

# Embrace the journey, not the back pain.

Available at:



1910 Silver St. Garland, TX 75042 (972) 494-3334 info@medicostx.com

# Welcome to BabyBrace<sup>®</sup>!

Pregnancy is a magical journey, filled with joy and anticipation. Unfortunately, it can also bring discomfort, specifically in the form of lower back pain. That's where BabyBrace<sup>®</sup> steps in.

BabyBrace is designed to revolutionize your pregnancy experience. It's not just a product, but a companion for your journey, helping you enjoy every moment of your pregnancy.

#### A REAL PROBLEM

Approximately 50 -80 percent of women experience lower back pain during pregnancy due to changes in the body's center of gravity, increased belly weight, and hormonal changes that may cause ligaments to become lax. These changes are normal but can cause significant discomfort and stress on the lower back.

#### **A REAL SOLUTION**

BabyBrace is an FDA-approved medical device specifically designed to address these changes, providing you with much-needed relief. It works by normalizing your center of gravity, adjusting to your body's changes during pregnancy, and offering modularity for postnatal use.

#### **ADAPTS WITH YOU**

What makes BabyBrace truly special is its custom fit. Each brace is tailored specifically to you, ensuring maximum comfort throughout your pregnancy. As your body changes, BabyBrace adapts with you, with easily adjustable arms that can be placed in multiple positions to ensure ongoing comfort and support.

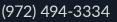
# What is Pregnancy-Related Back Pain?

Experiencing back pain during pregnancy is due to the changes your body is going through as it nurtures new life. The joy of expecting a baby often comes with a few discomforts - some of which can become quite severe.



Pregnancy-Related Back Pain is typically caused by factors such as an increased uterine weight, a more pronounced curve in your spine, hormonal and vascular changes, and a shift in your body's center of gravity - all of which are natural parts of the process. But you don't have to endure this discomfort alone. BabyBrace<sup>®</sup> is here for you. It's the only medical-grade device designed specifically to ease Pregnancy-Related Back Pain, offering the comfort and support you need during this precious time in your life. With BabyBrace, you can focus on the joy of expecting, knowing you're well-supported every step of the way.

Want to learn more? Call or email us!





## How BabyBrace® Works.



### **Embrace the journey of motherhood with less pain and more comfort.**

During the pregnancy journey, your body undergoes many changes. One of these is the increase in belly weight that subtly shifts your body's center of gravity forward. As a result, your body instinctively adapts by amplifying the curve in your lower spine and tilting your pelvis forward.

Here's where the magic of BabyBrace®comes in. Expertly designed to mold seamlessly to your unique form, BabyBrace provides a gentle lift and support that repositions your body's center of gravity to its natural, comfortable alignment. This thoughtful design significantly reduces stress on your spine and supporting muscles, bringing you much-needed relief from back pain.



(972) 494-3334



# Video



#### Learn More

Meet BabyBrace,<sup>®</sup>your new best friend in combatting lower back pain during pregnancy. This FDA-approved, custom-fitted brace is designed to adapt with you, providing unmatched comfort and support. Watch our video and discover how BabyBrace can transform your pregnancy journey. A more comfortable pregnancy starts here!





# How to start enjoying BabyBrace<sup>®</sup>.

BabyBrace<sup>®</sup> isn't just a medical device, it's a partner that adjusts with you as you journey through pregnancy. Available by prescription, BabyBrace is covered by most insurance. So why wait? Start your BabyBrace journey today!



#### **Physician Prescription**

Simply give the form included in this e-book to your OB/GYN to fill out. Your doctor will need to include the medical necessity chart notes and patient demographics and insurance information so we can bill your insurance company.



#### **Custom Fitting**

Bring the form with you to Medicos and we will custom-fit your BabyBrace to your individual needs and file your insurance for you.



#### Adapt as You Grow

As your body changes, BabyBrace adapts with you, with easily adjustable arms that can be placed in multiple positions to ensure ongoing comfort and support.

Feel free to ask us to chat with your OB/GYN about all the wonderful ways BabyBrace can support you during this exciting time in your life!



# Who is Medicos?

Welcome to Medicos, where we dedicate our time and expertise to helping individuals find relief from pain, improve mobility, and accelerate recovery. Our mission is simple: to enhance the quality of life for our patients.

With a rich history spanning over four decades, we've remained steadfast in our commitment to delivering cutting-edge medical equipment. We collaborate with industry-leading manufacturers celebrated for their innovation, exceptional performance, and uncompromising quality.

#### **Putting You First**

At Medicos, we celebrate uniqueness. We know each patient has distinct needs, and that's why our team includes licensed orthotists and certified brace fitters. They work diligently to ensure you get a device that not only addresses your requirements but also fits your body perfectly.

Our wealth of experience and deep expertise reassure patients of our understanding of their medical conditions and the hurdles they may encounter on their journeys back to wellness. Remember, at Medicos, we do more than supply medical equipment—we empower lives.

#### Your trusted partner.

Medicos holds a distinguished position as a respected and accredited provider of top-ofthe-range medical equipment and devices. Our reputation for excellence has earned us the trust of both patients and healthcare providers.

We accept most private insurance plans and Medicare, making our services accessible to a wide range of patients.

Navigating through medical paperwork, documentation, and billing can be daunting and time-consuming. We get it. That's why we have a team of billing specialists well-versed in insurance policy guidelines and requirements, ready to help you through the process.

At Medicos, we don't just provide medical solutions; we build relationships based on trust, care, and a shared goal of enhancing lives. We're here to support you every step of the way.

# Interested in learning more?

#### **Call or Email Us!**



(972) 494-3334



info@medicostx.com

PATIENT INFORMATION	554 TOILFIEE, 600.441.0050 Fax.	.572.467.5003	s cinali. Ulu	ersevineurus	BABY BRACE PRESCRIPTION/ORDER FORM Phone: 972.494.3334 Toll Free: 800.441.0030 Fax:972.487.9663 Email: orders@medicostx.com					
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PRESCRIBER INFORMATION										
Physician/Prescriber Name:		NPI#:								
Address:	City:		State:	Zip:						
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Radiculopathy M54.10 unspecified side M54.14 thoracic region M54.15 thoracolumbar region M54.16 lumbar region										

An Investigational Study of BabyBrace® on Whole Body Center of Gravity and Contact Force Distributions - A Clinical Investigation -

> Bryan W. Cunningham, PhD Kenneth Mullinix, BS Erin Shucosky, RN Paul C. McAfee, MD, MBA

Scoliosis and Spine Center University of Maryland St. Joseph Medical Center Baltimore, Maryland

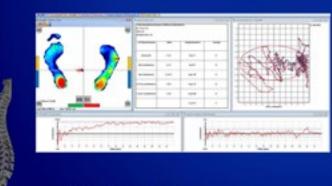


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## Study Objectives

#### Objectives:

- Quantify changes in whole center of body mass with a surrogate pregnancy vest and gestational orthoses.
- Determine circumferential force distributions between the orthoses and patients body, with specific emphasis on the anterior lift afforded by the braces.



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## Methods

#### IRB Study Approval

1. All procedures described and conducted for the current investigation were first reviewed approved by the Western Institutional Review Board (WIRB) and University of Maryland St. Joseph Medical Center IRB prior to commencement of study procedures.

2. Written informed consent for participation in this project and data publication was obtained from each participant prior to taking part in the experiment.

#### Participant Demographics

#### Inclusion Criteria:

- 1) Study Participants: n=25
- 2) Age: 21 38 Female.
- Body Mass Index (BMI): 20 32.
- 4) Physical ability to wear a 25 to 30 pound vest for at least 40 minutes in a standing position.

#### Exclusion Criteria:

- 1) Previous spinal surgery or history of back pain requiring conservative care.
- 2) History of lower extremity problems: vascular, motor, neurogenic or unknown cause.
- 3) History of vertigo or disequilibrium related issues.

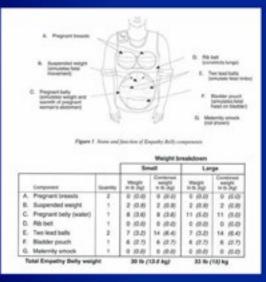
4) Pregnancy.

- 5) Subject has current chemical/alcohol dependency or significant psychosocial disturbance.
- 6) Subject is currently enrolled in another investigational study.

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## Methods

## Surrogate Pregnancy Vest – Empathy™ Belly





(Image adapted from The Empathy Belly™ Instructor Training Manual P.3 Published by Birthways, Inc. 1996.).)

#### Gestational Braces and Supports





BabyBrace<sup>TM</sup> (VHM Bracing, LLC Tampa, Florida)





NEOTech Care<sup>TM</sup> Maternity Belt (Model NTCT 005)





SOFT FORM® Maternity Support Belt





Babo Care® Maternity Belt

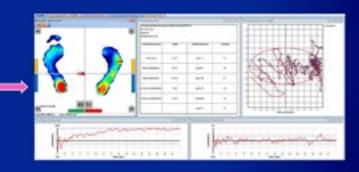
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## Methods

#### Experimental Endpoints

- 1. Visual Analog Scale (completed for baseline and each brace evaluated)
- 2. Center of Gravity (CoG) Calculation A/P Shift from Baseline (0,0)

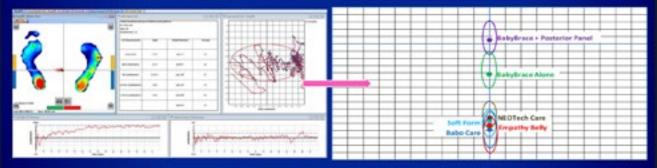




(MobileMat<sup>™</sup> High Resolution Platform, Tekscan, Inc. South Boston, MA)

#### Experimental Endpoints

- 1. Visual Analog Scale (completed for baseline and each brace evaluated)
- 2. Center of Gravity (CoG) Calculation A/P Shift from Baseline (0,0)
  - 30 second evaluation time interval per brace



(MobileMat<sup>™</sup> High Resolution Platform, Tekscan, Inc. South Boston, MA)

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## Methods

#### Experimental Endpoints

#### 3. Circumferential Force Distributions (Newtons) - 6 Sensor Locations



(FlexiForce™ Force Measurement Sensors, Tekscan, Inc. South Boston, MA)

#### Experimental Endpoints

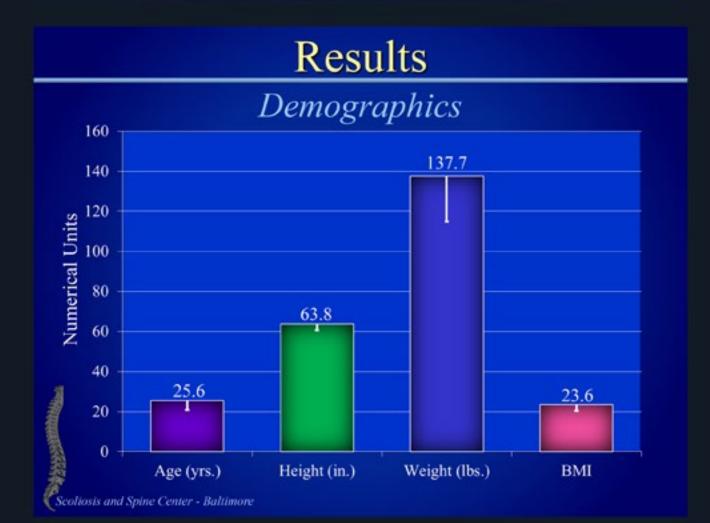
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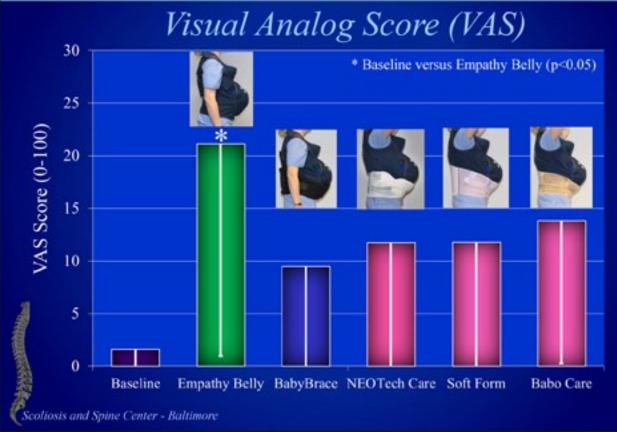


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## Results



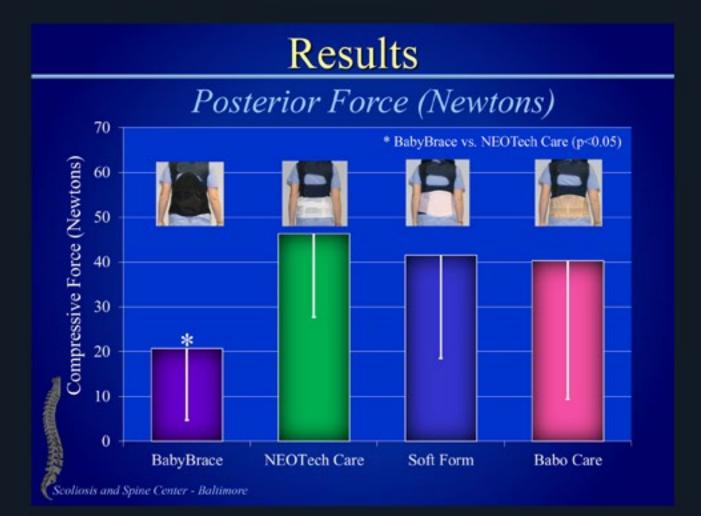
## Results

#### Anterior Force (Newtons)

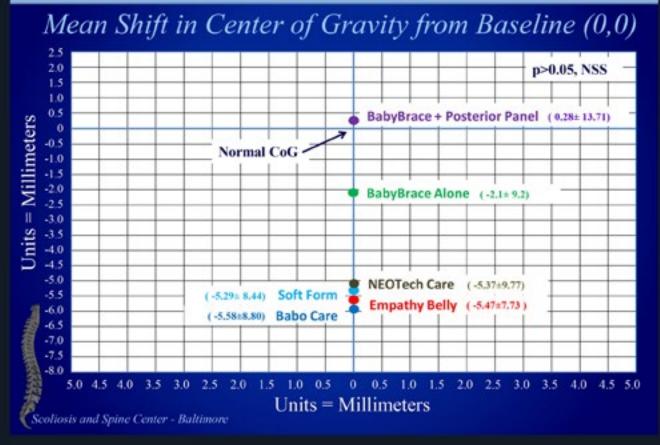


## Results

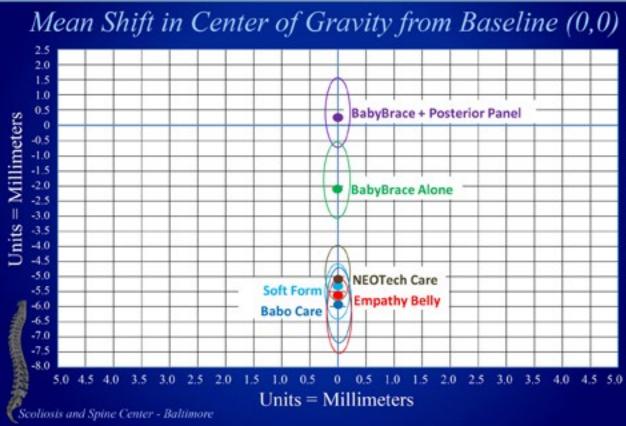




### Results



### Results



## **Summary Points**

- VAS: Significantly elevated with Empathy Belly versus baseline (p<0.05). No differences between braces (p>0.05).
- 2. Circumferential Force:

Anterior: BabyBrace significantly improves anterior lift versus all other braces (p<0.05).

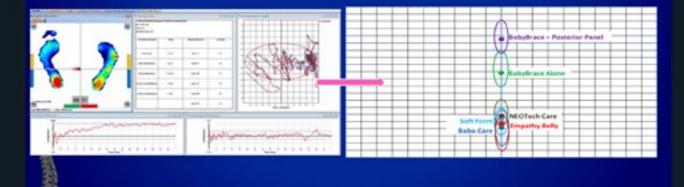
Lateral: BabyBrace and NEOTech Care significantly improve compression versus all other braces (p<0.05).

Posterior: BabyBrace significantly reduces compression versus NEOTech Care (p<0.05).

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## **Summary Points**

- 3. Center of Gravity:
  - No significant differences between braces (p>0.05).
  - Babybrace appears to restore CoG to the near normal condition, with and without posterior panel. Significance precluded by high standard deviations.



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Your custom-fitted BabyBrace<sup>®</sup> is available at:



#### Location

1910 Silver St. Garland, TX 75042

#### **Contact Us**

(972) 494-3334 info@medicostx.com

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