



## A Message from our CEO to Patient Families: Our Commitment Remains

Dear Patient Families,

Safety of our patients and employees remains our focus as we navigate these times of change. As the coronavirus situation continues to evolve, I am proud to share with you the creative approaches and quick action our Cranial Technologies team has taken to keep our families and employees safe across all our clinics nationwide. Below are some highlights, including updates to our previous actions to ensure your health and safety:

- New Complimentary Services for Families:
  - Virtual Head Shape Consultations to remotely evaluate your baby's head shape.
  - Arrive and Text Concierge allowing families to notify their clinic that they have arrived, the clinic will prepare the patient's treatment area, text the family once the treatment area is ready, and place the family immediately.
- Clinic Cleaning and Training:
  - All clinic staff are wearing face masks.
  - Clinic staff continue to sanitize hands before and after patient interaction.
  - We have removed all toys from the clinics to minimize transmission through touch.
  - We sanitize high traffic patient areas as well as patient rooms after every appointment.
  - We are placing patients in their sanitized treatment area immediately upon arrival.
- Steps for a Healthy Clinic Visit:
  - We are asking parents to inform us right away if their baby or any family member is having any COVID-19 symptoms or has traveled internationally so we can reschedule them.
  - Only one person can accompany the patient during their appointments to reduce the number of people in our clinic.
  - We are asking that the person accompanying the baby during their appointments wear a face covering.
  - We continue to communicate updates through our website and social media on Facebook, Instagram, and Twitter regarding operations, preparedness, and prevention measures we are taking.





I am so proud of each and every Cranial Technologies team member for remaining committed to serving our families. We see how appreciative families are of our commitment; below are just a few comments parents have shared with us on our social media:

- "They have taken so many precautions! I felt very safe at our appointment to get fitted last week!"
- "Our location has been awesome and diligent about cleaning everything, wearing gloves and masks."
- "They take you right back to a room and minimize exposure to other families. Keeping appts short and sweet."
- "Thank you for staying open and taking proper precautions to help our little ones during their treatment."

As a healthcare provider of a medically necessary device that is treatment time sensitive and requires weekly/bi-weekly adjustments, we have an obligation to serve our patients and we will continue to do so as the governing authorities allow. We will continue to monitor recommendations and reports from the Centers for Disease Control (CDC), the World Health Organization (WHO), the Occupational Safety and Health Administration (OSHA), and government agencies to stay on top of this evolving situation and keep you informed of any changes. The policies and procedures we have in place continue to exceed what these organizations are recommending.

I want you to know we are here for you as you adjust to these extraordinary circumstances and we will continue to offer creative solutions like Virtual Consultations and Arrive and Text Concierge to keep you and our team members safe – it's another way we rally around our patients and one another.

If you have any clinical or treatment questions, please talk directly with your clinician or for general questions, please call 844-447-5894.

Sincerely,



Debbie James  
Chief Executive Officer

