

DOC BAND® & EARWELL® TREATMENT MILESTONES



1
WEEK
OF AGE

Check baby's ears for deformities at birth and first visit. Early detection is most effective.

1-3 ★
WEEKS
OF AGE

Recommended window to begin **EarWell Therapy** for best results before cartilage stiffens. Outcome decreases by 50% after 3 weeks.

4-5
WEEKS
OF AGE

If there are concerns about the baby's head shape, assess neck tightness and/or turning preferences. Discuss tummy time and repositioning techniques.

5-6 ⚠️
WEEKS
OF AGE

If there are still concerns about the baby's ear shape **seek treatment immediately** as the window for treatment is very short. Outcome quality decreases every day after 3 weeks of age.

1-2
MONTHS
OF AGE

Reassess for neck tightness as it impacts head shape and facial symmetry. Refer to physical therapy if present. If signs of plagiocephaly, reinforce importance of repositioning and tummy time.

3
MONTHS
OF AGE

Check baby's head shape for flat areas or asymmetries at wellness visit. Recommend to Cranial Technologies® clinic for No-Cost Assessment.

4 ★
MONTHS
OF AGE

If plagiocephaly is present, head band therapy such as DOC Band Therapy® is recommended. **Endorsed by the CNS Guidelines and AAP.**

6 ⚠️
MONTHS
OF AGE

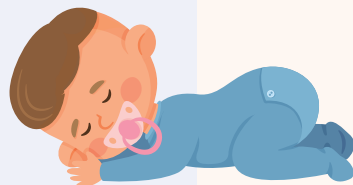
End of optimal window for DOC Band Therapy as head growth is rapid. Early treatment is shortest and most effective.

7-18
MONTHS
OF AGE

Continue to assess head shape at every visit. DOC Band Therapy is FDA cleared up to 18 months of age. Early intervention leads to better outcomes and shorter treatment times.



EarWell® | from Cranial Technologies®



1st
FDA-CLEARED
Cranial Orthotic
Product

DOC Band®
Cranial Technologies®

Cranial Technologies®

Forever Shaping
What Comes Next™

Parents can schedule an ear shape or head shape evaluation, at no cost, by scanning this QR code.

