



FOR IMMEDIATE RELEASE

Baptist Women’s Center First in Northwest Florida to Offer Infant Safety Software, CertaScan®

PENSACOLA, Fla. (July 31, 2017) - Baptist Women’s Center is first in Northwest Florida to offer CertaScan®, a security software for digital newborn footprint scans. Historically, footprint identification sheets required placing ink on an infant’s feet, and these prints degraded over time. This non-invasive software provides a complete biometric scan of an infant’s footprints which will be a part of the child’s electronic medical record.

CertaScan’s one of a kind system exceeds patient identification standards and works in partnership with the National Center for Missing & Exploited Children (NCMEC), and the Association of Women’s Health, Obstetric and Neonatal Nurses (AWHONN). This infant safety system provides a digital storage platform of newborns footprints for infant identification within the hospital. The newborn’s footprints are saved securely in the electronic medical records and can be used for identification throughout the infant’s hospital stay and for future use.

“Baptist Women’s Center is committed to the safety of our infants, and we wanted to demonstrate that commitment by taking infant security to the next level.” “Our dedication to our community’s children does not end when a family leaves our hospital, but rather extends throughout their lifetime. This technology will, not only provide a beautiful keepsake for parents to save and to share with family and friends, but it will also provide a digital copy of their child’s footprints which will be held securely for parents to access should the need ever arise,” said Rebecca Vires, MSN, MBA, RNC, Clinical Manager, Baptist Women’s Center.

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For more information about this press release or to schedule an interview, please contact Marilyn Smith at 850.791.5254 or BHCMediaRelations@bhcpns.org

About Baptist Health Care

Baptist Health Care is a community-owned, not-for-profit health care organization committed to improving the quality of life for people and communities in northwest Florida and south Alabama. The organization is a proud member of the Mayo Clinic Care Network. A 2003 Malcolm Baldrige recipient, Baptist continuously strives to be a national leader in quality and service. Baptist Health Care includes three hospitals, four medical parks, Andrews Institute for Orthopaedic & Sports Medicine, Lakeview Center, Baptist Medical Group and Cardiology Consultants. With more than 6,500 employees and employed physicians, Baptist Health Care is the largest non-governmental employer in northwest Florida. For more information, please visit www.eBaptistHealthCare.org.

Baptist Health Care • Baptist Hospital • Gulf Breeze Hospital • Jay Hospital • Lakeview Center • Baptist Medical Park – Nine Mile • Baptist Medical Park – Navarre • Baptist Medical Park – Pace • Baptist Medical Park – Airport • Andrews Institute • Baptist Medical Group • Cardiology Consultants • Mayo Clinic Care Network

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