



WELCOME TO CRANIAL TECHNOLOGIES®

A Guide to Understanding Plagiocephaly
and Our Care Experience at
Cranial Technologies®

CRANIAL TECHNOLOGIES®

The Leader in Pediatric Cranial Shaping Orthoses™

For over 35 years, Cranial Technologies® has focused solely on treating plagiocephaly, helping infants with head shape conditions by using the DOC Band® – the first FDA-cleared cranial orthotic product.

400K+
SUCCESSFUL OUTCOMES
 And counting

With our proven DOC Band Therapy™, we treat over 1,000 babies a week.

100+
SPECIALIZED CLINICS
 Across the U.S.

Our clinics include RNs, PTs, OTs, and Orthotists specifically trained to help families nationwide.

TEAMS
DEDICATED TO HELP
 Navigate Insurance

Our dedicated support teams assist parents and providers with the insurance process and financing.



Learn why the DOC Band® is the preferred choice of doctors and parents at cranialtech.com

35+ YEARS
OF TREATING BABIES
 With Plagiocephaly

RATED #1
BEST KNOWN
 Brand by Parents*

37 ARTICLES
PUBLISHED ABOUT
 Head Shape Conditions

*Unaided brand research study conducted in September 2023 by Key in Strategies.



The Leader in Pediatric
 Cranial Shaping Orthoses™

Parents can schedule a
NO COST ASSESSMENT
 at cranialtech.com



GUIDELINES FOR MANAGING PLAGIOCEPHALY

By the Congress of Neurological Surgeons

OVERVIEW

A CNS task force reviewed almost 400 research papers and abstracts to develop patient management guidelines. The recommendations are endorsed by the American Academy of Pediatrics (AAP), and the American Association of Neurological Surgeons (AANS).

RECOMMENDATIONS OVERVIEW

Topic 1: The Role of Imaging

- Diagnosis of positional plagiocephaly can be made by physical exam alone for the majority of cases.
- 3D surface imaging or stereophotogrammetry is recommended for the assessment of infants with plagiocephaly without synostosis.

Topic 2: The Role of Repositioning

- Guidelines for repositioning are most relevant to very young infants, usually 4 months or younger.
- Most studies suggest head band therapy corrects asymmetry more rapidly and to a greater degree than repositioning education.

Topic 3: The Role of Physical Therapy

- Physical therapy is recommended over repositioning education alone for reducing the prevalence of infantile positional plagiocephaly in infants 7 weeks of age.

Topic 4: The Role of Head Band Therapy

- Head band therapy is recommended for infants with persistent moderate to severe plagiocephaly after a course of conservative treatment.
- Infants who are treated with head bands early in infancy, tend to yield better outcomes (such as correction and even normalization) of head shape. *

APPLICATION AND GUIDELINES

Early Well Visit

- Clinical examination of head shape and range of motion.
- If head is misshapen instruct on repositioning.

2 Month Well Visit

- If head is misshapen and there is neck involvement, refer to a physical therapy specialist.

4 Month Well Visit

- If Plagiocephaly persists, refer to 3D imaging.
- If moderate to severe, begin with head band therapy. *

Systematic Review and Evidence Based Guidelines on the Management of Patients with Positional Plagiocephaly
Lissa C Baird 1, Paul Klimo Jr, Ann Marie Flannery et.al., Neurosurgery. 2016 Nov;79(5):E630-E631

* If plagiocephaly is present at 4 months, head band therapy such as DOC Band Therapy™ is recommended. **The AAP endorses this recommendation.**



DSi[®] TECHNOLOGY

Digital Surface Imaging[®]

The first 3D imaging system developed to accurately capture baby head shapes. Our DSi Technology is the foundation of how Cranial Technologies[®] delivers precision care for babies with head shape conditions – creating a safe, detailed 360° image of each baby's head.



KEY FEATURES:

Safe 360° Imaging

10 synchronized cameras generate a detailed 3D image in seconds. No radiation or lasers.

Advanced Cranial Analytics

Proprietary software analyzes images creating precise measurements of the entire head.

Comprehensive DSi Reports

Show clear visuals, proportionality and asymmetry scores, and severity levels.

FROM IMAGE TO INSIGHT INTO THE DOC BAND[®]

The DSi imaging data is processed through Sentient3D[®], Cranial Technologies AI-developed platform application used to create a custom DOC Band[®].



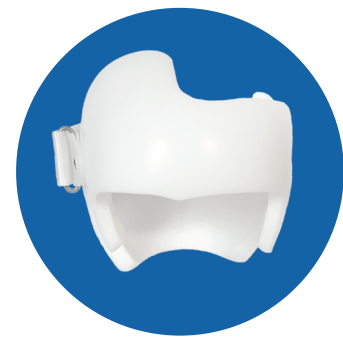
DSi

Accurate imaging for documentation and directing DOC Band design.



Sentient3D

AI-enabled machine learning precisely designs every DOC Band.



Custom DOC Band

Each DOC Band is designed for optimal outcomes based on their needs.

Patents: 7162075, 7245743, 7280682, 8103088, 8217993, 9743068. Additional patents pending.



The Leader in Pediatric Cranial Shaping Orthoses[®]

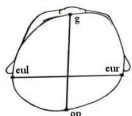
Parents can schedule a
NO COST ASSESSMENT
at cranialtech.com



HOW TO ANALYZE A DSI® REPORT

Understanding the Images and Measurements

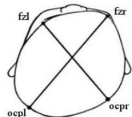
Proportionality Measurements



The **Cephalic Index (CI)** is the ratio of the width to length of the head. It is calculated by dividing cranial width by length, and multiplying by 100 $\{(width/length) * 100\}$. This will typically be in the mid 80's, but will vary slightly with age and ethnicity.



Asymmetry Measurements



Cranial Vault Asymmetry (CVA) is the difference (in millimeters) between the longest and shortest diagonal measurements from the forehead to the opposite posterior cranium.

CVA > 6 mm is often classified as a moderate deformity.
CVA > 12 mm is often classified as a severe deformity.

■ Before Cranial Vault Asymmetry: 10.0 mm
■ After Cranial Vault Asymmetry: 6.0 mm



The **Cranial Vault Asymmetry Index (CVAI)** is the CVA divided by the shorter of the two diagonal measurements. It is useful because, as an index, it remains proportional as the head grows and is independent of age.

CVAI > 6.25 is often classified as a moderate deformity.
CVAI > 8.75 is often classified as a severe deformity.

■ Before Cranial Vault Asymmetry Index: 7.3
■ After Cranial Vault Asymmetry Index: 4.1



PROPORTIONALITY MEASUREMENTS

This measurement helps determine if brachycephaly is present. Evaluates the balance and symmetry between different dimensions of the head, such as width and length, to ensure a harmonious shape.

CEPHALIC INDEX (CI)

Ratio of head width to length

- **Mild (75-90):** The typical range
- **Moderate (90-95):** Broader head shape
- **Severe (>95):** Significantly broader head shape

ASYMMETRY MEASUREMENTS

This measurement helps determine if plagiocephaly is present. Measures the differences in shape and balance between various parts of the head, identifying unevenness or irregularities in its structure.

CRANIAL VAULT ASYMMETRY (CVA)

Difference in diagonal lengths

- **5 - 6 mm:** Mild deformity
- **6 - 12 mm:** Moderate deformity
- **>12 mm:** Severe deformity

CRANIAL VAULT ASYMMETRY INDEX (CVAI)

Proportionality of asymmetry

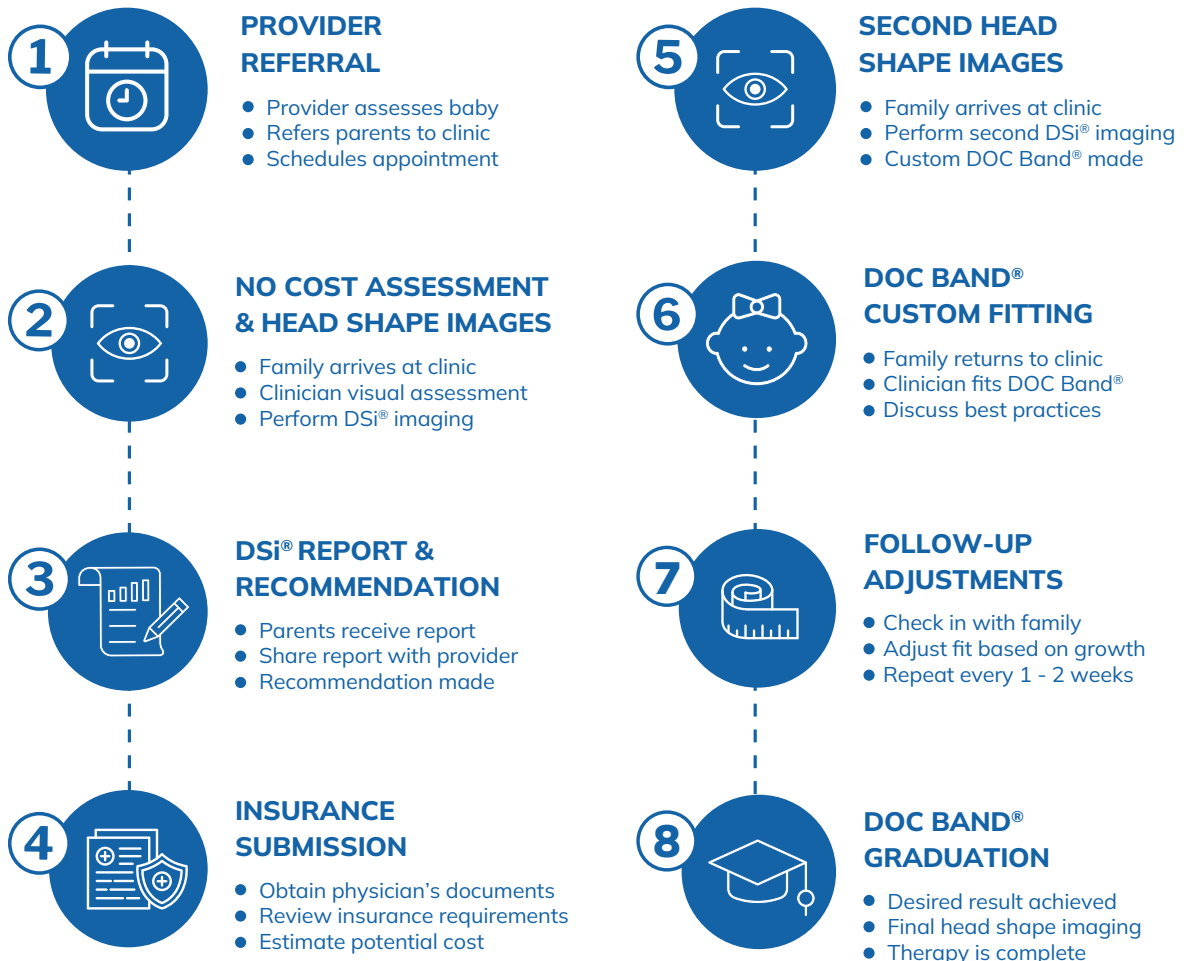
- **3.5 - 6.25:** Mild deformity
- **6.26 - 8.75:** Moderate deformity
- **>8.76:** Severe deformity



THE PROCESS

From Referral to DOC Band® Graduation

Our process for treating head shape conditions is designed to ensure personalized, effective care. From the initial referral and no cost assessment to the fitting of the DOC Band®, each step is tailored to achieve optimal results for the development of each child's head.



OPTIMAL AGE TO TREAT

3 - 6 months for shorter therapy time and optimal results

NAVIGATING INSURANCE

We have dedicated teams that help parents through the insurance process

DOC BAND THERAPY™ TIME

5 - 16 weeks depending on condition and age of baby



WE HELP NAVIGATE INSURANCE

How Our Teams Assist Parents

Cranial Technologies® has a dedicated team that helps parents navigate and manage the insurance coverage process. This is a quick overview about the process.

- 1 INSURANCE VERIFICATION**
 - We connect with insurance provider to check coverage and requirements.
 - Parents will get an email and text once benefits are ready for review.
- 2 GATHERING DOCUMENTATION**
 - We request the prescription and documents from the baby's doctor.
- 3 INSURANCE DETAILS**
 - Our team will guide parents through next steps.
 - We will discuss therapy review requirements and potential costs.
- 4 SCHEDULING APPOINTMENTS**
 - Once insurance is set, we'll reach out to schedule imaging and fitting.

Understanding Potential Hurdles i

While we're committed to getting the babies into treatment as quickly as possible, some parts of the process depend on external factors that require additional time.

Document Coordination

Receiving necessary documents from insurance and doctor's offices can take time.

Authorization Timeline

While our team handles the entire process, timing is based on the insurance provider.

Pediatrician's Role

Occasionally, insurance will ask for additional authorization from the pediatrician.

IT IS ALSO IMPORTANT TO NOTE THAT, DEPENDING ON THE COVERAGE, THERE MAY BE OUT-OF-POCKET EXPENSES SUCH AS CO-PAYS OR DEDUCTIBLES.

Contact our insurance support specialists: **844-447-5894**

Please call us any time if you have a question or concern.



WHAT TO EXPECT

Five Frequently Asked Questions from Parents

What is the DOC Band®, and how does it work?

The DOC Band® is a custom cranial shaping orthosis, also referred to as a “head band” that gently reshapes your baby’s head to correct common head shape conditions such as plagiocephaly. It’s comfortable, lightweight, and worn for about 23 hours a day to help achieve a more balanced shape.

How long will my baby need to wear the DOC Band®?

Most babies wear the DOC Band® for about 6 to 16 weeks depending on the severity of the case. We will work with your doctor to monitor progress and adjust the plan as needed to ensure the best results.

Where do I get my baby fitted for a DOC Band®?

We recommend getting a referral from your pediatrician to visit one of our clinics, as a prescription is required for therapy, however you can schedule your own assessment with us directly by visiting our website. This initial assessment requires no cost or commitment for you and we’ll help you determine the best treatment option for your child. If necessary, we will provide you with a report you can share with your pediatrician.

What can I expect during the initial evaluation?

The initial evaluation is quick, and you do not have to prepare anything. We’ll place a stocking to cover your child’s hair before we get images of their head. We use a proprietary 3D imaging system to get accurate measurements, and there’s nothing harmful like radiation or lasers involved. Then, we’ll analyze your baby’s head shape and, if needed, we can recommend a route of action.

Is the DOC Band® covered by insurance, and how can I check my coverage?

Insurance coverage varies by state. We have dedicated teams that will help you navigate the insurance process, answer any questions, and provide you with information to get your baby into DOC Band Therapy™ as soon as possible. Our teams work with insurance providers across the country and are accustomed to the requirements for each state. Please contact us for more details.

For more frequently asked questions, please visit
cranialtech.com

