**InnovateHER Submission Cover Page**

**The Name of the winning individual**: Reem Eldawud

**Company name:** Creative Health, LLC.

**Product Name:** Noview NeedleTM cover.

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**Website:** creativehealth.us

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**E-mail address**: reem.eldawud@gmail.com

**The host organization's official legal name:** Upshur County Economic Development Authority

**Street address, city, state:** 30 East Main Street; Buckhannon, WV 26201

**Designated POC:** Robert Hinton, Director

**Contact number and e-mail address:** 304.472.1757 [Rob@upshurda.com](mailto:Rob@upshurda.com)

**Product description:** Noview NeedleTM is a syringe cover designed to conceal the needle and the barrel parts of a syringe in order to minimize children’s fear when seeing a needle or anticipating a shot/vaccine. This simple yet innovative product adds a “fun” creative twist to painful procedures and improves the healthcare experience for children and their families as well as healthcare professionals especially nurses-which is a female dominant occupation (92%). No similar products currently exist in the market.