



Mother and child care

For professionals

Information Folder

# uGrow

Helping you support and reassure  
new parents: the first medical baby  
app with connected products  
providing personalised advice

For healthcare professionals



# How can uGrow help you and parents?

We know that your time supporting parents is precious. uGrow aims to help you in these interactions by providing accurate\* data specific to a baby's development that can be used to provide better quality advice to new parents.

Parents are increasingly turning to online platforms for pregnancy and childcare advice or support.<sup>1</sup> Furthermore, mobile health or electronic health programmes have been shown to impact a number of infant health outcomes<sup>2,3</sup> and be beneficial to healthcare professionals in providing personalised support to new parents.<sup>4</sup>

uGrow is a mobile app designed to provide unique, personalised insights into a baby's development and aims to:

- **Capture** the baby's development every day for the first 6 months, from feeding to sleep to their first smile, allowing parents to share accurate\* data with you
- **Discover** patterns in the baby's day with custom visuals. Use these to draw insights and create advice on healthy routines
- **Celebrate and remember:** look back on milestones and precious memories
- **Facilitate smarter parenting:** find out more by doing less. uGrow connects to Philips smart products so parents can accurately\* track and measure the baby's development



# uGrow allows new parents to **track and monitor** their baby's development

uGrow provides you with an accurate\* record and up-to-date information

uGrow can monitor a baby's health and development at home, through the input of real-time data or by seamlessly integrating with existing smart products in the Philips Avent range.

Data that can be captured in the uGrow App include:

- Date of birth, name and gender of child
- Weight and height
- Feeding patterns:
  - Bottle
  - Breast
  - Milk expression
- Diaper usage
- Sleep time
- Crying frequency
- Temperature\*\*
- Room climate: room temperature and humidity\*\*
- Developmental milestones
- Pictures

## It saves you time

uGrow optimises consultation time by providing you with an accurate\* record of up-to-date information on the baby in an easily accessible format, resulting in better quality consultations. The app enables parents to take a more active role in their baby's health, helps reduce parent stress and may also limit unnecessary clinic visits.

Helps you reassure parents and challenge any misconceptions

uGrow supports you in the communication of credible, expert-reviewed information regarding infant development. Parents can use the app to improve their knowledge and be reassured about their child's development and overall well-being.



Please find enclosed an information leaflet for parents that will support you in providing advice to parents on the uGrow mobile app.





© 2015 Koninklijke Philips N.V. All rights reserved. Specifications are subject to change without notice. Trademarks are the property of Koninklijke Philips N.V. (Royal Philips) or their respective owners.

[www.philips.com](http://www.philips.com)



\* As data are entered manually, accurate information will need to be collected and entered in order for the app to provide an accurate assessment

\*\* In conjunction with other Philips Avent devices (e.g. Smart Ear Thermometer and uGrow Smart Baby Monitor)

References:  
1. Plantin L, Daneback K, BMC Fam Pract 2009;10:34; 2. Baños RM, et al. Clin Pract Epidemiol Ment Health 2011;7:62–66; 3. Danbjørg DB, et al. Int J Telemed Appl 2015;2015:4; 4. Evans WD, et al. BMC Public Health 2012;12:1