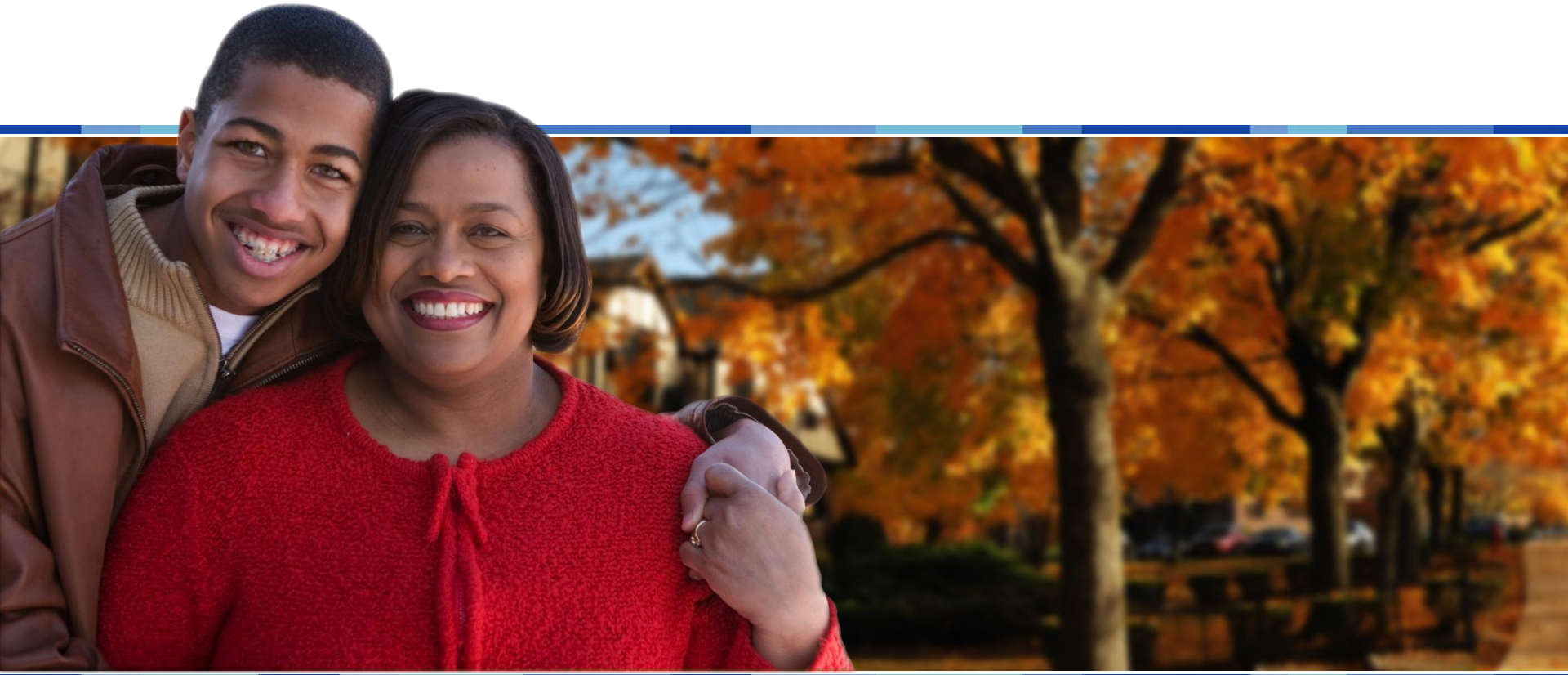
Engaged families, satisfied customers



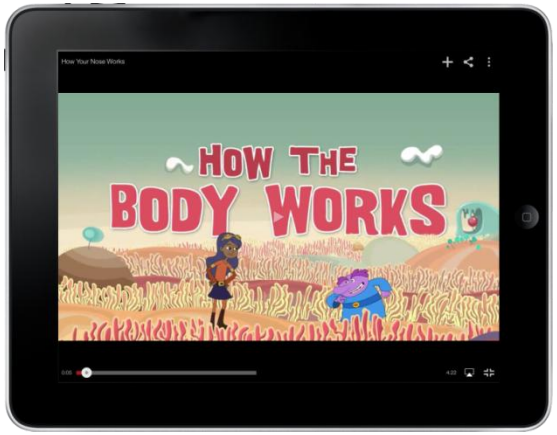
Engage, educate, and motivate

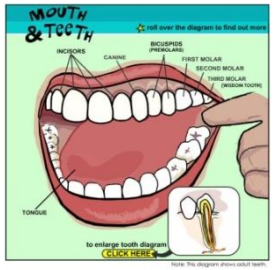
KidsHealth®

KidsHealth®

- Family-friendly content solutions for parents, kids, and teens
- Expert in *translating* complex medical information into practical information
- Medicaid-approved for literacy level
- From physician-led, nonprofit Nemours Center for Children's Health Media

KidsHealth: Engaging Health Media



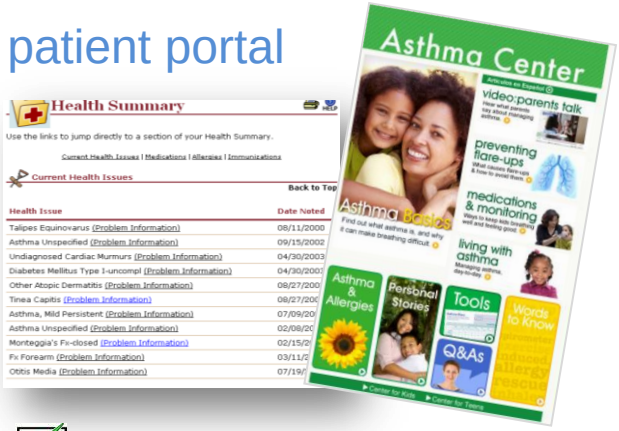


Consistent education across all patient communications

website

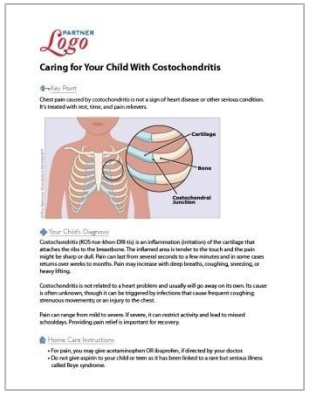
social media

patient portal



Meets Meaningful Use requirement for *Patient-Specific Education*

patient discharge



Meets Meaningful Use requirement for *Electronic Discharge Instructions*

How kids influence family health

Marketing support

Clinical Solutions

Online and mobile solutions

KidsHealth®

Hallmarks of KidsHealth Content

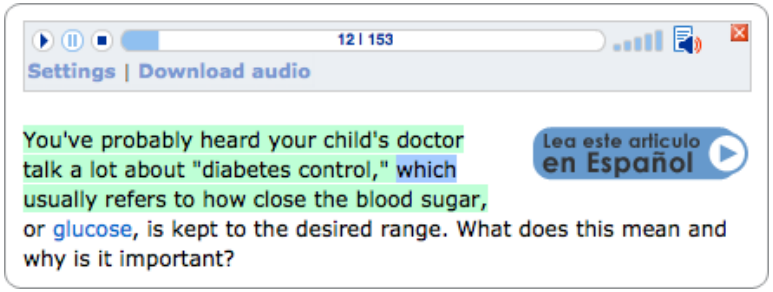
Engaging graphics

"What's in this article?" allows visitors to easily view and click to specific sections within the article

Toggle between English & Spanish versions

In-article animations explain the basics

Listen functionality helps facilitate learning for readers of all levels



Downloads as an audio file on mobile and is only available to “standard” HTML partners

Hallmarks of KidsHealth Content

Bottom of article

Current medical review

Related content for Parents, Kids, and Teens encourages a family dialogue and helps parents understand what their kid/teen is going through

Printer-friendly versions, additional resources & send to a friend

KidsHealth: Content for 3 Distinct Audiences

Each section is written in an
an engaging and age-appropriate style

KidsHealth – *For Parents* provides medical, emotional, behavioral, and developmental information

Most popular sections include:

- Condition-Specific Wellness Centers
- Pregnancy & Newborns
- Medical Tests & Exams
- First Aid & Safety
- Positive Parenting
- En Español

Drive families to relevant content and features on your site

- Find a doctor
- Patient stories
- Special programs you offer
- Online donations

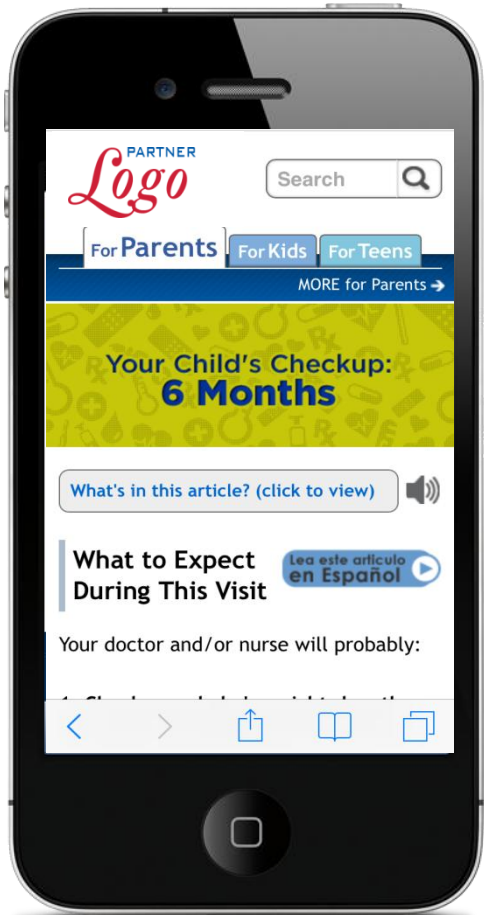
Engage the entire family

For Kids

For Teens

Engage from the start

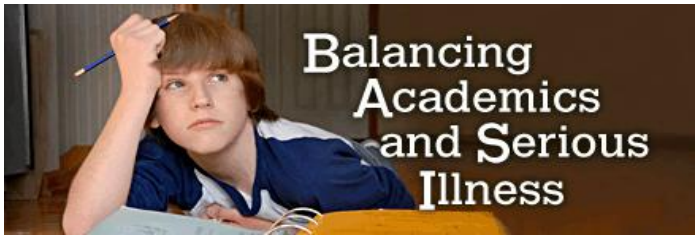
Encourage Regular Checkups



Encourage well visits

- What to expect at each well visit
- Guidance on topics such as:
  - ✓ feeding
  - ✓ sleep
  - ✓ development & learning
  - ✓ care & safety
  - ✓ age-appropriate activity
- Covers checkups from newborn to age 18
- Consistent with *AAP/Bright Futures* guidelines

Support for families with medically complex children



A Directory of Medical Tests

Lea este artículo en Español

Taking a medical history and performing a physical examination usually provide the information a doctor needs to evaluate a child's health or to understand what's causing an illness. But sometimes, doctors need to order tests to find out more.

Here are some common tests and what they involve:

Blood Tests

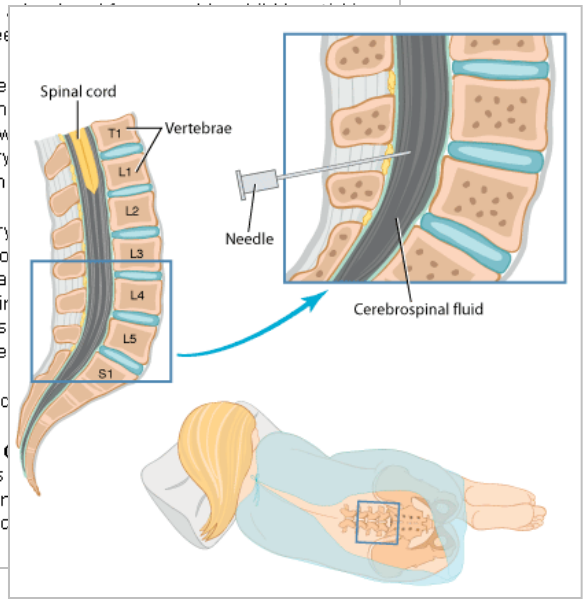
Blood tests usually can be done in a doctor's office or in a lab where technicians are trained to take blood. When only a small amount of blood is needed, the sample can sometimes be taken from a baby by sticking
a finger with a small nee

If a larger blood sample
blood will clean the skin
the arm or hand), and w
takes more than one try
dry any blood left when

Blood tests can be scary
presence during the pro
offering a stuffed anima
your child that it may pir
With younger kids, try s
counting together while

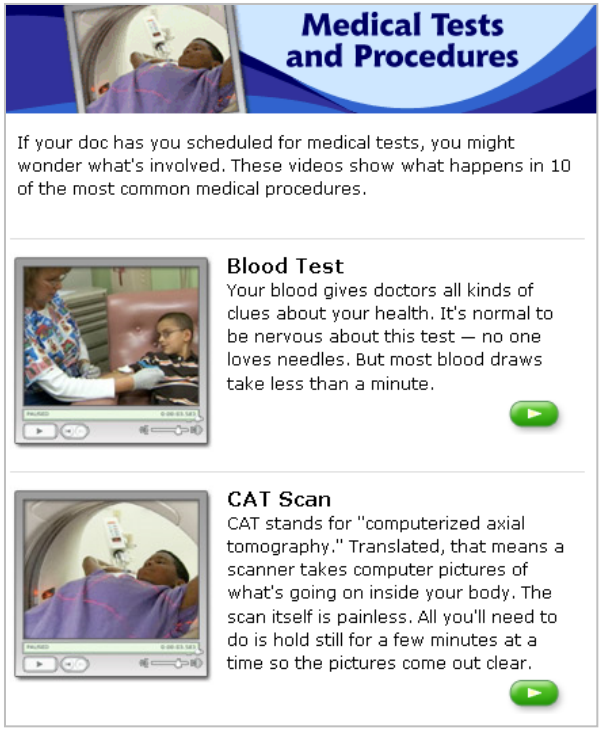
Common blood tests inc

- **Complete Blood**
of different types
are too many or r
CDC can help to c
of infection.



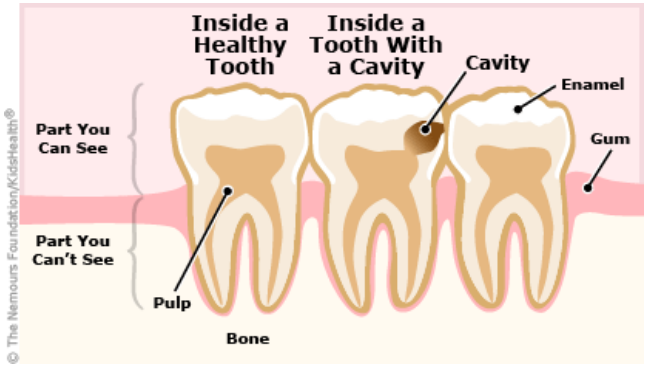
Reduce anxiety around tests and procedures

- What to expect
- How to prepare your child



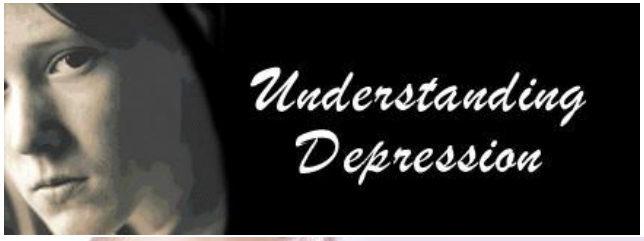
Promote dental health

- Dental basics
- Dental care from birth
- Fluoride & water
- Dental injuries



Advice on positive parenting and handling tough topics

Help with emotional and behavioral topics, too



Navigate from Spanish landing pages or

Toggle between English and Spanish versions

Engage kids with:

- ✓ **right voice**
- ✓ **lots of answers**

Most popular sections:

- How the Body Works
- Icky Q&A
- Videos & Games
- Personal Stories
- Staying Healthy

Engage kids, support parents

Recipes Just4Kids!

- Southern-Style Cornbread
- Super Strawberry Bars
- Porcupine Sliders
- Makenna's Bodacious Banana Muffins
- Fun Fruit Kabobs
- Fabulous French Toast
- Cocoa, Almond, and Oat Clusters
- Homemade Peanut Butter
- Lean Green Pita Dippers

Interactive Movies, Games & Activities

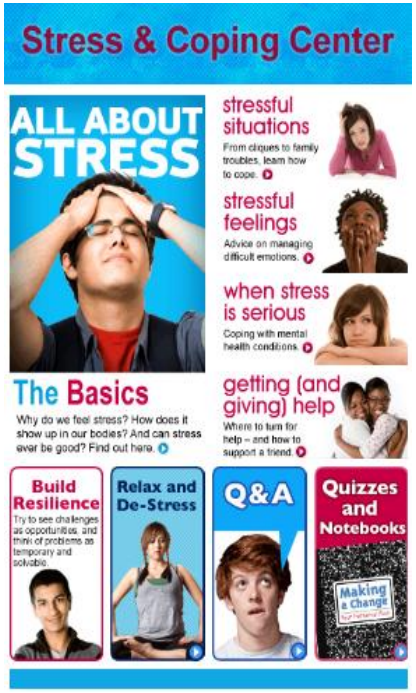
Engage teens with:

- ✓ **right tone**
- ✓ **right topics**

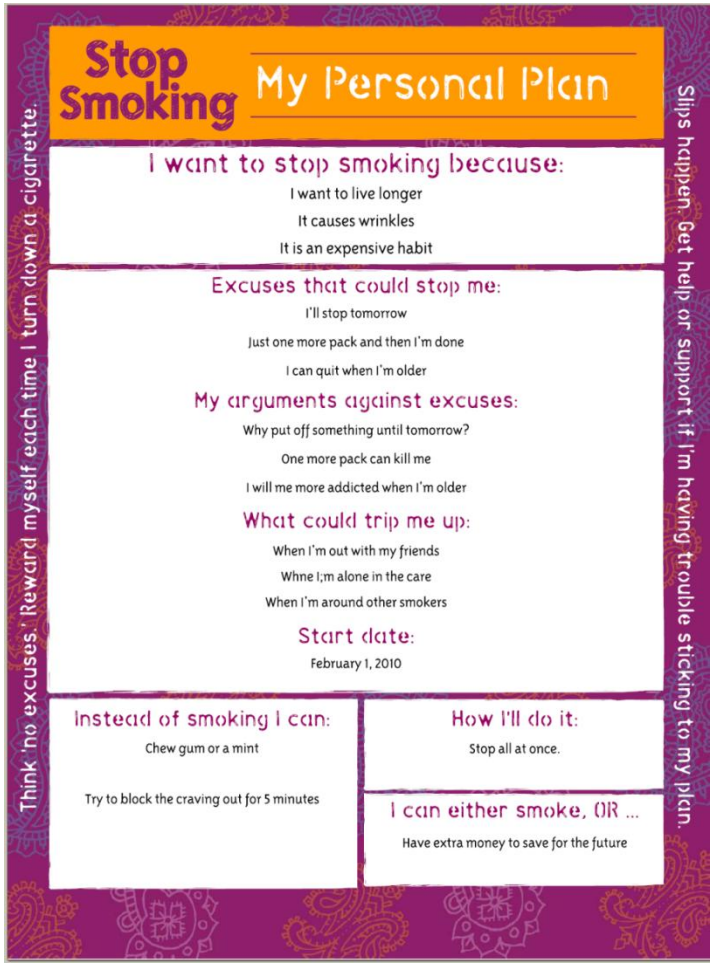
Most popular sections:

- Sexual Health
- Drugs & Alcohol
- Your Mind
- Condition-Specific Wellness Centers

Motivate teens – practical advice, no preaching

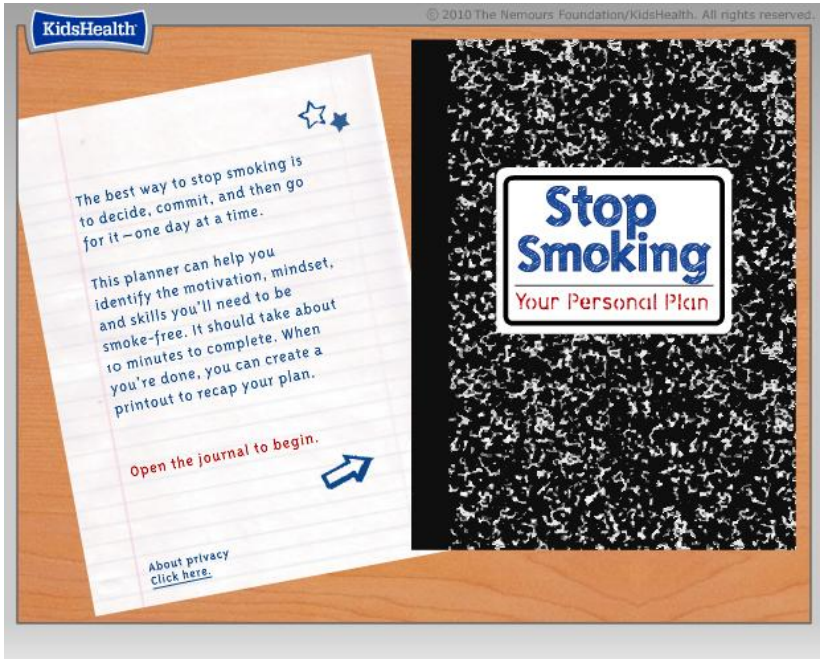


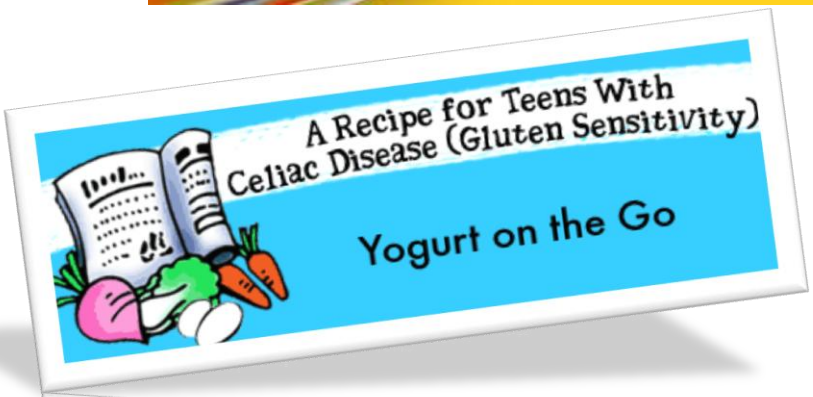
KidsHealth



Encourage success

Tools to set and achieve behavior change





Nutrition Facts

Serving Size 1 1/2 cups

Amount Per Serving

Calories 220	Calories from Fat 60
	% Daily Value*
Total Fat 7g	**11%**
Saturated Fat 1.5g	**8%**
Trans Fat 0g	
Cholesterol 5mg	**2%**
Sodium 220mg	**9%**
Total Carbohydrate 27g	**9%**
Dietary Fiber 7g	**28%**
Sugars 3g	
Protein 14g	
Vitamin A 180% • Vitamin C 60%	
Calcium 15% • Iron 15%	

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Recipes Just4Teens!

- Kale and White Bean Soup
- Pan-Grilled Chicken Over Salad
- Pepper and Tomato Egg-White Frittata
- Pleasing Pita Pocket
- Salmon Burgers
- Tomato-Zucchini Soup
- Yogurt on the Go
- Zucchini Muffins

How kids influence family health

Online and mobile solutions

Video and other engagement tools

Marketing support

KidsHealth®

No additional fees

Drive traffic to your site

Customize and distribute via:

- Waiting areas mailings
- Bill stuffers
- Physician offices
- New mover and other prospect mailings

Wellness Tips Rack Cards
Add your logo and URL and print!

How kids influence family health

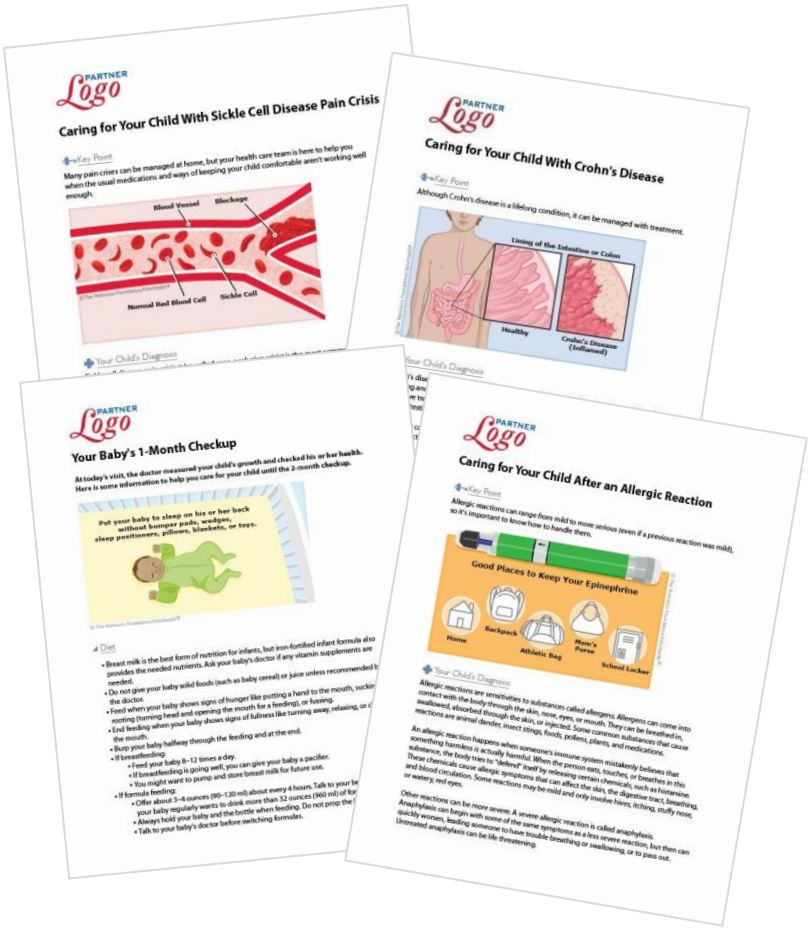
Online and mobile solutions

Video and other engagement tools

Clinical Solutions

*** available for an additional fee**

KidsHealth®



Increase compliance

on preventative, acute, and chronic health issues

- Simple instructions
- Informative illustrations
- Created just for pediatrics
- Editable by your clinicians
- English & Spanish
- Great tool for case managers

Easy-to-Follow Icons Divide Sections

Aid comprehension

- Key Point
- Your Child's Diagnosis
- Home Care Instructions
- Call Your Doctor if…
- Go to the ER if...
- Learn More Online

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Customized URLs and QR codes refer patients to your KidsHealth content on your website for more information (optional)

10 Reasons to Partner With KidsHealth

1. **Plain-language content**, free of medical jargon
2. **“Listen”** functionality enhances accessibility of content for low-literacy level
3. Includes **mobile-optimized** template ranked #1 in customer satisfaction by ForeSee®
4. **Engages the entire family** with age-appropriate content
5. Physician-led group providing **ongoing medical review** and re-review
6. Family-friendly, **warm, and comforting** approach to health
7. Cost-effective, turnkey content solution – **in English & Spanish**
8. Seasonal and timely content to keep your site and member communications **fresh and up-to-date**
9. Complimentary **site consultation and marketing support** provides the tools & know-how to maximize your license
10. Engaged and informed families are more compliant and have **better outcomes**

For more information about becoming a KidsHealth Partner, contact:

Jeffrey Santoro
Senior Director of Partnerships

santoro@KidsHealth.org
302.651.4106

KidsHealth®