



 **Life Events**
raising the standard of patient education

2022 product brochure



Simple Solutions Lead to Educated and Satisfied Parents

Teaching patients and their families can be both challenging and rewarding. Successful outcomes depend not only on your staff's delivery, but also on your patient's ability to understand and retain information, and to put what they have learned into practice. Our product packages include both digital and print formats, using technology to improve your patient outcomes with evidence-based, engaging content, videos, useful tools, and resources.

Expecting Plus is an all-in-one web app solution for maternity and postpartum patient education. Our books leverage the unique benefits of print with the convenience and accessibility of digital media for a comprehensive educational curriculum. Make any of our products your own with branding and customization. Ask us how!

Life Events designs educational materials to be easily understood by everyone. That is why we create our content with a **6th-7th grade reading level**.

 **Life Events**
770.657.0262 | lifeeventsinc.com

Why Trust Us?

Life Events is committed to providing up-to-date, evidence-based education and resources. Our medical team monitors publications from a variety of esteemed authorities, including the AAP, ACOG, AWHONN, ABM, and CDC, as well as science-based research and nursing textbooks. Our materials are written and reviewed by a qualified team of healthcare professionals, and updated as new clinical evidence becomes available.

“Our clients [patients] enjoy the Expecting Plus website as it is easy to navigate and they can access the educational resources once they leave the hospital if they encounter questions. The website is kept up to date with evidence-based resources. The nurses like the patient education for discharge as they [patients] can go at their own pace. The diaper tracker and feeding tracker are really nice for parents who are concerned about baby getting enough milk. This has been a great addition to our discharge education!”

Michele 'Mic' Zywiec, RN, MSN
Director Family Birthplace



Expecting

Web App

AN ALL-IN-ONE RESOURCE For Pregnancy, Birth, and Baby!

Expecting Plus delivers provider-prescribed education directly to your patient via a single web application. Patients choose where and when they're ready to consume new information. A vast array of bite-sized topics keeps users learning and engaged, and is perfect for today's busy families. Expecting Plus provides your patient with gestational-age-appropriate content throughout pregnancy and the postpartum period, continuing through the first year of parenting.



Want to see more?
Touch or Scan QR to
sign up for a 60-day
FREE trial today!



Core Topics

Pregnancy	Breastfeeding
Labor & Birth	Health & Safety
Newborn Care	NICU & Late Preterm
Mental Health	Postpartum Care

Activities & Tools

Kick Counter	Feeding/Pumping
Contraction Timer	Diapers
Birth Plan Builder	Journal

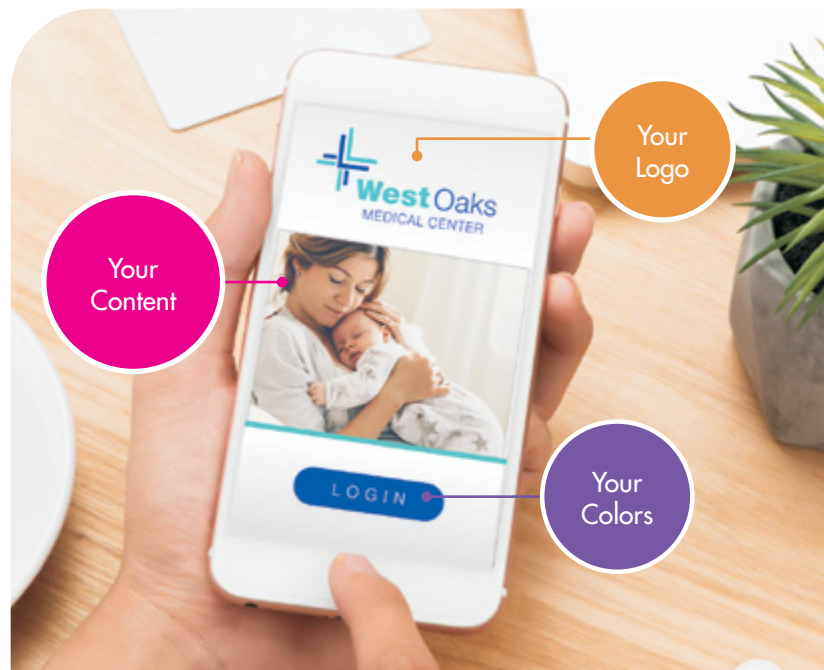
Specifications

Languages:	English, Spanish
Versions:	With or Without Formula Education
Features:	Search, Glossary, Videos, Quizzes
Formats:	Web App

Achieve Brand Awareness and Loyalty



Add your facility's logo, brand colors, and custom content to create continuity and promote your brand. Increase engagement with your patients by promoting hospital tours and classes, and stay in touch with patients between visits.



Baby news

Book and Web App



CUSTOMIZATION AVAILABLE



100+
topics related to
NEWBORN CARE,
BREASTFEEDING, & MORE

30+
HOW-TO
VIDEOS

DAILY
positive
AFFIRMATIONS

Educated Patients Means More Time for Nurses

Our most popular bundle includes our printed book for quick and easy reference to essential information any new parent needs, along with a full web app containing videos, articles, resource links, and much more.

With *Baby News*, you can streamline discharge teaching, increase patient confidence, and answer the many questions new parents have. Implementing the Baby News Bundle will improve the efficiency and effectiveness of the time nurses spend with each patient, allowing for better care. Plus, patients who clearly comprehend their healthcare instructions are less likely to be readmitted.

Versions Available:

- Standard (quick ship)
- Cover Branding: Hospital logo and phone numbers
- Make It Your Own: Customize the entire book with your corporate branding and content changes.

Specifications

Languages:	English, Spanish
Features:	Search, Glossary, Video Modules
Formats:	Book & Web App Bundle or Digital-only
Pages:	68



Your logo goes here

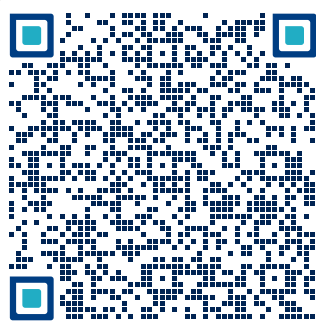
Customize the cover by adding your logo, allow us to design a custom cover for you, or supply us with your own cover design.

Topics Include

Newborn Appearance
Newborn Breathing
States of Consciousness
Bonding
Why Babies Cry
Swaddling
Shaken Baby Syndrome
Changing Diapers
Circumcision
Bath Time
Safe Sleep
Skin-to-Skin Contact
All About Breastfeeding
Engorgement
Baby's Weight Gain
Expressing and Storing Milk
Plugged Ducts & Mastitis
Breast Health and more!

This product meets
guidelines for
Baby-Friendly
designated facilities.

Touch or Scan QR
to download a
sample copy of
Baby News.



Video Courses

Holding Baby
Bonding
Diaper Change
Umbilical Cord Care
Dressing Baby
Tub Bath
Taking Baby's Temperature
Fingernail Care
Sponge Bath
Sleep Positioning & SIDS
Breastfeeding
Expressing Milk
Breast Care & Engorgement
Introducing Solid Foods
Crying & Colic
Shaken Baby Syndrome
Car Seat Safety
Jaundice and more!

Formula Feeding Your Baby

Book and Web App



CUSTOMIZATION AVAILABLE

Every parent wants the very best for their children. In cases where patients have a medical indication or make an informed decision to use formula, they need timely and accurate information for safe preparation and feeding. The *Formula Feeding Your Baby* Bundle answers parents' questions and gives them confidence that they're making the best choices for their family. This bundle includes:

- a book for quick reference to essential information
- a full web app with video, articles, and resource links

Versions Available:

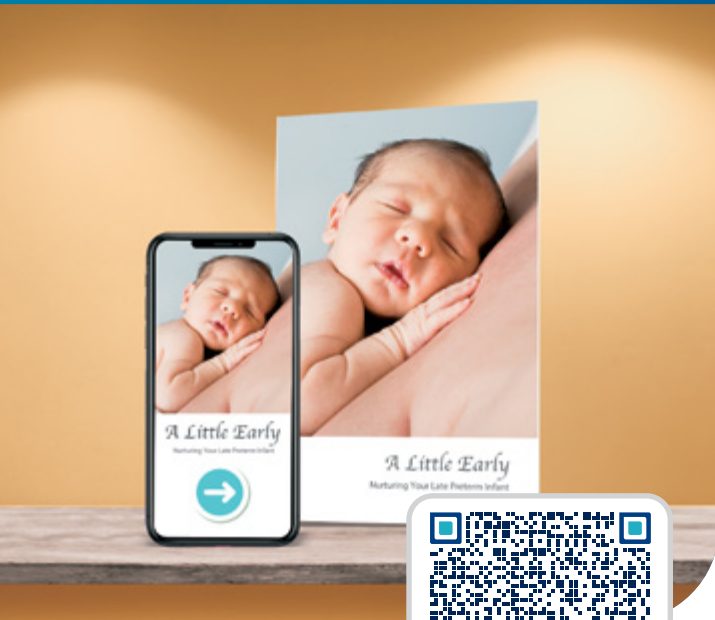
- Standard Bundle (quick ship)
- Cover Branding: Hospital logo and phone numbers
- Make It Your Own: Customize the entire book with your corporate branding and content changes.



Touch or Scan QR
to download a sample!

Specifications

Languages:	English, Spanish
Features:	Search, Video Modules
Formats:	Book & Web App Bundle or Digital-only
Pages:	16



A Little Early

Book and Web App



CUSTOMIZATION AVAILABLE

Medical experts agree that education is a key component to parents' involvement in an infant's care while in the NICU. Having a preterm baby is stressful for new families. The *A Little Early* Bundle settles the fears and uncertainty of parenting a baby admitted to the NICU and prepares parents to care for a preterm infant at home.

Versions Available:

- Standard: Late preterm book only (quick ship)
- Standard Bundle: Late preterm book and NICU app
- Make It Your Own: Customize the entire book with your corporate branding and content changes.

Touch or Scan QR
to download a sample!



Topics Include

Late Preterm Care	Understanding the NICU
Getting to Know Your Preemie	Feeding in the NICU
Parenting in the NICU	Plus, much more!

Specifications

Languages:	English, Spanish
Features:	Search, Glossary, Video Modules
Formats:	Book & Web App Bundle or Digital-only
Pages:	16

Postpartum Healing

Book

Postpartum Healing, Your Emotional and Physical Journey provides evidence-based, postpartum health content with sensitivity to the parent's loss of a child. This book answers many questions and provides resources for the whole family.

Versions Available:

- Standard (quick ship)
- Make It Your Own: Customize the entire book with your corporate branding and content changes.

Topics Include

The Emotional Journey	Breast Care
Healing & Grief	Sexual Intimacy
Postpartum Depression	Activity & Nutrition
Postpartum Changes	Plus, much more!



Touch or Scan QR
to download a sample!

Specifications

Languages:	English, Spanish
Formats:	Book
Pages:	16

Combine publications for a comprehensive postpartum discharge education program.

Customization

Is as Easy as 1, 2, 3!

1 Choose your level of customization

Custom: Add your logo, phone number, and custom content to the book cover.

Branded Cover: Use our design services or submit your own 4-color cover design to complement the rest of your marketing material.

Make It Your Own: Create brand unity with customization from cover to cover. Modify content, photos, and design to meet all of your patient education and branding goals.

Establish good will and promote brand engagement by customizing our solutions and promoting your brand!



2

Gather and submit items for customization.

3

We develop your ideas into a polished product, submit a proof for your review, and manage the entire design and publication process.

Our materials are also regularly reviewed and updated so you can depend on consistent, up-to-date, evidence-based education in your publications with every order.

5 easy ways to order!



Shoot us an email at
orders@lifeeventsinc.com



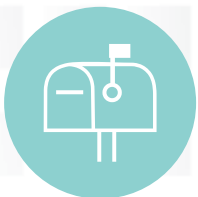
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