



PreemieWorld LLC and GLO Preemies, Inc. Announce Alliance with Publishers to Develop Books to Improve Patient Education, Compliance, and Treatment Outcomes

The group will develop and publish books on behalf of sponsoring organizations to deliver crucial health information and support to clients and customers, especially in underserved populations.

Burke, Va., January 28, 2022—**PreemieWorld LLC**, an educational products and research company led by Deb Discenza, co-author of *The Preemie Parent’s Survival Guide to the NICU*, and **GLO Preemies, Inc.**, an organization providing support and access to resources for Black families experiencing preterm birth (and the ramifications of its medical and financial effects) led by Ashley Randolph, have entered into an informal partnership with **Jeff Lefko Books**, an imprint of **United Writers Press**. Jeff Lefko, whose lifelong career has been spent in various areas of healthcare and Vally Sharpe, owner and creative director of United Writers Press, a firm providing technical publishing services for independent publishers, have worked together on multiple projects over the past six years, including Lefko's flagship book *Morrie and Dorothy*, which was adapted to provide information about safe sleep.

The effectiveness of storytelling as a communications medium has long been established, but this new alliance takes it one step further, utilizing children's stories to get important maternal and infant health information in front of parents, caregivers, and other family members not just once, but multiple times. Why children's books? The stories are far more likely than standard medical instructions to be read...and reread. As Discenza says, “Children’s books can go where nothing and no one else can.”

After joining together to develop several books for firms ranging from individual hospitals to publicly-traded healthcare companies, the group will operate under the name **The Books for Healing Partnership™**. The thrust of the partnership will be the continuing development of children's stories and books with information focused on pre- and post-natal care for mothers and infants in appendixes following the stories.

To learn more about past and upcoming projects of The Books for Healing Partnership or to schedule a meeting about the development of a book for your products and services, visit: [The Books for Healing Partnership.com](http://TheBooksforHealingPartnership.com)