

# American Academy of Pediatrics The Neonatal Resuscitation Program® (NRP®)

## THE SITUATION:

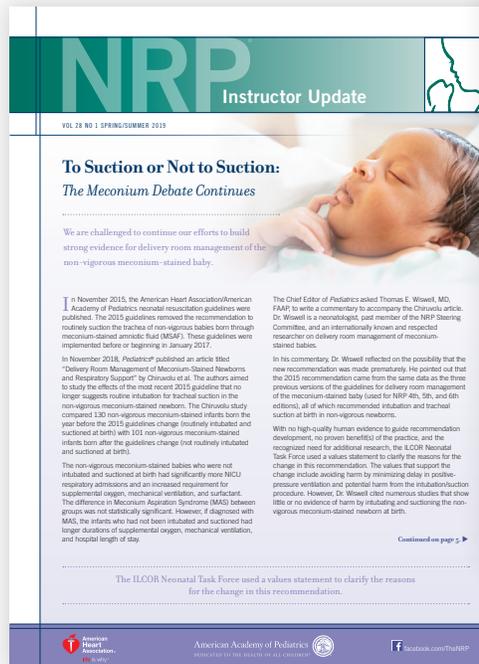
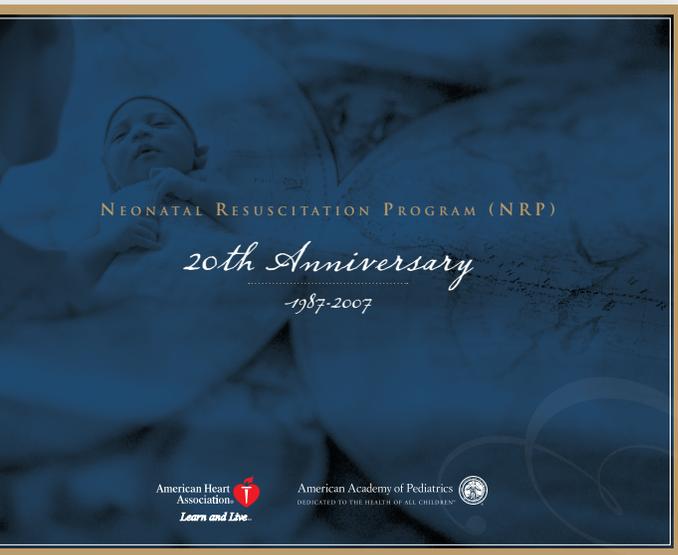
The Neonatal Resuscitation Program (NRP) was developed by the American Heart Association and the American Academy of Pediatrics. It was created to address the increasing need for an educational program focusing on initial management of newborns requiring transfer to the neonatal intensive care unit.

## OUR SOLUTION:

Our partnership with AAP and the NRP program began 20 years ago and continues to this day. We helped establish the NRP brand which presents formal medical information in a fresh, modern way. The communications we helped develop for this program include a biannual instructor newsletter, infographics, special anniversary collateral, website graphics and much more.

## THE RESULT:

NRP continues to expand and meet the learning needs of instructors and providers through award-winning state-of-the-art interactive education, both in the U.S. and internationally. Over 4 million healthcare professionals have been trained or retrained. The NRP currently has approximately 21,000 active instructors. About 200,000 learners complete the NRP Provider Course every year. The Zeller team is proud to be part of this initiative and long-lasting partnership.



**“The design team’s attention to detail and prompt turnaround on products provides reassurance that we will have a fantastic, professional product every time”.**

—Robyn R. Wheatley, MPH  
Manager, Life Support Initiatives