



PRESS RELEASE

Rwandan babies to receive state-of-the-art phototherapy

(SAN FRANCISCO, California) December 9, 2016 – Rwanda in partnership with Child Relief International Foundation purchased more than one hundred D-Rev Brilliance Pro phototherapy devices. The Ministry of Health will distribute the devices to every district and teaching hospital in Rwanda that has a neonatal intensive care unit or special newborn care unit. The \$169,000 program is expected to lower newborn death and disability due to severe jaundice throughout the country.

The deal announced at the 2016 Clinton Global Initiative in New York, closed October 14, 2016.

Bonnie Weiss co-founder of Child Relief International Foundation brokered the partnership by connecting the Rwandan Minister of Health with D-Rev. Through conversations with the Ministry, she learned of Rwanda's need for effectively treating severe jaundice. Ms. Weiss, a former occupational therapist for neurologically impaired children, understood how untreated jaundice debilitates otherwise healthy babies. She felt fortunate that her own severely jaundiced, US-born daughter and granddaughter were readily treated. So she took the opportunity to catalyze long-term impact for an entire country by delivering effective phototherapy.

Ms. Weiss' [Child Relief International Foundation](#) partners with catalytic healthcare focused non-governmental organizations. San Francisco-based [D-Rev](#) is a medical device company that creates radically affordable, state-of-the-art medical technology to directly benefit humanity.

This partnership is the first countrywide effort to equip hospitals with a high quality, affordable phototherapy device—developed by a nonprofit medical device company—to end newborn brain damage and death from severe jaundice. The country of 11 million has 323,000 annual births. It advances the Ministry of Health's priority to improve newborn health and supports the United Nation's Sustainable Development Goal to end preventable deaths of newborns and children under five by 2030.

"The partnership supports His Excellency Paul Kagame's, President of Rwanda, focus on integrated approaches that benefit our people's wellbeing and directly advances our poverty reduction and economic development strategy," said the Hon. Dr. Diane Gashumba, Rwanda's Minister of Health.

Severe jaundice, or hyperbilirubinemia, is a common condition with newborns. Approximately 60% of newborns have some degree of jaundice; 18% of newborns globally require treatment – yet over half of the world's babies do not have access to effective treatment. Untreated severe jaundice can lead to irreversible brain damage, and in some cases, death. Phototherapy treats severe jaundice. It delivers high-intensity blue light that breaks down bilirubin in the baby's blood. The high cost of devices and spare parts prevent hospitals in lower-income countries, like Rwanda, from accessing the state-of-the-art care.

D-Rev leveraged the latest medical research from Stanford University on effective treatment wavelengths and [Nobel Prize winning blue LED technology](#) to develop the Brilliance phototherapy device. Brilliance has been sold in 40 countries to date, and is estimated to have treated more than [150,000 babies](#) who otherwise would not have accessed effective care. Brilliance retails through D-Rev partner [Phoenix Medical Systems](#) at \$500—a fraction of the cost of comparable devices priced at \$3,000. WIRED magazine called Brilliance Pro "the MacBook Air of phototherapy." Silicon Valley's Tech Museum of Innovation recognized it as the top health innovation benefiting humanity among its past laureates.

The program reflects the partners' commitment to sustainable impact. As part of the purchase, CRI Foundation is supporting the installation and training of Ministry staff through the Ministry's Medical Technology and Infrastructure Division, as well as the tracking and assessment of impact.

Impact will be measured through ongoing monitoring, including retrieval of actual usage data directly from the devices, as well as through an in-depth impact assessment spearheaded by health economist and Professor Ketki Sheth of University of California, Merced. "Measuring impact ensures this partnership provides severely jaundiced Rwandans babies with a chance at a healthy life," says Ms. Weiss.

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About Rwandan Ministry of Health

The Rwandan Ministry of Health provides and continually improves the health services of the Rwandan population through the provision of preventive, curative and rehabilitative health care thereby contributing to the reduction of poverty and enhancing the general well being of the population.

About Child Relief International Foundation

Child Relief International Foundation is a Boston-based private foundation focused on helping the poorest people in the poorest countries. The foundation is a member of Big Bang Philanthropy, Clinton Global Initiative and New England International Donors. It partners with organizations providing healthcare, nutritional interventions and Access to water, sanitation and hygiene. Website: www.crifoundation.org

About D-Rev

D-Rev is a medical device company that has successfully launched four medical devices via the market in the last four years. The group is a San Francisco-based 501(c)(3) organization with the mission to close the quality healthcare gap for under-served populations. D-Rev has been recognized for its dedication to measurable impact. Website: www.d-rev.org

Media Contact

Jorge Robert

Partnerships and Development

D-Rev

jrobert@d-rev.org