

FOR IMMEDIATE RELEASE

Chiesi Salutes Neonatal Intensive Care Unit Staff in Honor of Prematurity Awareness Month®

In partnership with March of Dimes, video featuring parents of preterm infants and NICU staff raises awareness of prematurity through first-hand accounts from the NICU

CARY, N.C., November 14, 2018 – In honor of Prematurity Awareness Month (November), [Chiesi USA, Inc.](#), a Cary-based specialty pharmaceutical company, is saluting NICU staff for their commitment to the families of babies born too soon in a [video](#) that shares stories of the people impacted by premature birth. The video provides a first-hand account of reality in the Neonatal Intensive Care Unit (NICU), from the worry and fear families experience, to the exceptional care provided by NICU staff.

“NICU staff work tirelessly every day to serve the most fragile patients. The compassionate care they provide to families not only helps them through their time in the NICU, but also builds relationships that last a lifetime,” said Josh Franklin, Senior Vice President of Marketing and Corporate Development, Chiesi. “We’re honored to share their stories of strength and resilience through this video, and we hope it helps to raise awareness about prematurity and the important role of the NICU staff in hospitals across the country.”

The video showcases candid interviews with NICU families who share stories of the challenges they overcame and the care received while in the hospital. They also offer hope to other families experiencing preterm birth.

“Having a baby in the NICU is such a rollercoaster of emotions,” said Karen Reeder, who delivered a 2-pound, 11-ounce baby girl at 31 weeks. “Every day is filled with worry, fear, and uncertainty. But the constant love and support, in addition to the education provided by the NICU staff, really made a difference in helping our family navigate the difficult times. Two years later, the nurses who helped us along our NICU journey are now some of our closest friends.”

Equally important is to share the loss that is very real. In the video, mom Moline Pandiyan talks about her son Niko who never made it home from the NICU. “We spent 164 days in the NICU with Niko, and during that time, our family forged unbreakable relationships with the NICU team, which includes the doctors, nurses, respiratory therapists, social workers, therapists, receptionists, and so many others,” said Pandiyan. “Each one left an important mark on our family’s heart for the way they took care of Niko and how they mourned with us when we lost him. They were his family and continue to be a part of our lives.”

In the United States, more than 380,000 babies are born premature each year. That’s about one in 10 babies born too soon, according to [March of Dimes](#). During Prematurity Awareness Month, Chiesi hopes this video will help raise awareness for preterm birth and the important work being done in NICUs across the country.

NICU footage provided by March of Dimes. March of Dimes does not endorse any product or service.

About Chiesi USA

Chiesi USA, Inc., headquartered in Cary, N.C., is a specialty pharmaceutical company focused on commercialization of products for the hospital, rare disease and target office-based specialties. Key elements of the company's strategy are to focus its commercial and development efforts in the hospital and adjacent specialty product sector within the U.S. pharmaceutical marketplace; continue to seek opportunities to acquire companies, marketed or registration-stage products and late-stage development products that fit within the Company's focus areas. Chiesi USA, Inc. is a wholly-owned subsidiary of Chiesi Farmaceutici S.p.A. For more information, visit www.chiesiusa.com.

About March of Dimes

March of Dimes leads the fight for the health of all moms and babies. We support research, lead programs and provide education and advocacy so that every baby can have the best possible start. Building on a successful 80-year legacy of impact and innovation, we empower every mom and every family.

Visit marchofdimes.org or nacersano.org for more information. Visit shareyourstory.org for comfort and support. Find us on [Facebook](#) and follow us on [Instagram](#) and [Twitter](#).

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Contacts

Media: FleishmanHillard, Elizabeth Romero, (919) 457-0749, elizabeth.romero@fleishman.com

Chiesi Business Development: Josh Franklin, (919) 678-6520, josh.franklin@chiesi.com

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