HealthStream and American Red Cross Expand Their Market-Leading Resuscitation Suite Portfolio With New Neonatal Advanced Life Support Program

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NASHVILLE--(BUSINESS WIRE)--Jan. 28, 2025-- HealthStream (Nasdaq: HSTM), a leading healthcare technology platform for workforce solutions, and the American Red Cross announce a significant expansion of the Red Cross Resuscitation Suite™ portfolio with the new Neonatal Advanced Life Support (NALS) education program. This new program adds an important component to the portfolio to help develop and certify clinical staff to provide life-saving resuscitation to newborns.

Through HealthStream's provision of the Red Cross Resuscitation Suite portfolio to the nation's hospitals and health systems via the Company's industry-leading workforce platform, over 1.5 million resuscitation certifications have been earned since 2019 across its three areas of education: Basic Life Support (BLS), Advanced Life Support (ALS), and Pediatric Advanced Life Support (PALS). The Neonatal Advanced Life Support (NALS) program expands the overall Resuscitation Suite portfolio to add a critical fourth element of training and education.

The need for NALS has never been greater. With over 35 percent of U.S. counties experiencing "maternity care deserts" (i.e. areas without a single birthing center or obstetric clinician), broader access to neonatal resuscitation training is urgently needed. The introduction of NALS broadens the reach of this critical training beyond the delivery room and neonatal intensive care units (NICU) to also include other settings, such as emergency departments, birthing centers, and emergency medical services (EMS).

Like BLS, ALS, and PALS, the new NALS program emphasizes evidence-based practices and aligns with the Consensus on Science with Treatment Recommendations (CoSTR) of the International Liaison Committee on Resuscitation (ILCOR), along with the American Red Cross Neonatal Advanced Life Support Healthcare Guidelines. "We believe the innovative NALS program and its broad availability through HealthStream's platform will improve resuscitation outcomes of newborns across the nation's healthcare organizations," said Jack McMaster, President of American Red Cross Training Services.

HealthStream's offering of NALS and the entire Resuscitation Suite portfolio is made available to healthcare organizations on its hStream® platform through the HealthStream Learning Center® application, which delivers *superior program management tools*. Managers are provided with a dashboard to easily see progress and interact with their direct reports to more easily improve compliance rates. Certificate management is seamless and made visible for students, instructors, and managers. The NALS certification will be immediately issued on successful completion of the program and then recorded and primary-source verified in the hStream-powered Professional Certification Service, which is accessible by other applications in real-time across the HealthStream ecosystem, including My Portfolio, Provider Portfolio, and authorized third-party partners. Importantly, the automated assignment engine and reporting capabilities are simple to use and save managers' valuable time with little to no ramp-up time needed for getting started.

The "student" experience incorporates a modern approach to learning, taking into account the unique needs and experiences of neonatal clinicians. The need for resuscitation typically occurs more frequently among newborns than in other patient populations. According to the *International Journal of Gynecology and Obstetrics,* approximately 10 million babies don't breathe at birth and about six million require basic neonatal resuscitation each year. As a consequence, this means that some neonatal clinicians may already have ample, real-life resuscitation proficiency. With the NALS program, an adaptive, tailored learning experience is easily provided whereby the clinicians' learning is targeted to optimize their individual level of competency.

Students of NALS also benefit from the blended learning format with case-based learning scenarios where a deeper understanding of the concepts is gained. Such an approach is highly conducive to developing critical thinking abilities, while more deeply engaging the learner in the process.

"The addition of NALS to the American Red Cross Resuscitation Suite portfolio of training and education is a very positive step in our offering to the thousands of healthcare organizations in the U.S. who turn to HealthStream for workforce training and development," said Robert A. Frist, Jr., Chief Executive Officer, HealthStream. "We believe the new, innovative NALS program will help neonatal clinicians achieve life-saving outcomes for newborns."

About HealthStream

HealthStream (Nasdaq: HSTM) is the healthcare industry's largest ecosystem of platform-delivered workforce solutions that empowers healthcare professionals to do what they do best: deliver excellence in patient care. For more information, visit http://www.healthstream.com or call 800-521-0574.

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