



Invitation to Join Industry Collective



NICU Parent Network
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Madison, MS 39110
Phone: (601) 345-1772
nicuparentnetwork.org

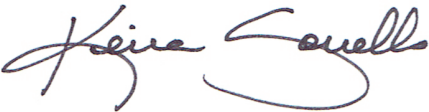
Dear Colleagues,

Founded in 2012 by six NICU Parent Leaders, NPN began as an effort to forge connections. Connections among grassroots NICU Parent Support Organizations, connections between these organizations and Maternal-Infant Health providers, and connections with key industry stakeholders. Since that time our membership has grown to over 40 organization members and professional affiliates throughout the US and three countries. Parents with NICU experience are leading each member organization making us the **ONLY professional association for NICU Parent Leaders in the United States.**

As an Industry Collective participant, you will engage in a **year-long relationship with NICU Parent Leaders** who are entirely devoted to improving support, education, and resources for families with an infant in the NICU. Provider associations, hospital administrations, and advocacy groups embrace our perspective and influence because of our first-hand knowledge regarding the unique needs and challenges faced by NICU parents.

We believe collaboration is the key to unlocking innovative solutions to some of the world's most complex social and medical issues. Everyone in Maternal-Infant Health has an equal and welcome seat at the table because we are all approaching the same ultimate goal by way of our unique strategies. It is ineffective, inefficient, and, frankly, impossible to tackle the myriad of issues facing NICU families and their babies in silos. By working together, we can ensure that every NICU family is equipped and empowered to face the long-lasting effects of a NICU stay. **Won't you join us as we seek to improve the lives of countless families?**

Kind Regards,



Keira Sorrells
Founder & Executive Director



CONNECT

Connect with Professional NICU Parent Leaders who believe collaborative efforts make a meaningful impact on Maternal-Infant Health.



COLLABORATE

Discover innovative ways of working alongside NPN and individual support organizations across the country and around the world.



PARTICIPATE

Your input is valuable! We invite you to actively engage with our membership.

JOIN US

Top Four Reasons to Participate

- 1** **NPN is the ONLY** way to reach influential Professional NICU Parent Leaders as a group, with members across the US and 3 countries.
- 2** NPN Members **have LIVED the experience** of being a NICU parent. There is no better way to gain insight than to work with those key informants and stakeholders.
- 3** NPN Members **are seasoned professionals** with an advanced understanding of various components of healthcare systems including: regulatory, research, advocacy, and intermediate level clinical knowledge.
- 4** Our network is **personal by design**. We believe our Industry Collective Participants are integral to the health and wellbeing of NICU families.

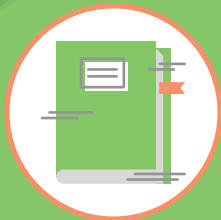
NPN's Purpose



REPRESENT

Best Interests of Families

The NPN represents the needs and best interests of NICU families in all facets of healthcare policy, care guidelines, advocacy, education, and family support.



EDUCATE

Emerging and Established NICU Parent Leaders

Educate emerging and established parent leaders about the urgent needs, concerns, and policies affecting parents with a critically ill baby in the Neonatal Intensive Care Unit.



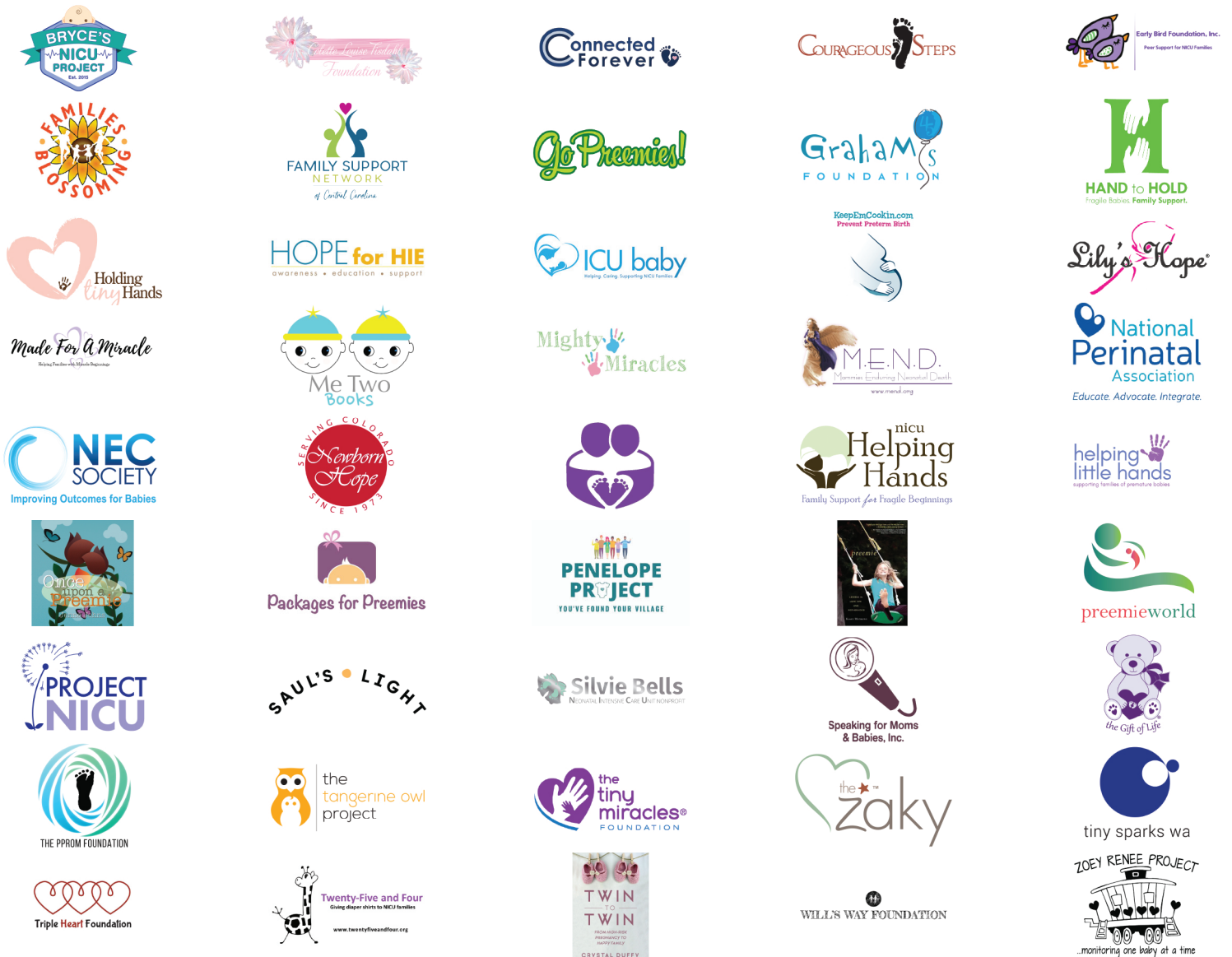
ELEVATE

Our Collective Voice

The NPN provides a platform to bring the collective voice of NICU families to the forefront

Who are the members of NPN

As the ONLY professional association for NICU Parent Leaders in the US, the NPN provides a platform for NICU Parent Leaders to come together as a collective voice representing the needs and best interests of NICU families in all facets of healthcare policy, care guidelines, advocacy, education & family support. Our members are NICU Parent Leaders working in highly influential positions in local, regional, national, and international capacities. Their work focuses on improving access to and the quality of education, resources, and support for families along the continuum of care from high risk pregnancy to life after the NICU.



Exclusive Opportunities for Industry Collective Participants



Have a new product, educational materials, ad campaign, or study protocol and need feedback from graduate NICU parents?
Host a 1.5 hour virtual focus group with NICU Parent Leaders utilizing our online engagement platform.



NPN will host virtual listening sessions with members of the Industry Collective and key NPN members to provide information about the most pressing issues facing NICU parents.



An opportunity to join a call with NPN's Board of Directors, twice per year, to update our leaders directly on your company's goals and initiatives.



Participate in an exclusive, invitation-only event for NPN Members to meet one-on-one with Industry Stakeholders. We do all the work and bring the organization leaders directly to you!



Opportunity to produce a live or recorded webinar to add to our member resource library. Topic subject to Board approval.



Our exclusive virtual event featuring intimate fireside chats, 1:1 networking, and so much more! Includes complimentary tickets, exhibit booth, & an opportunity to host a pre-event session OR live Q&A with attendees.



Let's explore creative ways to work together!

Perhaps you need co-developers for educational materials or you'd like to host a webinar for our members. Interested in creating video or audio-based learning? Maybe you need assistance developing a parent advisory council or creating a caregiver feedback survey.

We have the experience and knowledge you are seeking!

Let's talk about your goals and initiatives and discover a way to deliver innovative and mutually beneficial opportunities.

*Custom benefits are agreed upon by your company and NPN. They will vary in number and/or value with advanced Partner levels. All benefits (with few exceptions) will be delivered within one calendar year from agreement. Participation in NPN's Industry Collective may begin at any time during the year.

Custom Benefits EXAMPLES



Sobi convened a virtual advisory board to determine the educational & resource needs of NICU families related to RSV. This was a 30 day online commitment and the feedback gleaned informed all departments including marketing, advocacy, and R&D.

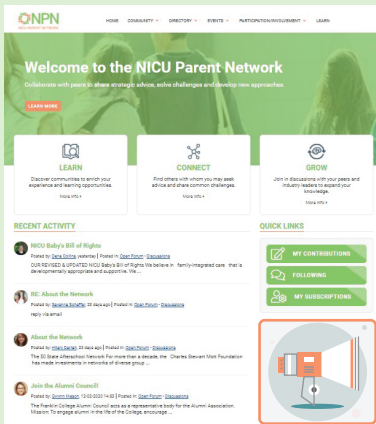
NPA (National Perinatal Association) partnered with NPN to develop online continuing education courses on providing psychosocial support to NICU families. Courses for bedside nurses, neonatal fellows, and maternity care physicians have been created and are co-facilitated with NPN members as instructors - myperinatalnetwork.org

NANN (National Association of Neonatal Nurses) collaborated with NPN to review the parent-facing portions of their discharge planning kit for neonatal nurses - babystepstohome.com

CHEST (American College of Chest Physicians) contracted NPN to co-develop educational materials for pulmonologists and parents about RSV.

Exposure for your Company

Benefit Description	THRIVE \$50,000	EMPOWER \$30,000	ENCOURAGE \$20,000	CONNECT \$10,000
Company logo, link & message on NPN website	✓	✓	✓	✓
Company updates in NPN Network News (published 10x/year)	4/year	3/year	2/year	1/year
Acknowledgment in NPN Network News (published 10x/year)	✓	✓	✓	
Include educational materials in NPN Live! event digital swag bags	up to 4 items	up to 3 items	2 items	1 item
Company exposure during NPN Live! events promo period	4	3	2	1
Logo on promotional item in swag bags sent to VIP attendees for NPN Live! events	✓	✓		
Custom benefit to be decided & agreed upon with NPN	✓	✓		
Acknowledgment and 2 company ads on NPN's Member Portal & Engagement Platform	✓			



VIRTUAL Networking Benefits

Benefit Description	THRIVE \$50,000	EMPOWER \$30,000	ENCOURAGE \$20,000	CONNECT \$10,000
Host a Focus Group	✓	✓		
Opportunity for Facilitated Listening Session with NPN members	2	2	1	
Leadership meetings with NPN Board of Directors	2	1		
Complimentary access to live & recorded NPN webinars	✓	✓	✓	✓
NPN Live! deliver an event welcome message and live Q&A with attendees & NPN Executive Director	30 mins	15 mins	10 mins	5 mins
Sponsored pre-event educational session (up to 45 minutes)	✓			
Participate in Industry 1:1 Event	✓	✓	✓	
Complimentary NPN Live! & Industry 1:1 event registrations	4 per event	3 per event	2 per event	1 per event
Complimentary exhibit booth at NPN Live! events (up to 2 per year)	✓	✓	✓	✓
Custom Benefit to be decided & agreed upon with NPN*	✓	✓		
Sponsored member communication community on NPN's Member Portal & Engagement platform	✓			

**Ask about the option to add a Custom Benefit to the Connect and Encourage Levels*

Flexible Payment Options

Pay fees annually or semi-annually • Multi-year commitment discounts available

THRIVE and EMPOWER Level Industry Collective Participation Requires a 2-Year Commitment

Join Us

Are You Ready to take the next
step to improve the lives of
NICU families everywhere?

Join **NPN's Industry Collective** today!
Your participation can start immediately.

Contact us by email or phone to set up a call
with our Founder & Executive Director, Keira Sorrells

email: keira@nicuparentnetwork.org

website: nicuparentnetwork.org

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