



DELIVERING COMFORT



A GENEROUS GIFT FUNDS A WIRELESS FETAL MONITORING SYSTEM THAT HELPS MOTHERS AND BABIES.

Giving away money sounds easy, but it takes effort. At least that's true for leaders at the Nandansons Charitable Foundation, a family-run charitable trust that supports community-oriented projects and organizations both in the United States and internationally.

"We do a lot of due diligence to identify needs and make sure we feel good about the causes we support and the difference our contributions make," says Ankit Gupta, Managing Director at the Edison-based foundation. "Part of my responsibility is to identify health-related causes."

The Nandansons Charitable Foundation recently provided funds that helped Robert Wood Johnson University Hospital (RWJUH) acquire a wireless fetal monitoring system for the hospital's labor and delivery unit. The system enhances care and comfort for both mother and baby.

"For us, giving tends to be recurring," Gupta says. "We don't give one gift and call it a day. We meet with leadership about what opportunities are on the horizon and the needs of the community."

A FOCUS ON IMPACT

The organization has a history of supporting pediatric health at RWJUH. In its first project with the hospital, the Nandansons Charitable Foundation helped fund the acquisition of a pediatric ECMO (extracorporeal membrane oxygenation) system—a form of life support.

Investing in children's health has particularly far-reaching benefits as it essentially funds the future, Gupta says. "We work with RWJUH to determine

which investments have the most impact," he says. "We want to know which projects, for each of the dollars donated, yield the highest return both empirically and for the wellness of the community." The ECMO donation proved to have broad significance, as the hospital also has used the technology for critically ill adults.

Its singular focus on impact drives the Nandansons Charitable Foundation toward specific boots-on-the-ground projects. "One of our caveats is that funds are applied immediately and not to be invested in an endowment," Gupta says.

Ongoing conversations with RWJUH leadership next led the foundation to support equipment needs for RWJUH's Emergency Department (ED), which underwent a significant renovation and expansion in 2019.

"We support pediatrics in part because many of my nieces and nephews were born at RWJUH and surrounding hospitals," Gupta says. "But family and friends also have gone through the EDs, and so we also support emergency care. These are both areas where we see great need and great impact on the community overall."

For the next project, foundation leaders pored over a list of prospects at RWJUH. "The fetal monitoring system stood out in that there was a significant need, funds could be deployed immediately, the technology didn't require a lot of extra training and the unit had long-term viability," Gupta says. "We agreed we would support it."

EASING LABOR

Maternal and fetal monitoring is a staple of labor and delivery. The new monitoring system that RWJUH obtained with Nandansons Charitable Foundation support records the baby's and mother's heartbeats, and tracks the frequency and duration of contractions

during labor.

"The difference with this system is that it's wireless," Gupta says. "Previous systems were noninvasive like this one, but with a wired solution, the mother had difficulty moving in bed and getting up to move around, for example, to use the bathroom." Not being hooked up to wires allows much greater freedom of movement. "You can even take a shower wearing the wireless unit," Gupta says.

The system's Bluetooth technology displays data on a monitoring unit in the patient's room but also feeds information to the nurse's station. "It not only allows patients to be more comfortable, but also optimizes caregiver workflow," Gupta says. "It helps ensure a better, more personalized birthing experience for both mother and baby."

Monitoring helps care providers detect complications or labor difficulties before they become more serious. But comfort affects the birthing experience as well. "Going through hospital care can be stressful, and if this helps put people at ease, it's done its job," Gupta says. "Our hope is that this unit elevates the standard of care and will be deployed more widely throughout the health system."

Working with RWJBarnabas Health has dovetailed nicely with Nandansons Charitable Foundation goals, Gupta says. "We enjoy how RWJUH and the entire system is well organized, and people from the C-suite level to the front lines seem happy to be part of a great organization," he says. "Staff often spend their entire careers there, which helps give everyone a vested interest in the wellness of the community. We're quite happy with projects we've supported. We can see dividends to patients and care providers for many years to come."

◀ Top, from left: Donors Ankur Gupta and Ankit Gupta of the Nandansons Charitable Foundation meet with Bill Arnold, RWJUH President and CEO, near a plaque acknowledging the foundation's support of the hospital's Emergency Department. Bottom: The brothers view a demonstration of a new wireless fetal monitoring system acquired with help from a Nandansons Charitable Foundation gift.

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