



**An Introduction to**

**KidsHealth®**

*The largest licensor of  
pediatric education to  
health care providers*



## Trusted content provider for family-friendly, age-appropriate health & wellness information

- Creators of **print, video, and online** resources about children's health & development
- **Physician-led**, professional, award-winning editorial group
- Expert in communicating with the whole family – **parents, kids, and teens** – in both **English and Spanish**
- KidsHealth comes from Nemours, one of the largest **nonprofit** organizations devoted to children's health

# KidsHealth: Engaging Health Media



For Parents For Kids For Teens

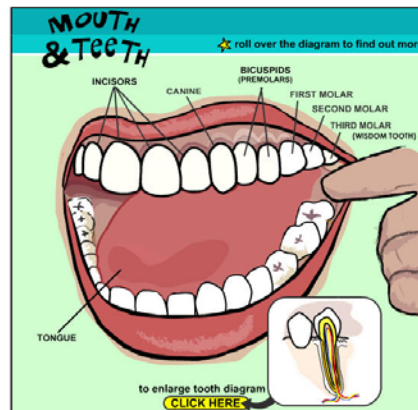
search

## HEALTH INFORMATION

**FOR PARENTS**  
Practical parenting, health, and wellness information  
**Featured Content**  
Pregnancy & Newborns  
Nutrition & Fitness  
Emotions/Behav.  
Medical Problems  
[MORE>](#)

**FOR KIDS**  
Videos, games and information about health, just for kids  
**Featured Content**  
Icky Q & A  
How the Body Works  
The Game Closet  
Health Problems  
[MORE>](#)

**FOR TEENS**  
Answers and advice about health, emotions and life  
**Featured Content**  
Your Body  
Your Mind  
Infections  
Expert Answers  
[MORE>](#)



## Sports Medicine Center

### DIABETES CENTER

Articulos en Español

**sports psychology**  
Discover how the mind affects the body.

**training & performance**  
Help your kids play their best season ever!

**sports injuries**  
Find out how to deal with injuries.

**sports safety**  
Tips for minimizing your child's risk of injury.

**DIABETES BASICS**  
Was your child just diagnosed with diabetes? Looking for a refresher on the basics? Get the info you need here.

**watch the movie**  
Learn about insulin, how your body uses it, and what happens in diabetes.

**medications & monitoring**  
Help manage your child's diabetes.

**diet & nutrition**  
A balanced diet helps kids with diabetes stay on the right track.

**living with diabetes**  
Having diabetes doesn't mean kids can't do the things they love.

**DID YOU KNOW?**  
Exercise is important for all kids - including those who have diabetes!

**TOOLS**

**Q&As**

**Words to Know**  
insulin type 2 diabetes

**Q&As**

**Sports Words to Know**  
fracture chronic tendon hematoma ACT

Center for Kids Center for Teens

# Why License KidsHealth Content?

- Content for 3 distinct audiences (**parents, kids, and teens**) differentiates you and *makes an important impression with parents*
- Unbiased, **medically reviewed** content that is family-friendly, warm & comforting with no "doctor-speak"
- **6,000+ articles** available with new content added regularly
  - provides cost-effective solution to add complete libraries of medically reviewed health & wellness information – in **English & Spanish**
  - allows you to easily feature seasonal and "in the news" topics, keeping your site **fresh & up to date**
  - includes search feature & hassle-free maintenance
- **Engaging** animations and robust graphics
- **Marketing support** provides the tools & know-how to maximize your license
- Variety of delivery options available, including **XML & HTML** presentation styles




# Hallmarks of KidsHealth Content

The screenshot shows the top of a KidsHealth article titled "Heart and Circulatory System". The header includes a green banner with the title and a photo of a child. Below the header is a light blue bar with a link "What's in this article? (click to view)". To the left of the main text is a "Listen" button with a speaker icon. The main text describes the circulatory system. To the right of the text is a "Lea este artículo en Español" button with a play icon. Below the text is a section titled "About the Heart and Circulatory System" with a detailed description. To the right of this section is a diagram of the heart with a "CLICK HERE FOR A FULL DIAGRAM!" button and a note "(Macromedia Flash needed)".

A BODY BASICS ARTICLE

## Heart and Circulatory System

► What's in this article? (click to view)

Listen 

With each heartbeat, blood is sent throughout our bodies, carrying oxygen and nutrients to every cell. Each day, 2,000 gallons of blood travel many times through about 60,000 miles of blood vessels that branch and cross, linking the cells of our organs and body parts.

**About the Heart and Circulatory System**

The circulatory system is composed of the heart and blood vessels, including arteries, veins, and capillaries. Our bodies actually have two circulatory systems: The pulmonary circulation is a short loop from the heart to the **lungs** and back again, and the systemic circulation (the system we usually think of as our circulatory system) sends **blood** from the heart to all the other parts of our bodies and back again.

**BODY BASICS: HEART**

CLICK HERE FOR A FULL DIAGRAM!

(Macromedia Flash needed)

Robust header 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

*Top of article*

# Hallmarks of KidsHealth Content

The screenshot shows a web page for a KidsHealth article. At the top, a green banner reads 'A BODY BASICS ARTICLE' and 'Heart and Circulatory System'. To the right is a photo of a child with a beach ball. Below the banner, a paragraph discusses exercise, diet, and medical checkups. Further down, it says 'Reviewed by: Steven Dowshen, MD' and 'Date reviewed: May 2010'. A navigation bar has tabs for 'For Parents', 'For Kids', and 'For Teens'. Below this is a section 'MORE ON THIS TOPIC' with a list of heart-related topics. At the bottom, there are four icons: a printer for 'Print', an envelope for 'Send to a friend', a magnifying glass for 'Additional resources', and a bookmark for 'Bookmark this page'.

**A BODY BASICS ARTICLE**

## Heart and Circulatory System

Getting plenty of exercise, eating a nutritious diet, maintaining a healthy weight, and getting regular medical checkups are the best ways to help keep the heart healthy and avoid long-term problems like high blood pressure, high cholesterol, and heart disease.

Reviewed by: [Steven Dowshen, MD](#)  
Date reviewed: May 2010

[← back](#)      [1](#) • [2](#) • [3](#)

**For Parents**   **For Kids**   **For Teens**

### MORE ON THIS TOPIC

- ▶ Arrhythmias
- ▶ Atrial Septal Defect
- ▶ Congenital Heart Defects
- ▶ Heart Murmurs and Your Child
- ▶ If Your Child Has a Heart Defect
- ▶ Mitral Valve Prolapse

**Print**      **Send to a friend**  
 **Additional resources**      **Bookmark this page**

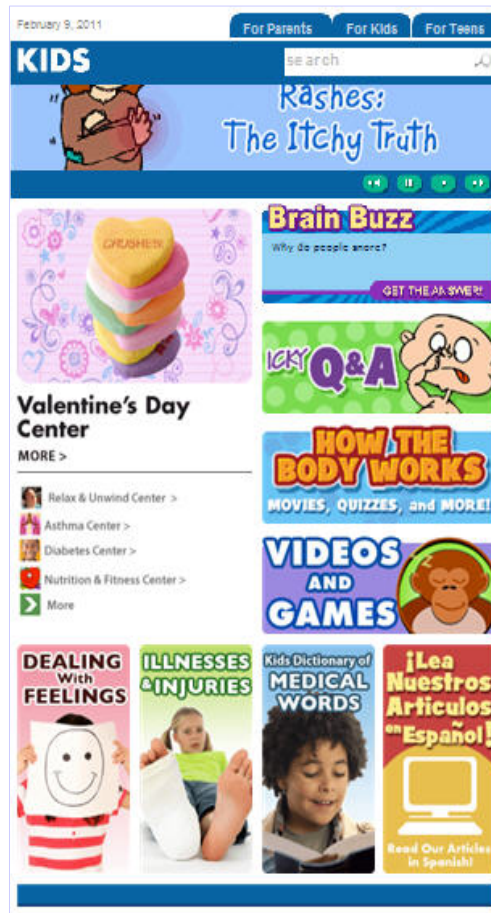
*Bottom of article*

**Current medical review**

**Fully indexed, including related articles for Parents, Kids, and Teens**

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

# KidsHealth: Content for 3 Distinct Audiences



Each section presents information on medical, emotional, behavioral, and developmental issues in an engaging & age-appropriate style



# KidsHealth Wellness Centers



Wellness Centers for parents, kids, and teens  
present easy-to-access, topic-specific content



# KidsHealth: En Español

## Información Para Padres

### El embarazo y recién nacido



Las preguntas y las respuestas



Los problemas médicos



Paternidad y maternidad positiva: ser mejores padres



Una guía que contiene información detallada sobre los cambios que experimentarán su bebé... ¡y usted!

Las emociones y las conductas



Seguridad y primeros auxilios



El crecimiento y el desarrollo



La nutrición y la salud



Las infecciones



KidsHealth's Spanish library includes 2,000+ articles, games, and features for parents, kids, and teens



### All About Allergies

Dust, cats, peanuts, cockroaches. An odd grouping, but one with a common thread: allergies - a major cause of illness in the United States. Up to 50 million Americans, including millions of children, the lo...

Lee este artículo en Español



### Todo sobre las alergias

(All About Allergies)

Read this article in English

El polvo, los gatos, los cacahuets, las cucarachas... Un grupo muy variado, pero una amenaza común: las alergias -una de las principales causas de enfermedad en

Buttons to easily toggle between languages

# Diagnostic Tests & Procedures

## A Directory of Medical Tests

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.

Lea este artículo en Español

Here are some common tests and what they involve:

### Blood Tests

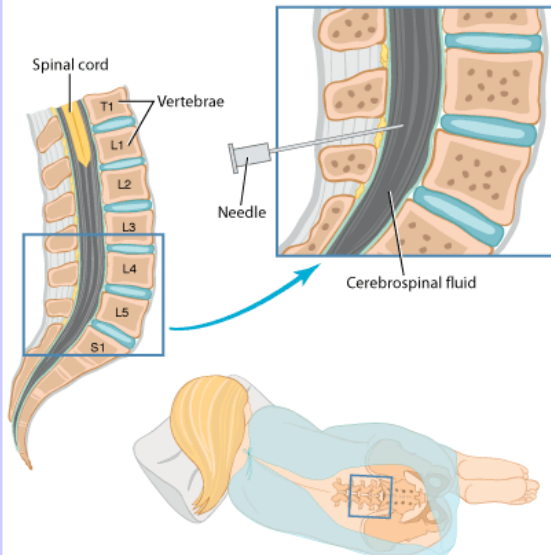
Blood tests usually can be done in a doctor's office or in a lab where technicians are trained to take blood. When only a small amount of blood is needed, the sample can sometimes be taken from a baby by sticking a finger with a small needle.

If a larger blood sample is needed, the doctor will clean the skin (usually the arm or hand), and will take more than one try to get the blood. The blood will dry any blood left when the needle is removed.

Blood tests can be scary for some children. The presence of a needle during the procedure can be scary. Offering a stuffed animal or a favorite toy to your child that it may pin or prick can help. With younger kids, try counting together while the procedure is done.

Common blood tests include:

- **Complete Blood Count (CBC)** - A test of different types of blood cells. If there are too many or too few, it can help to detect infection.



KidsHealth's articles, illustrations, and videos about diagnostic tests and procedures help families understand what to expect and feel prepared

## Medical Tests and Procedures

If your doc has you scheduled for medical tests, you might wonder what's involved. These videos show what happens in 10 of the most common medical procedures.



### Blood Test

Your blood gives doctors all kinds of clues about your health. It's normal to be nervous about this test — no one loves needles. But most blood draws take less than a minute.

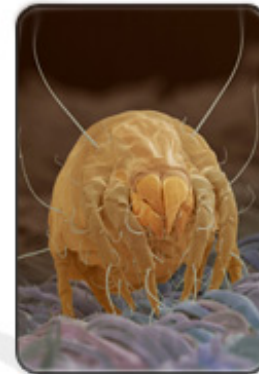


### CAT Scan

CAT stands for "computerized axial tomography." Translated, that means a scanner takes computer pictures of what's going on inside your body. The scan itself is painless. All you'll need to do is hold still for a few minutes at a time so the pictures come out clear.

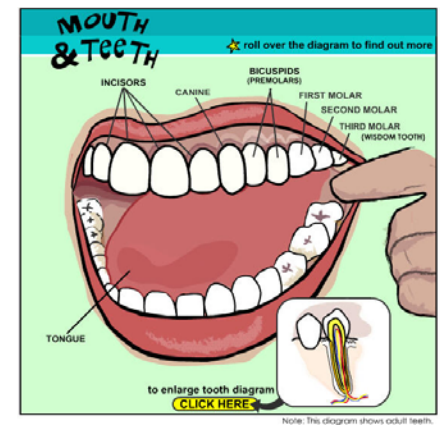
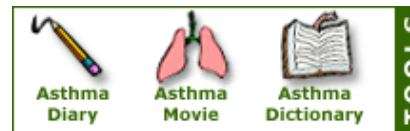
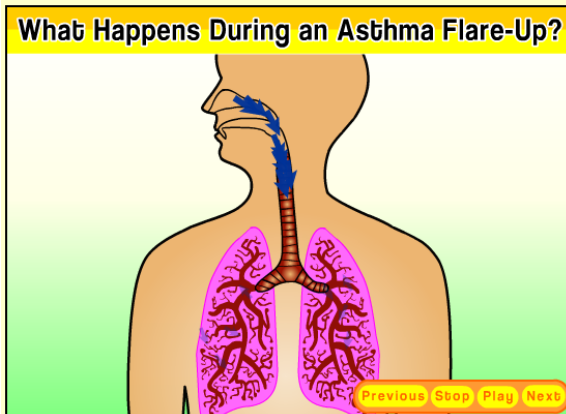
# Interactive Content

All 3 sections are packed full of interactive content, including video, mini-movies, games, experiments, quizzes, calculators, recipes & more



**Clue:** There might be thousands of these in your teddy bear.

[FIND OUT WHAT IT IS](#)





# Printer-friendly Content



Print

Engaging printables are branded for you. Print, copy & distribute!

## Tick Bites

.....  
It's not uncommon to find a tick on a child. While most tick bites

I don't require  
nt, some ticks  
nful germs.  
.....

### Did You Know?

Lyme disease is carried by the deer tick or western black-legged tick. These ticks are harder to detect than dog ticks because they're much smaller (an adult tick is about the size of a sesame seed).



## Emergency Contact Sheet

**FOR EMERGENCY SERVICES: DIAL 911**

The best time to prepare for an emergency is before it happens. Fill out this sheet and keep it near each phone. Update the sheet when necessary, and be sure to let family, babysitters, and others know that it is available.

### EMERGENCY NUMBERS

Poison Control Center: 1-800-222-1222

Hospital Name: Phone:

Doctor's Name: Phone:

Dentist's Name: Phone:

Pharmacy Name: Phone:

Health Insurance Plan:

Policy #: Phone:

### FAMILY CONTACT NUMBERS

Parents' Names:

Kids' Names:

Address:

City: State: Zip:

Home Phone:

Mom Cell #: Mom Work #:

Dad Cell #: Dad Work #:

Emergency Contact 1

Name:

Relationship:

Phone:

Emergency Contact 2

Name:

Relationship:

Phone:

In an emergency, call 911 or your child's doctor. Before your child gets sick, speak with your doctor about the best way to handle an injury, illness, or emergency.



## Bedtime Basics

Kids need plenty of sleep to rest their growing bodies and minds. But for many kids, bedtime is no fun, and for many parents, getting kids to go to bed – and stay there – can be frustrating.

### Heading Off Bedtime Troubles

Make sure your child has everything he or she needs to get a good night's sleep, including:

- a regular bedtime
- a reminder to start winding down, about 30 minutes ahead of bedtime
- a place to sleep with comfortable temperature, ventilation, and a nightlight
- a bedroom without a TV or video games
- a trip to the bathroom to use the toilet, wash up, and brush teeth
- a consistent bedtime routine that includes soothing activities, such as storytime
- a glass of water or any necessary medications
- a reminder to stay quiet and in bed, and a final goodnight from you
- praise the next morning for staying in bed

### Quick Tips!

- Keep a consistent bedtime and soothing routine for getting to bed.
- Turn off the TV, video games, and computer at least 30 minutes before bedtime.
- Praise your child for staying in bed.



### When your child won't stay in bed

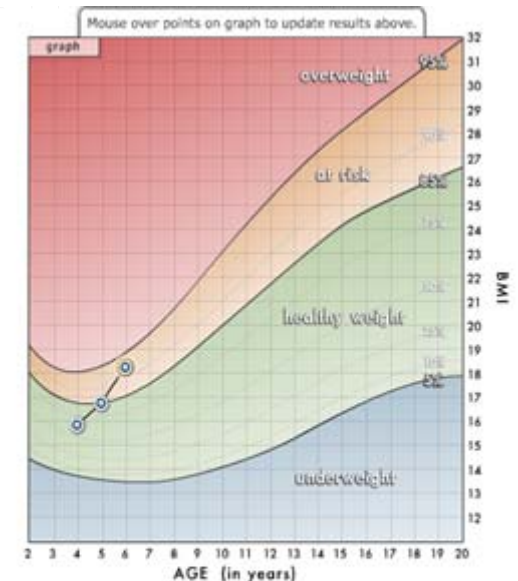
- Return your child to bed right away.
- If your child cries or protests, wait a few minutes, then go back to check on him or her.

### Your Name Prints Here

Any copy you choose to print such as phone, URL, etc.

PARTNER  
*Logo*

### Body Mass Index (BMI) Charts



This growth chart shows BMI percentiles from the Centers for Disease Control and Prevention (CDC). Your BMI is shown as a point on the chart. If you entered more than one set of measurements, you will see one point for each measurement. Move your mouse over any point to see the BMI number and, on the percent bar above, the related percentile.

KidsHealth

# Value-added Marketing Support

**KidsHealth**  
Partner Resources

Search Here...

Content Overview eNewsletters Promo Tools Clinical Custom Solutions Contact Us

## Partner Resource Center

Welcome to the KidsHealth Partner Resource Center - a suite of tools and resources developed to help maximize the value of your KidsHealth partnership. New items are added regularly - so bookmark this page and check back anytime you're looking for great marketing ideas.

**KidsHealth PARTNER EXPRESS**  
Are you receiving KidsHealth Partner Express? If not, please [contact us](#) to make sure we have your current email address on file, and [click here](#) to see what you missed!

**Content Overview**

**eNewsletters**

**Promo Tools**

**Clinical**

**Custom Solutions**

**Contact Us**

KidsHealth's Partner Resource Center provides value-added marketing support to maximize your ROI

*"It (partner resources) is like having an additional member on staff. You do my job for me! Thank you!"*

*Partner feedback from the KidsHealth Partner Satisfaction Survey*

# Exclusively for KidsHealth Partners: Value-added Marketing Support

- Online graphics
- Customizable press releases
- Recipe cards
- Wellness rack cards
- Posters
- Tri-fold brochures
- and much more

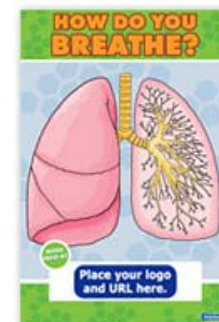


## What's a Booger?

Four-color image to be printed on a white shirt.

[click here to view a larger image](#)

[click here to download zipped PDF](#)



## How Do You Breathe?

Add your logo and URL and print!

[click here to view a larger image](#)

[click here to download zipped PDF](#)



## Wellness Tips Rack Cards

Add your logo and URL and print!

[click here to view a larger image](#)

[click here to download zipped PDF](#)



## KidsHealth Specialized Services

- Email & Social Media
- Customizable Print
- Discharge Instructions  
& EHR Integration

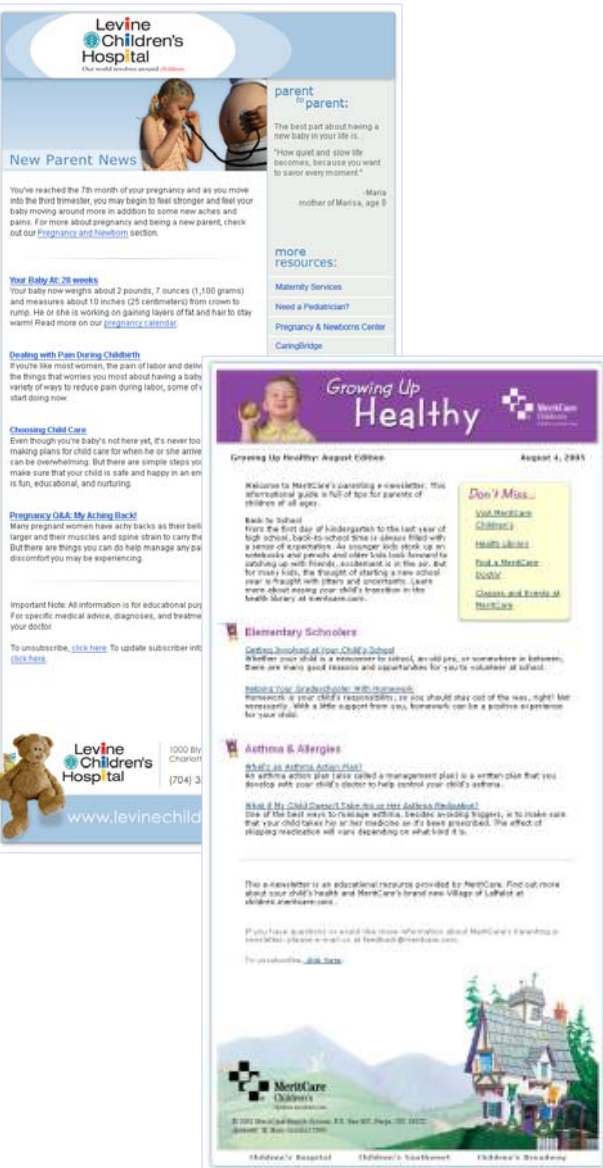
Additional licensing fees apply



# Email & Social Media Program: Pregnancy to Teen

Build strong relationships with expectant, new & seasoned parents through email & social media

- KidsHealth provides relevant content for each age stage: Pregnancy, Baby (0-1), Toddler (2-3), Preschooler (4-5), Big Kid (6-12) and Teen (13-19)
- Use your preferred email vendor & design
- Receive monthly email copy and companion messaging for use in your social media
- Includes links to your licensed KidsHealth content to drive parents to your website
- 100% customizable (edit and/or add content to promote your events & programs)



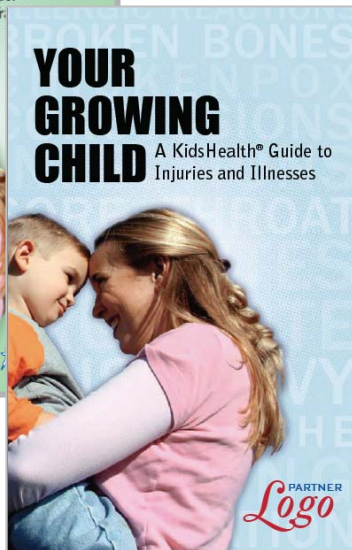
# Customizable Print Education

## *Sometimes print is the best option*

KidsHealth offers a variety of cost-effective print educational materials that can be branded for your organization

### *Target:*

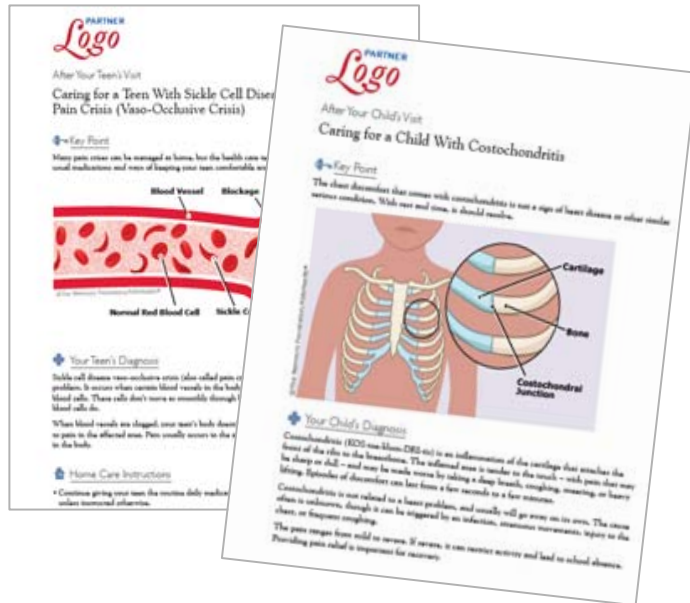
- Consumers
- School outreach
- Referring physicians
- Childcare providers





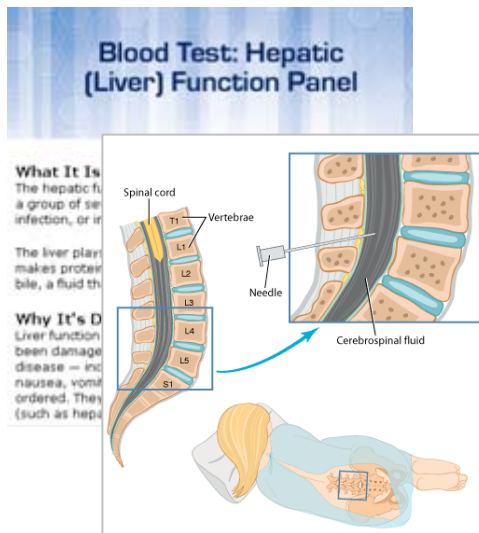
# Clinical Integration: Electronic Health Records

## KidsHealth can help your organization meet Meaningful Use objectives



### KidsHealth Discharge Instructions (Meaningful Use *Core Objective*)

- Library of 600+ pediatric topics (English/Spanish)
- Full-color illustrations
- Friendly icons divide sections to make information easy to follow
- Parent-friendly KidsHealth style addresses emotional & medical issues
- Customizable by your staff
- Refers patients to KidsHealth content on your website (optional)



### KidsHealth EHR Integrated Content (Meaningful Use *Menu Option*)

KidsHealth information can be integrated into both clinical & patient-accessible EHRs providing educational resources on:

- Diagnoses & conditions
- Procedures
- Lab & diagnostic tests
- Medications



# KidsHealth Product Partnerships



KidsHealth partners with these superheroes to create innovative tools to increase patient satisfaction & outcomes

getwell:)network<sup>®</sup>



KidsHealth<sup>®</sup>

# GetWellNetwork: Interactive Patient Communications



At-the-bedside communication system providing education, entertainment, and interactive communication with patients and families to:

- Improve care
- Increase patient satisfaction
- Enhance efficiencies



# GetWellNetwork: KidsHealth Video Education



With 200+ videos, KidsHealth has the largest video library for pediatric patient education. Series include:

- Asthma
- Cancer
- Clinical Trials
- Diabetes
- NICU
- Orthopedics
- Post-Procedural Care (G-Tubes, NG-Tubes, Trachs, PICC Lines & Central Lines)
- RSV
- Sickle Cell Anemia

*Available in English and Spanish*

# EmmiKids: Pre-Surgical Programs

Manage patient expectations & satisfaction with Emmi web-based interactive programs

## Educational Tool

Provide a robust educational experience covering:

- Reasons for surgery
- After surgery
- The procedure
- Risks and benefits
- Alternatives

## Risk Management

Standardize and enhance informed consent

## Documentation

Track and store all usage by patient





For more information  
about becoming a  
KidsHealth Educational Partner,  
please contact:

**Jeffrey Santoro**  
Director of Partnerships  
**(302) 651-4106**  
**[santoro@Kidshealth.org](mailto:santoro@Kidshealth.org)**

