



# You're Not Alone

A Parent Guide to Understand Plagiocephaly and the Care Experience at Cranial Technologies

# My baby has plagiocephaly, what does this mean?



## You're not alone.

Today, nearly one in every two infants (47%) is affected by some form of plagiocephaly.\* Experts recommend that 1 in 10 babies (10%) be evaluated for treatment.

Fortunately, the condition is treatable—there is something you can do.

\*Mawji, A. et al. The Incidence of Positional Plagiocephaly: A Cohort Study. *Pediatrics*, 132-2 (2013): 298-304.

*The treatment is amazing and produced stunning results. We explained the rationale for the treatment to much of our family and friends who now realize this is about much more than a round head.*

— MONICA AND JONATHAN A.

# What causes plagiocephaly?



**Rest assured, it's not your fault.** Many factors can contribute to plagiocephaly—the important thing is that you are doing something about it.



## POSITIONING IN THE WOMB

The way a baby is positioned in the womb may place pressure on the head. This is a common cause among multiple births, where space is limited.



## PREMATURE BIRTH

Preemies have especially soft skulls and often spend time in the NICU with the head in a fixed position. Delayed physical development is common, which can prevent normal head movement.



## TORTICOLLIS

Abnormally tight neck muscles can limit head movement and cause the head to tilt and turn to one side. As a result, babies' heads tend to settle into the same position, where natural forces create flat spots.



## CARRIERS & CONVENIENCE DEVICES

Babies today spend more time than ever in car seats, bouncy seats and swings, which apply pressure to the head.

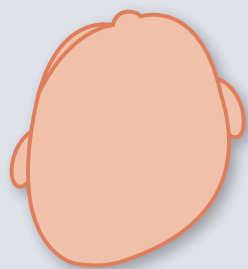


## BACK SLEEPING

Popularized in the early 90s, back sleeping has resulted in 50% fewer SIDS-related deaths, yet more cases of plagiocephaly. **Fortunately, plagiocephaly is treatable.**

# Understanding Your Baby's Head Shape

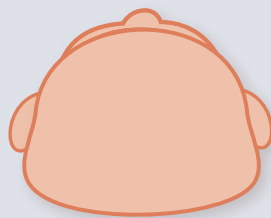
Plagiocephaly, or “flat head syndrome,” is expressed through three abnormal head shapes, one of which is also called plagiocephaly. These shapes can range from mild to severe and even occur in combination with one another.



## PLAGIOCEPHALY

*play-jee-oh-sef-uh-lee*

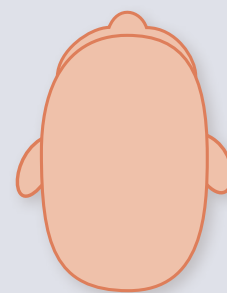
- Head is flat on one side
- Head appears skewed to one side from above
- One ear is more forward than the other



## BRACHYCEPHALY

*brak-ee-sef-uh-lee*

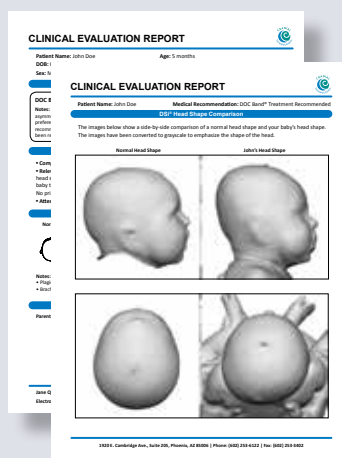
- Head is wider than normal
- Back of head is flat rather than curved
- Head may be widest above the ears



## SCAPHOCEPHALY

*skaf-oh-sef-uh-lee*

- Head is longer, taller and narrower than normal



Your baby's head shape(s) and severity have been identified in your Clinical Evaluation Report.

# What does plagiocephaly look like?

Parents spend so much time with their baby, recognizing an abnormal head shape can sometimes be difficult. Below are some examples of mild to severe plagiocephaly and brachycephaly, along with a normal head shape for comparison.

## PLAGIOCEPHALY | View of head from above



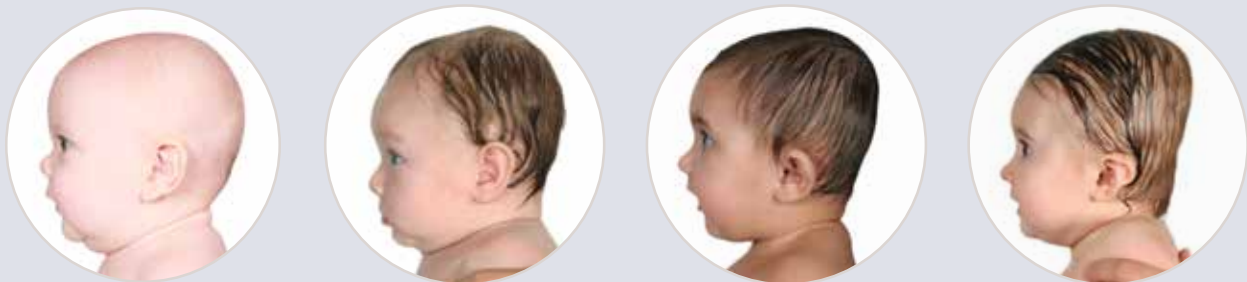
NORMAL

MILD

MODERATE

SEVERE

## BRACHYCEPHALY | View of head from side



NORMAL

MILD

MODERATE

SEVERE

# Why treat plagiocephaly?

Unlike other conditions, plagiocephaly can only be treated for a short window of time. The skull hardens and brain growth typically slows by age two, at which point the shape of the head is mostly set for life

## Will my baby's head “round out” on its own?

While repositioning can sometimes correct mild flatness in babies up to four months old, research has shown that moderate to severe plagiocephaly is not likely to self-correct.

## Isn't plagiocephaly just cosmetic?

No. While most parents have appearance-related concerns, that's not the main reason to consider treatment. Many doctors now recognize skull abnormalities associated with moderate or severe plagiocephaly can have important functional implications for your baby, both now and later in life.

## Without treatment, your child may face some unexpected challenges later on:

- Noticeable facial asymmetry
- Poorly fitting safety equipment, including sports helmets
- Visible flat areas with short hairstyles
- Poorly fitting eyeglasses
- Jaw misalignment resulting in a crossbite or underbite
- Problems with sleep apnea



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Getting timely, quality care for plagiocephaly can be instrumental in your baby's health and happiness for life.

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# Why Cranial Technologies?

Cranial Technologies is the only company in the world dedicated to treating infant plagiocephaly—it's all that we do. We believe in educating and empowering parents, and providing the very best care for their babies.

To that end, we've developed the DOC Band<sup>®</sup>, the best device on the market today, available only at our clinics, where our highly specialized clinicians can monitor your baby's treatment to ensure the best possible result.



*When you first hear the words 'your baby may need a helmet,' you quickly become overwhelmed. But the staff at Cranial Technologies was so caring and professional, they put us at ease and made the process easy. Time flew by and we are so thrilled with the results!*

— C.R. DIAZ

# What's so special about the DOC Band®?

The DOC Band is the only device supported by over 30 years of clinical results. It's proven to safely and effectively treat plagiocephaly in babies 3-18 months old, and we keep working to make it better.

The best-fitting device available, the DOC Band is designed to deliver the best possible outcome for your baby.

44% more open than other devices, helping to keep your baby cool.

Custom-made using our exclusive, advanced technology, it fits every nuance of your baby's head.

Typically weighs fewer than six ounces, making it 32% lighter than other devices.

Made from high-quality, hypoallergenic materials for sensitive skin.

The only device shown to improve craniofacial asymmetry by correcting the skull base.

*Our daughter had a band for two months. It didn't seem to bother her or slow her down at all, and the results were amazing!*

— C.L. GIRVEN



# What makes the DOC Band® the best fit for my baby?

Our advanced technology makes for a better-fitting band, and better results.

## Precision Imaging

Developed just for babies with plagiocephaly, our Digital Surface Imaging® (DSi) system takes 3D head shape images with unparalleled accuracy, which are then used to create each custom DOC Band. Higher accuracy translates to a better fit, and a better outcome for your baby.

## Custom Design

The images taken using the DSi system are then imported into our patented Sentient 3D program. The software analyzes data from thousands of cases to generate a one-of-a-kind DOC Band just for your baby that's designed to achieve the best possible result.



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We're always improving our technology—always working to push the standard of plagiocephaly care.

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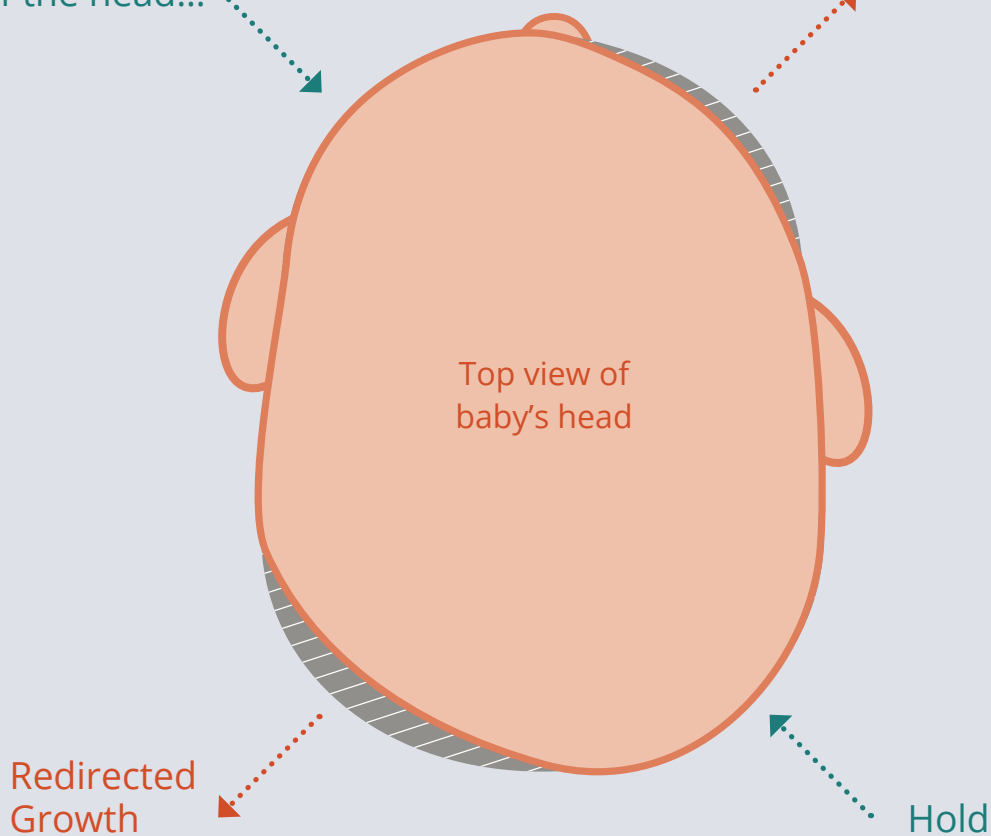
# How does the DOC Band<sup>®</sup> work?

The DOC Band applies gentle pressure to safely redirect your baby's natural head growth into a more normal head shape. The band is worn 23 hours a day, usually for a few short months, and can achieve visible improvement in as little as two weeks.

**There's no need to worry.** Each band is custom-made using lightweight, hypoallergenic materials, so it's comfortable for your baby to wear.

The DOC Band places a gentle hold on some areas of the head...

...while leaving room for other areas to grow.



# What results might I expect from the DOC Band®?

**Greater than 95% of the babies we treat obtain corrective change.**

Your baby's age, growth rate, the severity of the head shape and how closely the recommended treatment protocol is followed will all influence the final result.

BEFORE

AFTER

ACTUAL PATIENTS

Severe  
Plagiocephaly



2 months  
of treatment

Moderate  
Plagiocephaly



7 months  
of treatment

Moderate  
Brachycephaly



3.75 months  
of treatment

Severe  
Brachycephaly



3.5 months  
of treatment

For more Before and After photos,  
visit [cranialtech.com/results](http://cranialtech.com/results).

# How long is the band worn?

The length of treatment will depend on your baby's age, growth rate and the severity of the head shape. We're confident the time will pass quickly and be well worth the improved head shape that your child will have for life.

## TREATMENT TIME TABLE

Age	Average Length*
< 4 months	5-7 weeks
4 months	6-9 weeks
5 months	8-10 weeks
6 months	2.5-3.5 months
> 7 months	3.5-4 months

## FOLLOW-UP VISIT TIME TABLE

Age	Average Length*
< 6 months	once a week
6-11 months	once every 2 weeks
> 11.5 months	once every 3 weeks

\*On average, may vary from baby to baby.

**Note:** Most parents are satisfied by the results of one DOC Band, only about 15% pursue another. If your baby would benefit from a second band, your clinician will make a recommendation.



# What is the treatment process like?

During treatment, your baby's progress will be closely monitored by a highly skilled clinician. Your clinician will make expert adjustments to the band as your baby grows to ensure the best possible results.

Our clinicians are caring, advanced medical professionals—Physical Therapists, Occupational Therapists, Registered Nurses, and Orthotists—specializing in infant plagiocephaly. Each sees hundreds of cases a year and is trained to address any underlying neck issues, such as torticollis.



*Cranial Technologies provides the best level of care by using the most experienced and highly trained therapists to do helmet molding therapy. The results cannot be denied...*

— ERIC PAYNE, MD  
The Craniofacial & Plastic  
Surgery Center of Houston

# What's Next?

At Cranial Technologies, we do all we can to make the treatment process as easy and as comfortable for you and your baby as possible.



## 1 | INSURANCE REVIEW

We understand that insurance coverage and payment options are often big concerns; our Insurance Liaison team is here to help. Following your evaluation, your Insurance Liaison will contact your insurance provider and call you within 1-3 business days to go over your available benefits and financing options.

## 2 | GETTING A PRESCRIPTION FROM YOUR PEDIATRICIAN

The DOC Band® is a medical device that requires a prescription. Our office will request one from your pediatrician, if you don't have one already.

## 3 | PRECISION IMAGING APPOINTMENT

At your Precision Imaging Appointment, we'll take a detailed 3D image of your baby's head shape using our patented DSi® imaging system. This image will be used to create your baby's custom DOC Band.

## 4 | DOC BAND CREATION

Your baby's DOC Band will be custom-made in our state-of-the-art facility in Tempe, Arizona where it must pass a rigorous 24-point quality inspection before being shipped to your local clinic.

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*From day one, the Cranial Technologies family was absolutely amazing—warm, inviting and extremely professional. They were able to answer my many questions and were always friendly and kind...it was absolutely worth it!*

— M. MURRAY



## 5 | CUSTOM FIT APPOINTMENT

During your Custom Fit Appointment, we'll carefully check the fit of your baby's band and make any necessary adjustments. We'll also go over wear and care information, which we'll ask you to share with all of your baby's caregivers such as grandparents, babysitters, daycare employees, etc.

## 6 | GROWTH ADJUSTMENT APPOINTMENTS

Depending on your baby's age, we'll monitor progress weekly or biweekly, adjusting for growth along the way.

## 7 | GRADUATION

At your final appointment, we'll take another 3D image of your baby's head shape to show the improvement that's been made over the course of treatment.

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**We look forward to working together to achieve the best possible result for your baby.**

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# Questions?

At Cranial Technologies,  
we're here to help.

Please don't hesitate  
to contact us at  
844-447-5894.



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