



FOR IMMEDIATE RELEASE

Cranial Technologies Launches First-of-its-Kind Mobile Clinic to Expand Infant Care Access in Southern California

DOC Van™ expands plagiocephaly care for families beginning Jan. 13 through a new mobile model developed with Atlas Medical

SIMI VALLEY, Calif. (Jan. 14, 2026) – Cranial Technologies, a leading provider of plagiocephaly treatment for infants, announced the launch of its first American Board of Certification-certified mobile clinic in Southern California—the DOC Van™.

The mobile unit was developed in [partnership with Atlas Medical](#), which supported the design, manufacturing and deployment planning, and will provide ongoing operational support of the program.

Plagiocephaly, commonly known as flat head syndrome, affects nearly half of all infants, and can develop quickly, sometimes in as little as one week. Timely, quality care for moderate to severe cases is key for successful treatment. Cranial Technologies' DOC Van™ mobile clinic will bring expert assessment and treatment for plagiocephaly directly to families in an approximately 300 square-foot, state-of-the-art mobile clinic, powered by Atlas Medical, eliminating geographic and transportation barriers to care.

For some families receiving care at Cranial Technologies' Brentwood clinic, treatment can require a round trip of three hours or more. The DOC Van™ will travel to surrounding communities across Southern California, including Santa Clarita, Simi Valley, Thousand Oaks and Oxnard, to reduce travel time and make access easier for babies and their families.

The mobile clinic began seeing patients Jan. 13 and officially debuted with a ribbon-cutting ceremony on Jan. 14.

“Our mobile clinic is designed to meet families where they are,” said Debbie James, CEO of Cranial Technologies. “Care doesn’t have to be limited to a clinic. By bringing treatment closer to home, we can ensure more infants receive timely care, improve the likelihood of treatment in the crucial four-to-six-month window and provide families the support they need without long travel times or logistical barriers.”

The DOC Van™ provides patients and families with the same high-quality treatment available in a traditional brick-and-mortar clinic, including:

- Comprehensive services including assessment, diagnosis and treatment
- Convenient access to board-certified clinicians and ABC-certified care from 7:30 a.m. to 4:30 p.m.
- Convenient check-in area and private treatment rooms

- DSi® 3D imaging, Cranial Technologies' exclusive imaging system developed specifically for the treatment of plagiocephaly
- Easy access in public areas with free parking
- Family-centered support to guide parents through every step of the process

Locations include:

Oxnard

Del Sol Park
1800 Camino Del Sol
Oxnard, CA 93030

Thousand Oaks

Westlake Plaza
942-1014 S Westlake
Blvd.
Westlake Village, CA
91361

Simi Valley

Simi Valley Town
Center
1555 Simi Town
Center Way
Simi Valley, CA 93065

Santa Clarita

Valencia Town Center
24201 Valencia Blvd.
Valencia, CA 91355

“Early, accessible treatment for plagiocephaly is critical,” said Tim Littlefield, Chief Science and Technology Officer with Cranial Technologies. “The earlier we can begin therapy the better the outcomes for the child's head shape. Making care accessible, like through the DOC Van™, ensures families don’t face unnecessary delays or barriers, which can make all the difference for a child’s future.”

“Launching a mobile program isn’t just about the vehicle, it’s about building an operational playbook that works every day,” said Danny Dries, Managing Partner, Healthcare Expansion with Atlas Medical. “This program was designed to help Cranial Technologies expand plagiocephaly treatment to new communities quickly, with the logistics, compliance support and uptime planning needed to operate on schedule from day one.”

The clinic began seeing patients on Jan. 13. Families can schedule a no-cost head shape assessment by visiting www.CranialTech.com or calling (844) 447-5894.

About Cranial Technologies

Founded in 1986, Cranial Technologies is a global leader in the treatment of infant head shape conditions. The company developed the Doc Band® in 1998, the first FDA-cleared cranial orthotic for treating plagiocephaly and has since treated over 400,000+ babies worldwide.

www.cranialtech.com

About Atlas Medical

Founded in 2001, Atlas Medical powers mobile and modular health care programs for providers expanding into new markets. Atlas supports design, manufacturing, deployment planning, regulatory/accreditation support, and ongoing mobile operations to help partners launch or expand clinical capacity faster.www.atlas-medllc.com

MEDIA CONTACT

Roxanne Strike
roxanne@lovell.com