



UK NHS Neonatal Units  
Secure Video Messaging Initiative

June 2017

The Royal Hospital for Children, Glasgow have successfully completed a pilot to use secure video messaging to connect parents with babies in their Neonatal unit. The system is now available to all families across the unit, over 600 per year.

Nursing staff record short videos for when parents are not in the unit. Parents login with their own account to watch the videos on demand. A baby care video diary builds up over time, downloadable when the baby leaves the unit.

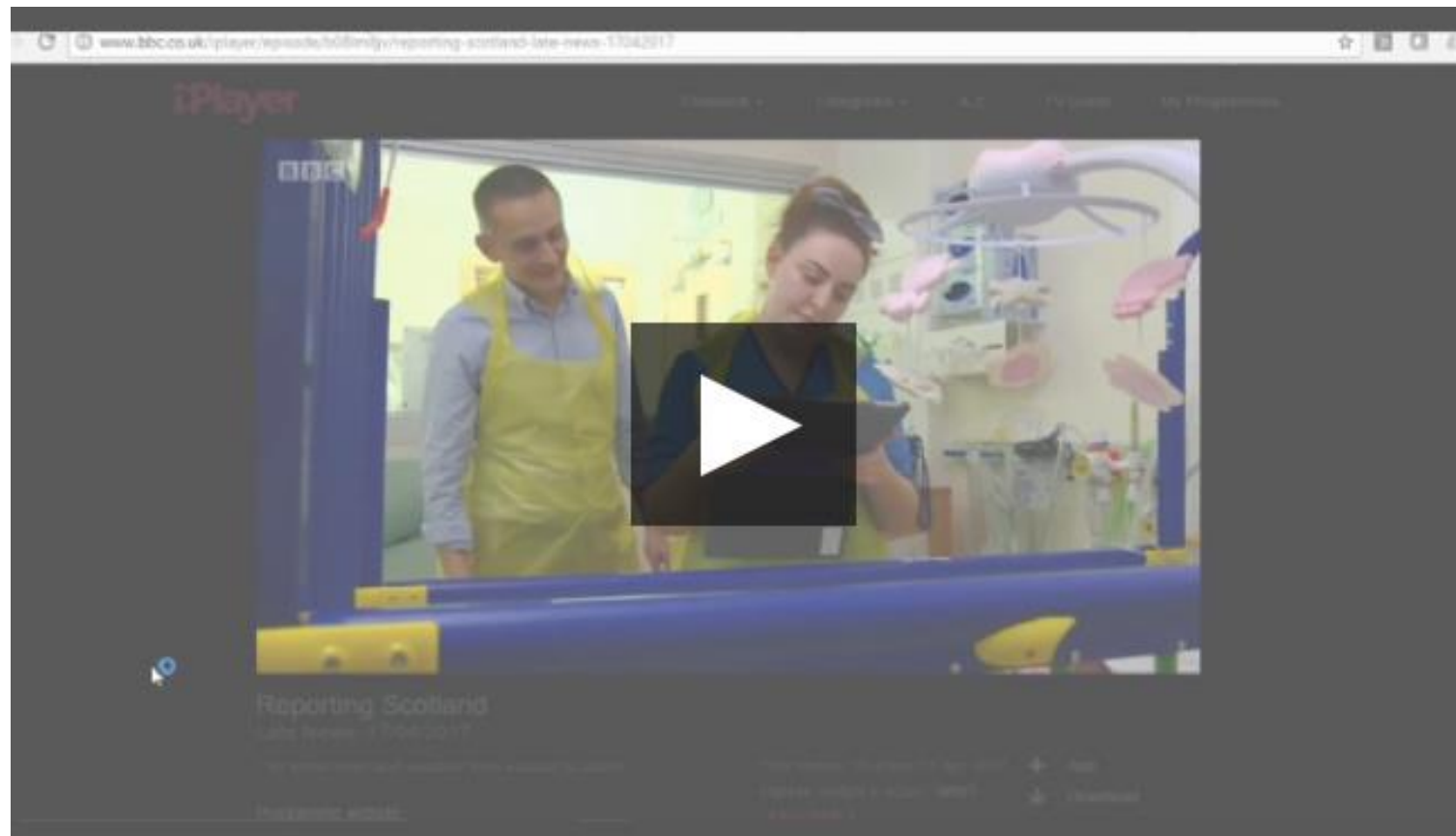
Due to the success in Glasgow, we are offering vCreate to all 200 NHS Neonatal units in the United Kingdom at no cost to them or the wider NHS.

To fund the initiative we are seeking corporate sponsorship in return for:

- » Sponsor branding across the application
- » Regular marketing communications activity to the parent database
- » Joint PR opportunities at a local and national level
- » Organised visits to Neonatal units with press opportunities (TBA)



**UK NHS Neonatal Units  
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<http://www.bbc.co.uk/news/uk-scotland-glasgow-west-39615463>



<http://www.dailyrecord.co.uk/news/health/hospital-pioneers-innovative-technology-sends-10239486>



<http://www.scotsman.com/news/medics-trial-video-link-of-babies-in-neo-natal-ward-1-4421702>



<http://www.nhsggc.org.uk/about-us/media-centre/news/2017/04/vcreate/>

# Social: BBC Facebook



-  **Kirsty Minett** What a great idea. I hated being away from my wee one but I went home before her. It's really heart breaking. This is fantastic and will go along way to reassure parents. My wee one is 14 now and I will be eternally grateful to all who work in AMH neonatal unit ❤️  
Like · Reply · 👍 11 · 17 April at 12:15
-  **Sarah Jane Martin** Would have loved this when Carys was in neo-natal, 😊 especially when her daddy had to come back home to work and leave us both up there for months 😞  
Like · Reply · 👍 2 · 17 April at 20:53
-  **Charlotte Lorimer** So happy they have gone for this idea. What a great way for parents to be reassured through the night when they are away from their baby whilst in icu. It's the scariest time of your life. A simple short clip of your baby through the night would be such a simple but yet very effective way of being reassured ❤️💙  
Like · Reply · 👍 1 · 18 April at 06:42
-  **Elizabeth Leslie Black** Great idea. I had twins, and it was difficult to be a new mom sitting in the NICU while twin B was a patient, trying to juggle twin A when we visited. Live web based filming of the baby in NICU would have been a blessing.  
Like · Reply · 17 April at 15:21
-  **Lisa Lindsay** What a great idea my baby was in for 5 months , we spend all day at hospital but back home at night as we had another 2 kids in the house , id love to have got these at night time , fantastic idea ! X  
Like · Reply · 17 April at 17:22

-  **Suzanne Donald** This is a great idea, if only it was available when my little girl was born prematurely. Will give some peace of mind and a little happiness to new parents at a difficult time.  
Like · Reply · 17 April at 17:52
-  **Fiona McCarthy** What a lovely idea. When my boy was in neonatal we got Polaroids of him (before digital cameras and smart phones) we loved seeing what he had done when we had to go home x  
Like · Reply · 17 April at 13:28
-  **Amanda Scott** This is a great idea! I was lucky to be able to stay in the hospital when my baby son was in Special care unit for a fortnight.  
Like · Reply · 17 April at 23:19
-  **Bren Woan** This is wonderful !! .. when my twins were born prematurely I was only allowed to visit my babies for one hour every day. It was heartbreaking to be amongst other Mum's and babies and not be allowed to see mine.  
Like · Reply · 👍 1 · 17 April at 22:28
-  **Kirstie Ellington Langan** This is a great idea. When my baby was in Nicu (only for a week!!) I couldn't properly rest or relax when apart - I can't imagine how hard it is long term and things like this would make SUCH a difference!!  
Like · Reply · 17 April at 14:07
-  **Heather Jayne** This is fantastic - the time being away from your wee one is so stressful, this will go a long way to alleviating that. Not to mention the bonus of being able to watch a video of your baby in the middle of the night while you're expressing - can only help!  
Like · Reply · 👍 2 · 17 April at 14:58
-  **John Allison** Superb idea... 2 nurses in clip dealt with my wee girl, gracie. Neil the male fought so hard to save her life when she took her bad turn ❤️! Don't get enough praise for everything they do

# Social: CDH UK Facebook



**CDH UK - The Congenital Diaphragmatic Hernia Charity**

17 April at 13:42 · 🌐

One of the reasons we include a disposable camera in our parent support pack is so that the neonatal staff can take pictures in parent/guardian's absence and so we were thrilled to hear about this trial taking place in Glasgow's children's hospital using video technology, which is even better than pictures and today it has made the news!

#CDH #neonatal

<http://www.bbc.co.uk/news/uk-scotland-glasgow-west-39615463>



Medics use video to help parents of neo-natal babies - BBC News

A new scheme is being trialled at a Glasgow hospital to help parents keep in...

[WWW.BBC.CO.UK](http://WWW.BBC.CO.UK) | BY BBC NEWS



**Hayley Rudd** I really like looking back at the video we have of Molly only a few days old on the oscillating ventilator. It really helped our family and friends understand her situation x

Like · Reply · 17 April at 21:59



**Ross Lundy** Great idea, nurses updating us on the wee whiteboard was great as well

Like · Reply · 17 April at 23:06



**Aileen Miller** Alasdair Spence one of Scarletts doctors when we were there 😊. What a nice idea xx

Like · Reply · 17 April at 16:50



**Diane McFaul** I love this idea ❤️

Like · Reply · 17 April at 16:50



**Joyce Richmond** Wonderful xx

Like · Reply · 17 April at 13:48



**Kerry Dunn** Brilliant idea ❤️

Like · Reply · 17 April at 18:09



**Conor Mckenna** ❤️❤️

Like · Reply · 17 April at 13:59



**Ashleigh Sharpe** Rachel Burton!!!!

Like · Reply · 🗳️ 1 · 18 April at 07:38

↩️ 2 Replies



**Kimberley Irving** Sarah Bennett ❤️❤️❤️

Like · Reply · 18 April at 08:03

- ✓ Parents receive reassuring updates on their baby's wellbeing when away from the unit
- ✓ Unit staff spend less time answering the phone and more time caring for babies
- ✓ Wider family members such as siblings and grandparents unable to attend the unit become more involved
- ✓ Secure video messages are managed and controlled by the unit staff at all times
- ✓ Videos can be recorded on any device with the option to add personalised text to the video
- ✓ System can also be used to provide general news and updates to parents via video
- ✓ Unique corporate funding method means no cost to the unit and the wider NHS



- ✓ Positive brand exposure to all registered parents across UK Neonatal units
- ✓ Proven PR benefits - already featured as a top story on BBC News home page as well as on BBC TV and Radio and national newspapers
- ✓ Regular marketing communications activity to national parent database
- ✓ Inclusion of sponsor videos within the application made available to parents and staff
- ✓ Positive association with a very good cause - really helping to make a difference
- ✓ Positive association with British technical innovation
- ✓ Visits available to specific Neonatal units with press opportunities (TBA)

- » Number of neonatal babies per year: 90,000
- » Average per unit: 450
- » Average length of stay: 8 days
- » Average videos per baby per stay: 8
- » Average videos per year: 3,600
- » Average views per video: 5
- » Average views on mobile: 85%

**180,000**  
Parents

**360,000**  
Grandparents

**3.6m**  
Annual Video Views

**18,000**  
Average Annual Video  
Views Per Unit

1. Unit staff record short video updates of babies for parents to watch when away from the unit. These are recorded on any device with a camera such as a mobile phone or tablet. We are hoping to provide each unit with a device as part of the scheme.
2. The videos are stored securely on the vCreate platform. Parents register for an account which is then approved by the unit staff. Once approved, unit staff assign video clips to the appropriate parent account.
3. Parents login to watch their baby's videos at any time on any device and are alerted when new videos are available. A baby care video diary builds up over time which the parents have access to 24 hours per day. The unit can see when the videos are being watched for auditing purposes.
4. Unit staff record videos when they have time and not at a prescribed rate. This process will have no impact on their clinical duties and the videos do not contain any sensitive clinical information.
5. When the baby leaves the unit, parents are able to download their baby's videos to keep. At this point the unit delete the videos and remove the account for Data Protection purposes.

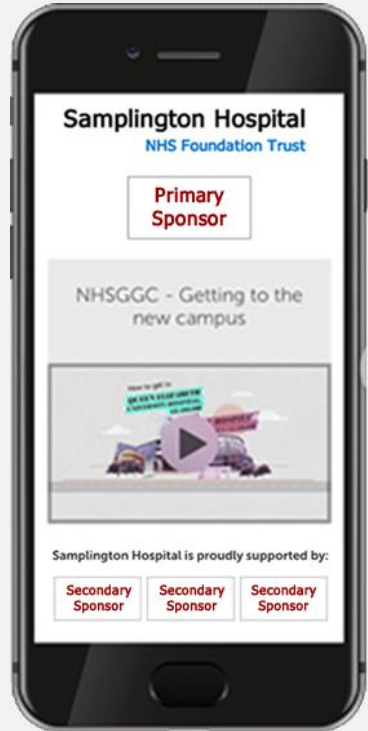
**5 units live**

Glasgow RHC, Leeds, Birmingham Women's, Aberdeen, Glasgow PRM

**8 ready to pilot**

**40 pilot requests**

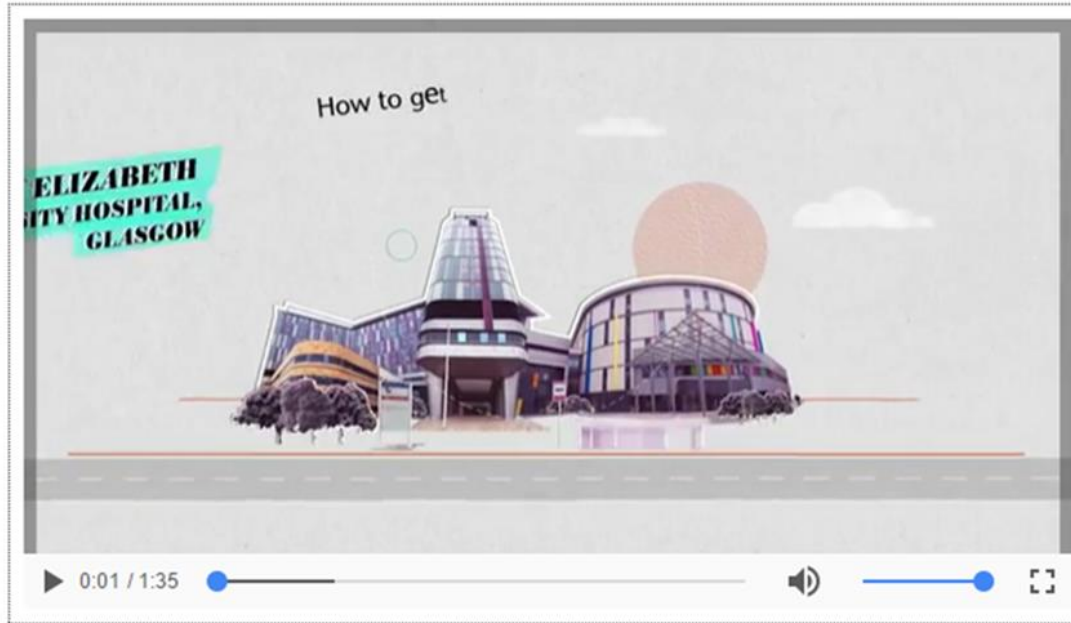
# Video page seen by parents



Samplington Hospital  
NHS Foundation Trust

Primary  
Sponsor

## NHSGGC - Getting to the new campus



Rating

★★★★★

UnLike [ 1 Like ]

« back to search results

Samplington Hospital is proudly supported by:

Secondary  
Sponsor

Secondary  
Sponsor

Secondary  
Sponsor

Please help BLISS provide support to Neonatal families. Every little helps. Thank you.

DONATE

# Dashboard seen by staff & parents

Hello John, welcome to the SCH Video Messaging Service



Browse Clips



Build a Video



Get Help



[Take a tour](#) of vCreate in 90 seconds

| Access the [How To](#) guides for more info



My Clip Studio



My Profile



My Built Videos



Record Clip



Upload Clip

Clip Stats

Manage Clips

My Details

My Logos

My Sent Items

Published (2)

In Progress (0)

Shared (0)

Archived (0)

## Primary Sponsor: One package available

- » Sole sponsor logo at prime top right position on every page of the application
- » Non-competitive guarantee against other secondary sponsors
- » Jointly branded PR opportunities at a local and national level
- » Monthly email communication to opted-in parent database
- » Visits to units - at the discretion of the ward manager

**£90,000 per 25 neonatal units**

12 month term

## Secondary Sponsors: Three packages available

- » 1 of only 3 sponsor logos on the video page seen by parents and staff
- » Non-competitive guarantee against primary sponsor and other secondary sponsors
- » PR opportunities at a local and national level
- » Quarterly email communication to opted-in parent database
- » One unit visit per annum - at the discretion of the ward manager

**£25,000 per 25 neonatal units**

12 month term





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[www.vcreate.tv/nhs](http://www.vcreate.tv/nhs)