Agency Clarifies Professional Standards in Newborn Care Industry

January 21, 2026

PHOENIX, AZ - January 21, 2026 -
The Newborn Care Solutions Agency, the only newborn care placement agency founded by an internationally accredited training provider, addresses growing confusion among families regarding professional terminology in the newborn care industry. The agency connects families nationwide with certified newborn care specialist professionals who meet rigorous qualification standards.

Industry professionals note that many families searching for infant care support use outdated or inaccurate terminology. The term night nurse, for example, incorrectly implies medical licensing such as RN or LPN credentials. Newborn Care Specialists provide non-medical professional support including feeding guidance, sleep routine development, and infant care education without the clinical scope associated with licensed nursing.

Similarly, families often search for a baby nurse when seeking newborn care support. This terminology, while common in casual usage, creates potential misunderstandings about the qualifications and scope of practice

involved. Certified Newborn Care Specialists undergo specialized training focused specifically on infant care during the first months of life, distinct from general nursing education.

"Understanding the distinction between professional titles helps families make informed decisions about their care arrangements," said Tonya Sakowicz, Founder and CEO of The Newborn Care Solutions Agency. "Our specialists hold credentials from recognized bodies including CACHE International, ensuring families receive support from professionals trained in current evidence-based practices."

The agency's proprietary vetting process evaluates each specialist's training credentials, practical experience, and professional competencies. This multi-layered assessment exceeds industry standards and provides families with confidence when selecting care providers. Background screening is conducted in compliance with local, state, and federal regulations for all referred professionals.

As the only placement agency with roots in internationally accredited training programs, The Newborn Care Solutions Agency maintains educational standards that reflect the specialized nature of newborn care. The agency's network includes professionals with additional certifications in lactation support, postpartum doula services, and infant sleep methodologies.

This diverse expertise enables the agency to match families with specialists whose qualifications align with their unique circumstances, whether caring for multiples, supporting breastfeeding goals, or establishing healthy sleep routines. Each specialist in the network undergoes thorough credential verification and reference checks to confirm both their training background and hands-on experience. Families can trust that their matched specialist arrives prepared with the knowledge and skills to provide expert, non-medical support from day one.

For more information about professional newborn care placement services, visit thencsa.com or call (602) 695-6775.

About The Newborn Care Solutions Agency:

The Newborn Care Solutions Agency is the only newborn care placement agency founded by an internationally accredited training provider. Based in Scottsdale, Arizona, the agency serves families nationwide by connecting them with rigorously vetted, professionally trained Newborn Care Specialists.

The agency offers comprehensive placement services including overnight care specialists for 8-12 hour shifts, 24/7 live-in support, and specialized care for twins and multiples. Families also benefit from postpartum doula placements with lactation support, travel-ready specialists, and emergency placement services for urgent needs. Each candidate undergoes a proprietary internal assessment and thorough background

screening to ensure the highest standards of care.

With a network of thousands of trained professionals across 42+ states, The Newborn Care Solutions Agency provides personalized matching and ongoing support throughout the placement process. For a complimentary consultation, visit thencsa.com or call (602) 695-6775.

###

For more information about The Newborn Care Solutions Agency, contact the company here:The Newborn Care Solutions AgencyTonya Sakowicz602-695-6775agency@newborncaresolutions.comPhoenix, Arizona

The Newborn Care Solutions Agency

The Newborn Care Solutions Agency connects families with highly trained newborn care specialists. Founded by industry leaders, our certified professionals provide expert support during baby's early months through comprehensive screening.

Website: https://thencsa.com/

Email: agency@newborncaresolutions.com

Phone: 602-695-6775