of care improves the baby's health outcomes, reduces stress, and saves money."

“ The most addressable area of improvement in care is putting the parent at the center of care and empowering them with technology. ”
- Phil Martie

Learn more about Nicolette: <https://nicolette.com/>



continued at premieworld.com/pro-2021-Oct



YIT FOUNDATION INC.

OUTREACH: NATIONAL



Sharon Toney-Finch, Founder of Yerik Israel Toney Foundation for Premies Inc (Yit) shares, "As a disabled veteran, I was told that I would not be able to have children. Yerik was our miracle baby who was born at 23 weeks gestation during the time when I was stationed in South Korea where there is not one NICU on any of the military posts there...Yerik was born at Samsung Hospital and survived for 7 months after birth."

Yit helps with transportation, medical bills, and supplies throughout the growth of the child as well as scholarship programs.



continued at premieworld.com/org-2021-Oct

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- t @ [@PreemieWorld](https://twitter.com/PreemieWorld)
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- ig @ www.instagram.com/premieworld

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PREEMIE SWAG



It's not just the cool design or perfect fit—our t-shirts help support our organization.

Each shirt is constructed with 100% fine jersey cotton.



QUESTION OF THE MONTH

Did your preemie experience a brain bleed in the NICU?

- @bethsonneborn: Yes. My (now) 11-year old is a hydrocephalus/CP warrior.
- @yusraatta1: My daughter died of a grade 4 brain bleed at 24 weeks.
- @atmomalways: Double. Grades 3 and 4.



PREMIERWORLD TAGS

FINN COLE



“Finn Cole was born at 25 weeks gestation and weighed 2.2 lbs., and spent 96 days in the NICU.

Today, the amazing Finn is 5-years old. He just started Kindergarten and is doing incredibly well in school!”

Tag us on Instagram before the 15th of the month for a chance to be highlighted!



continued at premiworld.com/PWtags-2021-Oct



WHAT'S NEW?

PREMIERWORLD ADVOCACY



Deb Discenza and Jenny McCormick of PremierWorld were featured in *verywell family*, sharing their preemie story and advice for parents in the NICU. Link: <https://premie.us/VeryWell-Family>

Podcast guest, Deb Discenza shares her personal NICU experience as well as the work she does at PremierWorld and helping parents navigate the NICU and their babies' continued development on *small talk - Growing Up Brainy*. Link: <https://www.smalltalk.tech/nicu-awareness>



continued at premiworld.com/WhatsNew-2021-Oct



PREEMIE GENIUS



EARLY BIRD

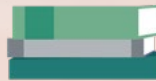
An adorable and soothing way to read to your preemie in the NICU!

Early Bird

A lullaby story and keepsake all in one, by author, **Sonia D. Smith**



premiworld.com/premiegenius-2021-Oct



PREEMIE STORY OF THE MONTH

SAMSON & ASHER GLASS



When you do everything right and everything still goes wrong, this is where miracles happen. - Sarah Glass

“On July 23, 2012, I was 17 weeks into our twin pregnancy when my water broke. We found out about a nightmare that many people don't even know exists: A baby can be born too early to survive,” shares twin/angel mom, **Sarah Glass**.

“On July 29, 2012, at 18 weeks into my pregnancy, I delivered baby “A”, **Samson Carmel**. Samson had a heartbeat. I felt him move and then he was gone...way too quickly to process any of what had just happened; that takes a lifetime.” ”



continued at premiworld.com/premiestory-2021-Oct



PREEMIE FREEBIES

OUTCOMES STATISTICS CARD

Our October freebie comes from **Preemie Crystal Ball - Prematurity and ADHD**. Preemie Crystal Ball continues to Power Preemie Research that will help develop supportive and integrative care for prematurity-impacted families. *Ahora disponible en Español!*



get it at premiworld.com/premie-freebies

- f [@www.facebook.com/PreemieWorld](https://www.facebook.com/PreemieWorld)
- in [@PreemieWorld](https://www.instagram.com/premiworld)
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