

# CONTEMPORARY pediatrics

[ YEAR-END REVIEW ]

## BEST NEW TECH PRODUCTS

ANDREW J SCHUMAN, MD

### The return of home phototherapy

**B**ack in the day (meaning 25 or so years ago), pediatricians frequently used home phototherapy to treat low-risk newborns for hyperbilirubinemia. Guidelines recommended that home phototherapy be used for term babies without hemolytic disease.<sup>1</sup> It was a cost-effective and family friendly alternative to hospital admission for phototherapy because, back then, home phototherapy cost about \$100 per day compared with \$1,000 or more per day for the same service provided in the hospital setting. *(continued on Pg. 2)*



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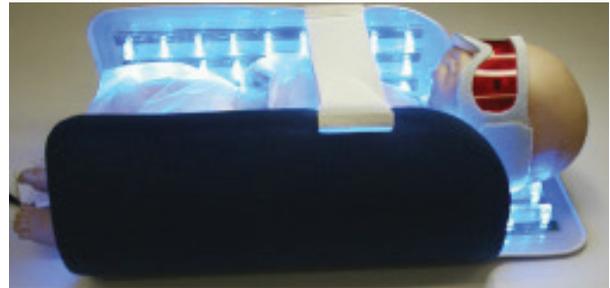
Unfortunately, low reimbursement by insurance companies eventually made it cost prohibitive for durable medical equipment companies to provide this service, and the lights gradually went out on home phototherapy.

I am very pleased that Physician Engineered Products has just introduced their new disposable home therapy system called **Bright Embrace**. This is a wraparound phototherapy system that uses light-emitting diode (LED) lights to provide high levels of irradiance in the 430 nm to 490 nm (blue) band (30  $\mu\text{W}/\text{cm}^2/\text{nm}$  or higher) delivered to as much of the infant's surface area as possible. Bright Embrace meets the American Academy of Pediatrics (AAP) 2011 revised policy on the management of newborn hyperbilirubinemia.<sup>2</sup>

The device operates for 60 hours, usually sufficient for providing a full course of high-intensity phototherapy for an infant. It sells for

\$250 per unit, and pediatricians can sell the unit to parents either at cost or at a reasonable markup to cover office expenses. This is particularly useful in our current economy, because many parents have high insurance deductibles, and the cost of 2 days of hospitalization could easily exceed \$4,000.

Included with the Bright Embrace system is a new see-through goggle system that protects baby's eyes from the high-intensity light. Welcome back home phototherapy—we missed you!



## Bright Embrace™

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