



## HELPING YOU DISCOVER

### News Release

#### **NOVATION EXPANDS NEONATAL PRODUCT OFFERING WITH SANDBOX MEDICAL, LLC, AGREEMENT**

##### *Expanded portfolio includes new products to aid neonatal development for premature babies*

**IRVING, TX; August 4, 2015** – Novation has expanded their NOVAPLUS® Sandbox Medical contract to include several new items that aid in neonatal development. According to the March of Dimes® about 450,000 babies are born prematurely each year in the United States.\* The products developed by Sandbox Medical address the very unique needs of these premature babies, their caretakers and medical professionals.

The NOVAPLUS agreement is expanding to include the CuddleStar™ pacifier stabilizer, which can keep pacifiers safely in place for even the smallest preemies, with soft and pliable multiple arms for the baby to grasp or cuddle. Also new to the portfolio is SweetUms™ sucrose solution, which is available preserved or preservative-free, Jellies™ gel positioning aid, as well as the BoogieBaby™ nasal aspirator. The BoogieBaby nasal aspirator is an easy to use oral and nasal suction device that includes a unique, easy to hang hook cover, making it ideal to use at a hospital or birthing center.

"Pediatric hospitals have essential premature infant product needs that not all suppliers can meet," said Fred Kratz, Novation's vice president of pediatric and member services. "Sandbox Medical was the first neonatal supplier to provide pacifiers in our private label, NOVAPLUS, program and now they are the first neonatal supplier in our pediatric program, NOVAKIDS™. These newly added products allow us to offer the members and affiliates we serve access to products that are vital to the care of premature and newborn babies with quality items at market best pricing."

Novation initially contracted with Sandbox Medical in 2014 for their BPA-free JollyPop® pacifier. The JollyPop unique design for preemies offers a low profile to allow the use of CPAP, nasal cannulas and side-lying without having to modify the pacifier. The JollyPop pacifier is sold in conjunction with the CuddleStar pacifier stabilizer.

\* *National Center for Health Statistics, 2013 preliminary data:*

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#### **About Novation**

Novation is the nation's leading health care services company, focused on revolutionizing operational performance for more than 100,000 members and affiliates of VHA Inc., UHC, Children's Hospital Association and Provista LLC. Novation's progressive approach to cost performance, data and intelligence, and integrated advisory solutions helps health care providers envision and advance new models of cost-effective, high-quality care. Headquartered in Irving, Texas, Novation is committed to the highest standards of ethical behavior and twice has been honored with the Ethisphere Institute's coveted Ethics Inside® Certification, and has been named four years consecutively to Ethisphere's World's Most Ethical Companies list.

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#### **About NOVAKIDS, Novation's Pediatric Supply Chain Program**

NOVAKIDS brings together the best quality pediatric products and services offered throughout Novation's national contracts and programs into a highly focused solution. The program provides support that enables members to significantly enhance organizational effectiveness, reduce supply spend, and advance supply chain efficiencies that lead to extraordinary care for the smallest patients. Comprising quality products, services, analytics and value-added offerings, benefits pediatric caregivers throughout the members and affiliates they serve. In addition to meeting supply chain needs, the program integrates communication and educational offerings to support clinical staff.

#### **About NOVAPLUS**

NOVAPLUS, Novation's private-label brand for VHA, UHC, Provista and CHA members, delivers the best financial value and quality on the commodity products that hospitals use most frequently every day. With more than 2,400 individual non-pharmacy line items, 6 purchased services, 179 generic injectable pharmaceuticals, the NOVAPLUS brand encompasses a broad range of products including anesthesia, diagnostic imaging, medical, orthopedics, pharmaceutical, respiratory and surgical products.

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