



FACT SHEET

Media Contact:

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Overview: Whether the baby is due in a few months or the family has just been home from the hospital for a few hours, Gibson Newborn Services (GNS) can provide help. Having a professional newborn care specialist (commonly known as a "babynurse") will enhance any newborn's life and assure an easier transition into parenthood. A variety of services ranging from prenatal consultation to 24-hour newborn care and everything in between are available. New parents will be guided through the basics and relief is provided for sleep deprived moms and dads. From singles to multiples, informative parent education, and nurturing newborn care, Gibson Newborn Services provides everything new parents need to succeed.

Services: *All services are available throughout the United States and abroad*

- 24-Hour Newborn Care
- Nighttime Newborn Care
- New Parent Education
- Twins, Triplets, and More
- Reflux, Colic, and Sleep Issues
- Consultation
- Seminars

History: Gibson Newborn Services, Inc. (GNS) was founded in 2004 by president and owner Cortney Gibson. Since that time, GNS has completed approximately 50 in-home assignments and has worked with more than 100 babies including six sets of twins, four sets of triplets, and one set of sextuplets. Around 30% of the babies with which Gibson has worked have also suffered from severe colic symptoms and about 50% have had acid reflux disease. In addition to providing in-home care and numerous consultations, Gibson has educated dozens of parents in classes at hospitals, family centers, and more.

Philosophy: GNS is a company dedicated to helping parents of new babies succeed through education, newborn care and support. We believe every family should be equipped with the right tools to truly enjoy their newborn. At GNS, we're all about happy, healthy and well-rested families.

Web Site: www.GibsonNewbornServices.com

Business Address: Franklin, Indiana; located near Indianapolis in Central Indiana

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BACKGROUND

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History: Gibson Newborn Services, Inc. (GNS) was founded in 2004 by president and owner Cortney Gibson. Since that time, GNS has completed approximately 50 in-home assignments and worked with more than 100 babies including six sets of twins, four sets of triplets, and one set of sextuplets. Around 30% of the babies with which Gibson has worked have also suffered from severe colic symptoms and about 50% have had acid reflux disease.

To avoid sleep issues with older babies, all GNS assignments with newborns involve laying the foundation for sleep training. However, nearly a dozen parents who have not had Gibson's help initially have contacted GNS for consults to address significant sleep issues with their older babies. In addition to providing in-home care and consultations, Gibson has educated dozens of parents in classes at hospitals, family centers, and more.

After working with families as a nanny for eight years, Gibson knew she wanted to continue her work but in a very specific area – newborn care. For years she had observed that most parents were not really prepared for their new babies and she knew she could change that. Gibson realized that there were few classes or resources that could prepare new parents for the reality of bringing home a newborn, let alone one with reflux, colic or sleep issues. She started GNS so she could help families in a temporary capacity in the weeks immediately following birth. Clients hire Gibson for 2-16 weeks with the average being six weeks.

“I wanted to share my knowledge and baby care secrets with new parents and guide them through the often-turbulent post-partum stage. Having my own business affords me the opportunity to help many families all over the country while still spending time with my own family during my off time,” says Gibson.

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Exhaustion, fatigue, a crying baby and raging hormones can easily lead to postpartum depression, child abuse or neglect, resentment, breastfeeding failure, disconnect from spouse and a general lack of confidence. The skills we teach, methods we have developed and services we provide dramatically reduce many of these risk factors and help mothers through this difficult postpartum phase.

Our goal is to make becoming a new parent a much easier and more pleasant journey. At GNS, we're all about happy, healthy and well-rested families!



The Happiest Baby Program: Gibson Newborn Services, Inc. (GNS) is part of a revolutionary new parenting program to help our clients and the community. The Happiest Baby Program is a national curriculum dedicated to teaching parents an innovative new approach to quickly calm crying babies and help them sleep longer.

These techniques can reduce the occurrence of SIDS, Shaken Baby Syndrome, child abuse and Post Partum Depression. Half of all new babies cry and fuss more than two hours a day. Their prolonged wails often cause exhaustion, breastfeeding failure, marital stress, maternal depression, and even child abuse. But this extraordinary program, based on the work of Dr. Harvey Karp, MD, FAAP, has the potential of reducing that demoralizing crying to just minutes a day.

Information provided in The Happiest Baby classes includes:

- The Missing 4th Trimester: as odd as it may sound, many babies cry because, essentially, they are born three months too soon.
- The Calming Reflex: a newly discovered group of neonatal reflexes that are virtually an automatic reset switch to stop the crying of almost any baby in the first few months of life.
- The 5 S's: how to correctly perform the 5 simple steps (swaddling, side/stomach position, shushing, swinging, and sucking) that trigger the calming reflex.

The American Academy of Pediatrics and Leaders of Lamaze, DONA, and Prevent Child Abuse America, have all recommended this program. Numerous other sources of media, including Parents magazine, The Dr. Phil Show, and Good Morning America have all featured Dr. Karp and his methods.

GNS offers The Happiest Baby group class as well as private instruction. All classes are taught by a Certified Happiest Baby Educator and the cost of the class includes a DVD, CD and specially designed swaddle blanket.

Clients: GNS has worked with a variety of clients from singles to multiples, those with and without colic, reflux disease and/or sleep issues, and more. Although each family and baby is different, they all have something in common – a great appreciation for Gibson's knowledge about newborns and the service she provides.

- The Masche Sextuplets:
Bryan and Jenny Masche welcomed their six babies, three boys and three girls, on June 11, 2007. Miraculously, all six babies were born healthy weighing 2-3 pounds each. Gibson and three of her colleagues came together and formed the Baby Dream Team. Each volunteered to help the Masche family with 24-hour care of the babies, training and management of community volunteers, nursery set-up and parent education. They also contacted favorite vendors and were able to get thousands of dollars of products donated to the family.



Gibson was in Arizona setting up the nursery when the first baby, Blake, came home from the hospital in late July. She returned in August once all six babies were home and volunteered around the clock with the care of the Masche sextuplets for nearly two weeks. To give mother Jenny and the other volunteers a break, Gibson often took the night shift, caring for all six alone.

Along with input from the other members of the Baby Dream Team, Gibson created a plan of action for the Masches and the team set out to establish good sleep habits from the start. The sextuplets were sleeping two 6-hour stretches by their due date and sleeping 12 hours at night just a few weeks later.

Gibson's Personal Thoughts:

- When I started my business in 2004, I never could have imagined all of the amazing families I would meet and wonderful things that would happen in my life. “The best decision I’ve ever made” is my response when asked about starting my business.
- Learning is a passion of mine and I learn something new on every job. Sometimes it’s about babies and their subtle variations and sometimes it’s about family dynamics and interpersonal relationships.
- One thing is for certain – each job is always interesting. I see the good, the bad and the ugly because I’m involved with families at their most vulnerable and intimate moments. Naturally, there is much more to my job than caring for the baby.
- Every baby that comes into my life only fuels my passion for providing excellent care and support to families. Each precious baby is truly a miracle and the excitement of a brand new baby never diminishes for me.
- The beginning of every job brings a certain level of excitement and anticipation. The end of my time with each family always brings a little sadness and a tearful goodbye. I can’t help but get attached to the babies and families with whom I work. Fortunately, past clients stay in touch and send pictures often.
- I knew I would be putting tons of time into caring for babies, but what I didn’t bargain for was all the work that comes along with running a business. I have to admit that bookkeeping and filing are my least favorite chores. But, the bigger the business grows, the more families I can serve in new ways. So, I’ll gladly take on the boring office duties if it means I can reach more families in need of my knowledge and assistance.
- I vividly remember the first time I fed two babies at once. Then, I was amazed the first time I saw three little heads lined up in the same crib. Feeding three at a time was certainly a fun challenge to tackle too. And then there was the first time I laid eyes on six tiny babies in the same nursery. All I can say is it’s an awesome sight to see. Holding the sextuplets all at once will always be one of the most special moments in my career.
- People often ask me how I do this job, working with newborns 140 hours a week for many weeks on end. What keeps me going is my love of the job and the letters and phone calls I receive from clients who use phrases like, “you saved our lives,” “you saved my marriage,” “we couldn’t have done it without you,” and “thank you for teaching me to be a great mom.” Knowing I made a difference in the lives of these parents and babies is what keeps me coming back for more.



SERVICES AND PRODUCTS

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Services:

- 24 Hour Newborn Care
 - Work 20-hour shifts, allowing parents to get much needed rest and therefore a quicker recovery
 - Educate parents on the daily care of their newborn and address any neonatal concerns
 - Establish a routine and get the baby on a sleeping and eating schedule by gently guiding the newborn into a natural schedule that will develop predictable feedings and healthy sleep habits
 - Will teach parents how to comfort and soothe their newborn and give dozens of tricks and tips used by professionals
- Nighttime Newborn Care
 - Work 12 hour shifts at night caring for a newborn while parents get much needed rest
 - Conduct nighttime feedings and tend to baby related chores such as laundry and bottle preparation
 - Will teach newborn to sleep through the night using the most gentle methods
 - Work closely with parents to develop a plan based on their specific needs
 - Provide a daily assessment of the baby
 - Monitor the newborn throughout the night while parents get a good night's sleep
- Parent Education
 - Learn the basics of baby care such as; bathing, cord care, diapering, swaddling, soothing, feeding and much more
 - Learn what items are needed for a nursery and how to efficiently set up for baby's arrival
 - Learn the tricks and tips that professional newborn specialists use to implement a predictable routine for the whole family
 - Private classes are offered for the parents-to-be who can also include others, such as the Grandparents or nanny
 - Group classes are available – invite friends that are expecting and make a party out of the informative baby care classes
- Multiples
 - The newborn care specialist will help parents prepare for the new arrivals with parent education sessions, a nursery list geared toward multiples and a plan of action
 - Help parents with the daily and/or nightly care of your babies as well as implementing the plan of action
 - Teach parents the time honored tricks that make parenting multiples a lot more manageable



- Reflux and Colic
 - Reflux and Colic are common issues that are often misunderstood and misdiagnosed; both can be explanations for excessive crying for no apparent reason
 - Teach parents to “read” the new baby’s individual cues for troubleshooting baby’s cries helping parents become experts at calming baby
 - Reflux may require medical treatment in addition to several non-medical remedies; colic, although not medically treatable, can be managed with help from a newborn specialist
 - Help manage fussiness and/or sleep issues to allow parents to enjoy interacting with new baby and feel confident in parenting skills
- Consultation
 - A variety of consulting packages are available
 - Parents can have a newborn care specialist come to their home for as little as a few hours or even a few days to help solve baby care problems
 - Telephone and email consulting available for a step by step guide through sleep training
 - Will train the nanny hired to care for the newborn
 - Other options available based on parent needs
- Seminars
 - Provided for professional care givers such as nannies, babysitters, etc.
 - Content varies depending on the request of the group/organization

Fees:

- In-home Care
 - Rates are based on several factors including location, number of babies, length of contract, etc.
 - Basic rates start at \$350 per day for 20 hours of coverage
 - Parents should call for a quote based on their specific needs
- Consultations
 - \$60 per hour

Products: The products offered by Gibson Newborn Services represent years of hands-on research. They are the time-tested, parent and baby care expert approved items that are recommended to all of our clients. Many of the products offered are specifically designed to soothe babies and make parenting easier; these are the tools of the trade and most items are a necessity when it comes to parent education and sleep training. Examples of products offered include Rockabye Baby CD’s, Soothie Pacifiers, Obus Forme Sound Machine, Lovies, and more. For a complete list and to order, visit www.GibsonNewbornServices.com and call (866) 432-BABY.



FREQUENTLY ASKED QUESTIONS

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- **What is a Newborn Care Specialist?**

A Newborn Care Specialist (commonly known as a “babynurse”) is a caregiver who specializes in the care of newborns and who works in a temporary capacity during the weeks following birth. She has an extensive background working with newborns and educating parents.

- **Is a “babynurse” a registered nurse?**

Typically a “babynurse” is not a medical professional. Our Newborn Care Specialists do have experience with the NICU, administering medications and apnea monitors among other medical issues. Parents should always consult their pediatrician about medical concerns.

- **Where are these services available?**

All of our services are available throughout the United States and abroad.

- **How long should parents have a Newborn Care Specialist?**

There are many factors to consider when deciding how long a family wants to retain the services of a Newborn Care Specialist. Having a highly qualified caregiver is indeed a luxury, so the family’s childcare budget is a consideration. Other factors include the method of delivery; a cesarean section may require a longer stay. Will Dad be going right back to work? If so, Mom may need a Newborn Care Specialist for a longer period of time. A minimum stay of 2 weeks is suggested, although an 8-12 week stay is not uncommon and is recommended to receive optimum benefits. An appropriate length of time that suits each family’s needs will be determined by a conversation among the Newborn Care Specialist and the family.

- **When should a family reserve a Newborn Care Specialist?**

To secure a preferred start date, we suggest booking a Newborn Care Specialist three to six months in advance. The best Newborn Care Specialists are usually booked several months in advance, but we are often able to accommodate last minute requests.

- **What if the baby is delivered before the expected due date?**

Most babies do not arrive on their due date, yet most clients want their Newborn Care Specialist to be there when the baby comes home from the hospital. We’ll make things easier by offering the family a two week window in which to start a contract. We will work with the family to determine the best dates for their two week window.



- **What is “sleep training”?**

Most new parents would like their new baby to have predictable naps and good night-time sleep, but this can often be an elusive goal for parents. The most common request we get is for sleep training. This involves working with the baby’s natural patterns as well as establishing good habits with a predictable routine. For those parents interested in achieving a full night of sleep, our gentle methods will ensure a well-fed, well-rested, happy baby.

- **Does Gibson Newborn Services use the “cry it out” method?**

Our methods are gentle and follow a baby’s natural circadian rhythm. We do not use the “cry it out” method of sleep training, but a more effective method involving a proactive approach. We encourage parents to listen to their baby and provide a predictable pattern of schedule and response.

- **Does Gibson Newborn Services work with nursing mothers?**

We work with nursing mothers and those that are bottle feeding. Once nursing is well established, most Newborn Care Specialists prefer to have the nursing mother pump in addition to nursing, so she can bottle feed expressed milk at night. If the mother prefers to exclusively nurse the baby, we will match the family with the appropriate caregiver.

- **When will my baby sleep through the night?**

Most baby care books say that sleeping through the night amounts to 5 or 6 hours and many methods involve “crying it out” with the promise of results when the baby is 4 months of age or older. We think that’s crazy! With the Gibson method, many full-term, healthy babies will sleep 6-8 hours a night by 6 weeks of age and 10-12 hours a night by 12 weeks of age. Every baby is different, but with our magic methods most little ones should be sleeping through the night somewhere between 6 and 12 weeks of age.



IN THE NEWS

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Television:

- Live interview with Gibson giving an overview of infant soothing techniques (2007, January **11**); *Fox59 News*
- Live interview with Gibson and footage of the Masche sextuplets born in Arizona (2007, September 12); *Today Show, NBC*

Newspaper:

- “Turning the tide against child abuse,” article about Gibson and her work with child advocacy group, Champions For Children (2006, December 26); *Indianapolis Star*
- “Speaking Baby,” article about Gibson and her work with newborns (2007, February 12); *Daily Journal*

Articles:

- “Do you have the Happiest Baby on the Block?” (2006, October); International Nanny Association newsletter, *INAvision*
- Contributing credits for several articles in 2007 and 2008; International Nanny Association newsletter, *INAvision*

Speaking Engagements:

- Workshop presented to childcare professionals (**2007, May 17**); *International Nanny Association conference in Washington D.C.*
- Four hour career development course for aspiring newborn care specialists (2008, May 1-4); *International Nanny Association conference in Orlando, Florida*
- The Happiest Baby & Happiest Toddler on the Block program (2008, May 1-4); *International Nanny Association conference in Orlando, Florida*

Professional Development:

- Member of the International Nanny Association since 2004
- Elected and installed to the Board of Directors of the International Nanny Association (2007, May 18)
- Founder of the Baby Dream Team which is in the process of becoming Gibson’s non-profit organization



BIOGRAPHY, CORTNEY GIBSON

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Business Title: President and Owner of Gibson Newborn Services, Inc.

Professional Title: Newborn Care Specialist and Parent Educator

Biography:

Cortney Gibson has spent the past 13 years working with families caring for children of all ages. In 2004 she began working exclusively with newborns after eight years of being a professional nanny. Gibson now specializes in the care of preemies and multiples, as well as sleep coaching and new parent education and has extensive experience with reflux and colic.

A Certified Happiest Baby Educator teaching the soothing methods of Dr. Harvey Karp, well known author of The Happiest Baby on the Block, Gibson uses the gentlest methods for sleep coaching and has been called the “baby whisperer” and the “super nanny for babies” by many because of her success in teaching newborns how to sleep longer and eventually through the night. In addition to offering private classes to teach the Happiest Baby methods, Gibson is also working with local child abuse prevention programs to bring the life-saving technique to inner city and teen parents.

Gibson has been published in the International Nanny Association (INA) newsletter with her article Do you have the happiest baby on the block? and has been featured in dozens of newspapers including The Indianapolis Star and Chicago Tribune.

Highly respected by colleagues Gibson’s services are in great demand all over the country. She is often requested to speak at seminars including; Babies R’ Us, OB and Midwifery retreats, daycares and training programs for foster parents and professional caregivers. And from CEO’s to celebrities, parents are eager to hire this native Hoosier to save the day.

When she’s not traveling the country caring for newborns, Cortney enjoys spending time at home in Central Indiana with family and her dog, Georgia.