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HALO Innovations Announces Supply Agreement with GE Healthcare in the Distribution of its Revolutionary Bassinet

- *HALO Innovations signs supply agreement with GE Healthcare as it expands its healthcare offerings to include the HALO Bassinet® swivel sleeper Hospital Series.*
- *The HALO Bassinet® swivel sleeper Hospital Series is the first bassinet with 360-degree rotation for hospital use, designed to enhance the baby-friendly, family-centered care model.*

Minneapolis, MN – September 17, 2018 – HALO Innovations, Inc. announced today that it has entered into a supply agreement with GE Healthcare for the distribution of its revolutionary HALO Bassinet® swivel sleeper Hospital Series.

The HALO Bassinet® swivel sleeper is uniquely and specifically designed to support safe sleep practices, breastfeeding and bonding. Designed with 360-rotation and unique lowering bedside wall, it offers parents a better way to bond, soothe and tend to their baby – one that is more natural, intuitive and previously not facilitated by traditional bassinets used in hospital birth centers. A recent study, published in the International Journal of Nursing & Clinical Practices, finds that early bonding is a vital process, critical to both the parents' and infant's health, growth, and development (<https://www.graphyonline.com/archives/IJNCP/2017/IJNCP-229/>). The HALO Bassinet offers a new way to enable a baby-friendly, family-centered care model while supporting a newborn's need for touch and closeness with its parents.



The Bassinet swivel sleeper was designed by Bill Schmid, a SIDS dad and founder of HALO Innovations. HALO first launched the [Bassinet swivel sleeper for in-home use](#) to help provide a safer sleep environment for families, knowing that bedsharing increases a baby's risk of accidental suffocation or SUID according to the American Academy of Pediatrics (<http://pediatrics.aappublications.org/content/134/2/e406>). Now, HALO is taking the Bassinet swivel sleeper to hospital birth centers, with the goals of both enhancing the patient post-partum experience in the family-centered care model and of continuing to promote safe sleep practices in the hospital.

GE Healthcare is an ideal partner for HALO because of its extensive expertise and reputation for leadership in mother and infant care products.

“GE Healthcare’s commitment to mother/infant care and innovation is synergistic to HALO’s long-standing devotion to safe sleep and infant safety,” says Amanda Miller, Vice President of Hospital Development at HALO Innovations.

The partnership will leverage GE Healthcare’s national sales force, clinical education teams, and breadth of internal resources to rapidly expand the utilization of the HALO Bassinet® aimed at continuing to support safe, family-centered care practices across the country.

“The HALO Bassinet complements the current GE Healthcare product portfolio and aligns to our business philosophies around family-centered care,” said Tammy Noll, general manager of GE Healthcare Maternal & Infant Care. “While most bassinets available today lack the design and innovation needed to meet the requirements of the evolving care model in postpartum of rooming-in, the HALO Bassinet was uniquely designed to help enable breastfeeding, bonding and safe sleep specifically for rooming-in care models.”

The healthcare space is not new for HALO. Since 2005, HALO has provided healthcare professionals with innovative methods and tools to teach safe sleep to parents as soon as their baby is born through its Safer Way to Sleep Initiative. This unique program replaces the traditional blankets in postpartum units and NICUs with a free supply of HALO® SleepSack® swaddles to model a safe, blanket-free alternative for parents. In addition, hospitals are provided with safe sleep materials to distribute to parents. The program is currently being used by more than 1,600 hospitals, reaching half of all newborns born each year in the United States. The HALO Bassinet® is a natural extension of this program and the HALO mission to make safe sleep easier for parents.



The HALO Bassinet features a lowering bedside wall that allows mother to easily tend to her baby from bed.

When it comes to innovation and rethinking the status quo, HALO has a proven track record with the development of products such as the HALO® SleepSack® wearable blanket, which has changed cultural practices in how parents put their babies to sleep. The development and launch of the Bassinet® swivel sleeper to the healthcare sector continues this tradition of rethinking age old practices and solving problems with practical solutions to keep infants sleeping safely. With its partnership with GE Healthcare, HALO is poised to more effectively share this innovation with healthcare centers across the country.

About HALO Innovations, Inc.

Based in Minneapolis, MN, HALO Innovations, Inc. has a singular mission: to help make safe sleep easier for families. Founded in 1994 by William Schmid, who began researching sleeping environments after he lost an infant daughter to SIDS three years earlier, HALO is dedicated to developing products that set new standards for the safety and improved health of sleeping infants and bringing peace of mind to one's home. HALO is also known for its line of HALO® SleepSack® wearable blankets, the HALO SleepSack® Swaddle and the HALO Bassinest® swivel sleeper. HALO products are used in more than 1,600 hospitals nationwide to help parents practice safe sleep for baby at home. For more information, visit www.halosleep.com.

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