



WELCOME TO CRANIAL TECHNOLOGIES®

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



Cranial
Technologies®

Reshaping
Children's Lives®



It's a Common Condition

Today, nearly one in every two infants (47%) is affected by some degree of plagiocephaly. One in four (~25%) has moderate to severe plagiocephaly.* That means countless families have faced this — and found a path forward.

Fortunately, plagiocephaly is treatable.

With early action and the right support, real change is possible. DOC Band Therapy® works with your baby's natural growth, gently guiding head shape development in a way that's safe, proven, and designed just for them.

"The treatment is amazing and produced stunning results. We explained the rationale for the treatment to our family and friends who now realize this is about much more than a round head."

— Monica and Jonathan A.

*Mawji, A., et al. *The incidence of positional plagiocephaly: a cohort study.* *Pediatrics*, 2013. 132(2): p. 298-304.

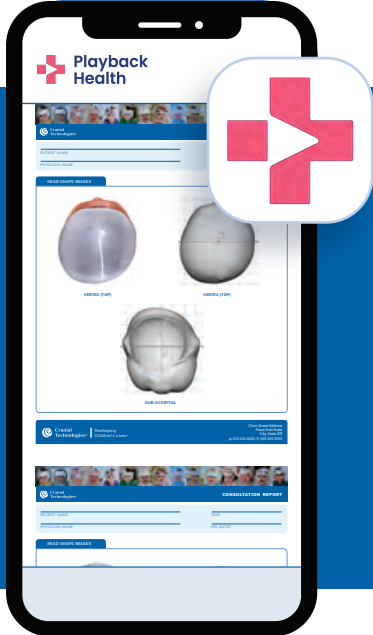
*Hutchison, B.L., et al. *Plagiocephaly and brachycephaly in the first two years of life: a prospective cohort study.* *Pediatrics*, 2004. 114(4): p. 970-980.

*Ballardini, E., et al., *Prevalence and characteristics of positional plagiocephaly in healthy full-term infants at 8-12 weeks of life.* *Eur J Pediatr*, 2018. 177(10).

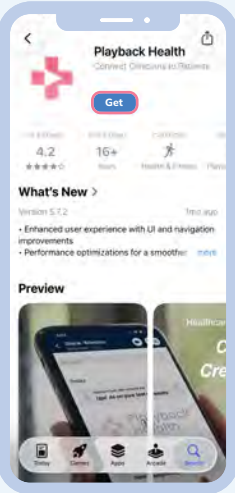
Navigate Your Baby's DOC Band Journey

We partner with Playback Health's mobile app to keep you well informed throughout the entire process. From the initial evaluation to the completion of treatment, we will send you important information through this platform directly to your services.

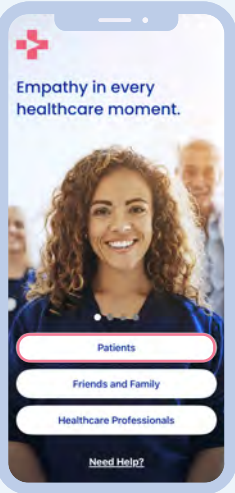
-  Receive clinical information, including videos and reports from your clinician
-  Receive video or audio updates about your appointment
-  Share with family and loved ones, keeping everyone up to date



1 Download Playback Health



2 Input Your Information



3 See Important Updates & Info



Scan to download Playback Health

What Does Plagiocephaly Look Like?

Parents spend so much time with their baby, recognizing an abnormal head shape can sometimes be difficult. Below are some examples of mild to severe plagiocephaly and brachycephaly, along with a normal head shape for comparison.

PLAGIOCEPHALY | View from top of head



NORMAL MILD MODERATE SEVERE

BRACHYCEPHALY | View of head from side



NORMAL MILD MODERATE SEVERE

Why Families and Pediatricians Choose the DOC Band®

The DOC Band is the first FDA-cleared cranial orthotic product designed to successfully correct cranial and skull base asymmetries in infants. With over 500,000 successful treatments, it's the trusted solution for improving pediatric head shape conditions.



DOC Band®

by Cranial Technologies®

DYNAMIC MONITORING
During DOC Band Therapy®, the band is adjusted by our clinicians as the baby's head grows.

PRECISION MADE
Using our latest Sentient3D® and DSi® technologies and a robust 21-point inspection protocol.



TREATS SKULL BASE
Corrects the cranial vault and skull base asymmetries simultaneously, ensuring optimal outcomes.

CLINICALLY PROVEN
Supported by independent pediatric research and trusted by medical professionals for over 40 years.

CUSTOM FOR EACH BABY
Each DOC Band and therapy process is unique – individually tailored to each baby's needs to ensure optimal results.



Learn more about the DOC Band and about head shapes at www.cranialtech.com

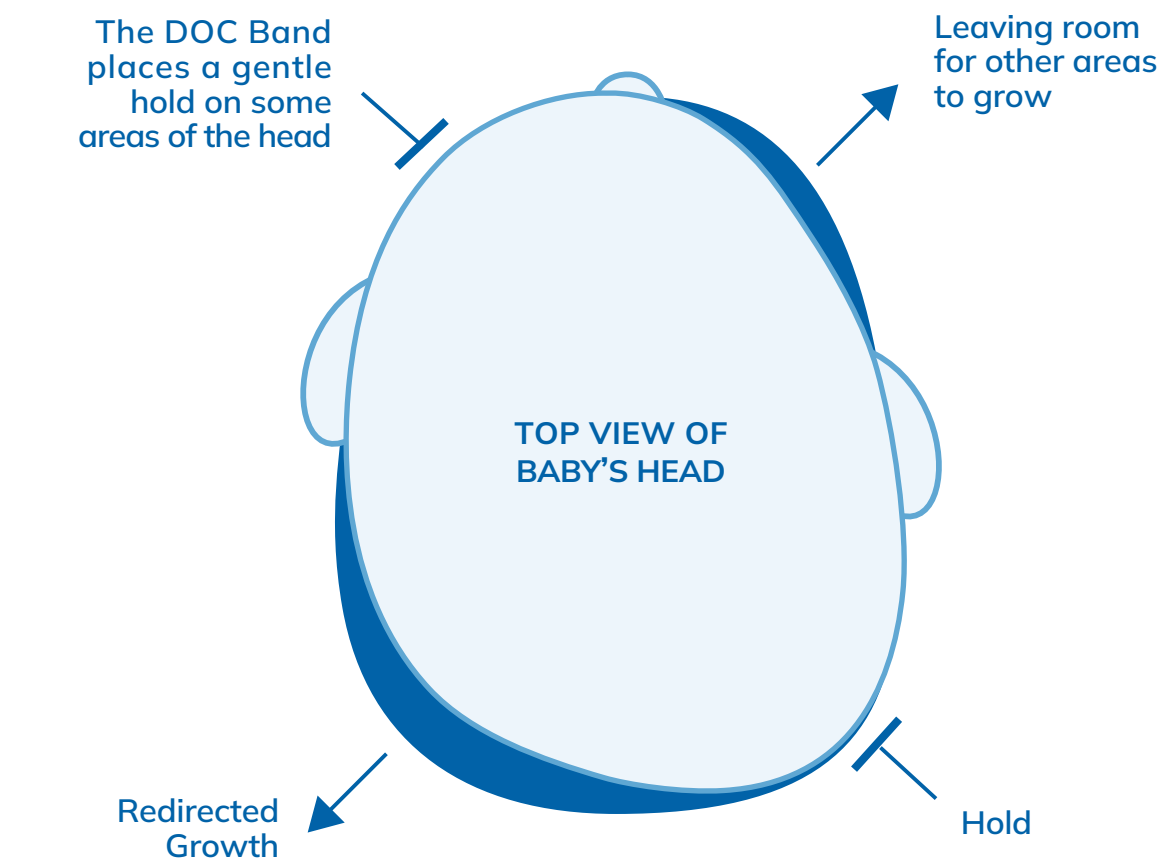
How the DOC Band® Is Made Specifically for Your Baby

Every DOC Band is custom-made using proprietary tools developed by Cranial Technologies® specifically for babies with plagiocephaly.



How Does the DOC Band® Work?

The DOC Band applies gentle pressure to safely redirect your baby’s natural head growth into a more normal head shape. The band often delivers visible improvement in as little as two weeks when worn for 23 hours a day, with full treatment typically lasting a few months.



There’s no need to worry. Each band is custom-made using lightweight, hypoallergenic materials, so it’s comfortable for your baby to wear.

What Results Might I Expect From the DOC Band®?

For over 40 years we’ve helped babies achieve corrective change. Your baby’s age, growth rate, severity of the head shape, and how closely the recommended treatment protocol is followed will all influence the final result.

BEFORE	AFTER
Severe Plagiocephaly 	2 months of treatment 
Moderate Plagiocephaly 	7 months of treatment 
Moderate Brachycephaly 	3.75 months of treatment 
Severe Brachycephaly 	3.5 months of treatment 

23/7: The Magic Number

To guide proper head shape growth, consistency matters. That’s why the DOC Band® is designed to be worn 23 hours a day, 7 days a week — with just one hour off daily for bathing and cleaning. It may sound like a lot, but that one hour off is all most babies need. Adhering to 23/7 helps keep therapy on track and ensures your baby makes the most of each day in the band.

MAKE THE MOST OF THE HOUR

Try making band-free time part of your baby’s evening wind-down — a warm bath, a little stretch, a snuggle. Then it’s back on, comfortably and securely.

BATH TIME

Gently wash your baby’s hair and scalp while the band is off.

CLEAN THE BAND

Wipe down the inside of the band with 70% isopropyl alcohol and then let it dry completely.

TUMMY TIME

Encourage supervised tummy time to support healthy development.

PROGRESS PHOTOS

Capture a quick photo to track your baby’s progress over time.

SNUGGLE OR STORY TIME

Use the quiet time to bond — read, sing, or just enjoy being close.

How Long Is the Band Worn?

The length of treatment will depend on your baby’s age, growth rate, and the severity of the head shape. The treatment process, while it may take some getting used to, will be well worth the improved head shape your child will have for life. The treatment time table below assume adherence to the 23/7 protocol.

Average DOC Band® Treatment Time and Visits		
Age	Avg. Treatment Length	Visit Cadence
< 4 months	4 - 7 weeks	Every 1 week
4 - 5 months	7 - 12 weeks	Every 1 week
6 - 11 months	10 - 15 weeks	Every 2 weeks
11 months +	12 - 16 weeks	Every 3 weeks

WHAT AFFECTS YOUT TIMELINE

STARTING AGE

Babies' skulls are most moldable in the first several months of life, when bones are still soft and growth is rapid. Starting treatment earlier means the band has more active growth to work with, which is why younger babies tend to need shorter treatment times compared to babies who start closer to a year old.

CONSISTENCY

The band is designed to be worn 23 hours a day, with 1 hour off for bathing and cleaning, known as the 23/7 protocol. Every hour off the recommended schedule is an hour the skull isn't being gently guided toward its new shape, so consistent wear helps keep treatment on track and avoids extending the timeline unnecessarily.

SEVERITY

Not all head shapes need the same amount of correction. Correction for a baby with moderate flattening/asymmetry has less distance to travel to reach a more symmetrical head shape than a severe one so treatment may wrap up sooner. This is part of why early detection matters, catching a moderate case early can mean a shorter, treatment course overall.

What Is the Treatment Process Like?

During treatment, your baby’s progress will be closely monitored by a highly skilled clinician. Your clinician will make expert adjustments to the band as your baby grows to ensure the best possible results.

Our clinicians are highly trained healthcare professionals - licensed Physical Therapists, Occupational Therapists, Registered Nurses, and certified Orthotists - specializing in infant plagiocephaly. Each sees hundreds of cases a year and is trained to address any underlying neck issues, such as torticollis.



What's Next?

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.

1

2

3

4

5

6

7

Insurance Review

We'll handle the legwork. After your evaluation, our Insurance Liaison will connect with your provider and walk you through your coverage and payment options.

Prescription From Provider

The DOC Band is a medical device, so we'll need a prescription. Don't worry if you don't have one yet — we can help request it from your pediatrician.

Precision Imaging Appointment

We'll capture a fast, accurate 3D image of your baby's head using our patented DSi® system. This image is the first step in designing a custom DOC Band.

Custom Band Creation

Your baby's DOC Band is made just for them at our specialized facility in Arizona — then shipped to your clinic after a full quality check.

Custom Fit Appointment

Once the band arrives, we'll make sure it fits just right and walk you through everything you need to know — from wear schedule to how to clean it.

Growth Adjustment Appointment

As your baby grows, we'll check in with you and your baby at our clinic occasionally to check progress and make adjustments as needed.

Graduation

At your final visit, we'll take a 3D image to show how far your baby has come.

From the Community

Nora

"Nora is almost 2 years old now and she was such an amazing baby with her helmet, it didn't bother her at all and she did great sleeping in it! We saw results within the first few visits and were grateful for everything you guys have done for us! Seeing these memories pop up tug at my mama heart :)"

- Nicole O.

Samuel

"Samuel's helmet came just in time when he learned to crawl & walk! We're thankful for his helmet, as not only did his head improve almost immediately, but the helmet has protected him as he walks! And falls haha. And gets back up! Great job, Samuel! Thank you, Cranial Technologies!"

- Thomas F.

Ryder

"Baby Ryder was referred to Cranial Technologies for a doc band in 2022 ...they were very welcoming, patient, and kind to my family...He played in his doc band not hindering him one bit! ...go see them if your little was referred because it will be worth it in the long run. Look at Baby Ryder now!!"

- Jasmine D.

Blakely

"My baby girl had the BEST experience with this team. We loved everytime we came in they knew exactly who she was. They really take time to get to know their patients. My baby girl just graduated today, and it's bittersweet! We will miss this staff so incredibly much!"

- Maylee A.

"I don't like hearing the word 'cosmetic' used to describe a baby with plagiocephaly. What the DOC Band does is restorative. It takes an abnormal shape and restores it to closer to normal."

- David Matthews, M.D, Craniofacial Surgeon

"The skull base becomes the template upon which all the facial structures are formed. If they are going to work properly it has to be on a straight and aligned skull base. The DOC Band is the only device which has been shown to have the ability to correct the skull base."

- Dr. Edward Joganic, Chief of Plastic Surgery

Read more stories from families like yours at:
www.cranialtech.com

12



Cranial Technologies®

Reshaping Children's Lives®

Welcome To Cranial Technologies®

13

Cranial Technologies® is the only company focused
solely on pediatric head shape conditions.
Our highly trained teams make it easy
for parents to have peace of mind
about their baby's head shape.

40+ YEARS

OF TREATING BABIES

With Plagiocephaly

500K+

SUCCESSFUL OUTCOMES

And counting

100+

SPECIALIZED CLINICS

Across the U.S.

Contact Us at

(844) 447-5894

We're Here to Help



**Cranial
Technologies®**

PRO138 Rev01, ECO26-226, Effective Date: 08/10/2026