

About KidsHealth.org

KidsHealth creates online, print and video media about a wide range of health and family issues and is the largest resource of online children's health information written for three distinct audiences: parents, kids and teens. Through engaging, easy-to-understand media, KidsHealth provides knowledge, advice, comfort, and perspective to families on a wide array of medical, behavioral and developmental topics.



KidsHealth comes from Nemours, one of the largest non-profit organizations devoted to children's health and is located on the grounds of the Nemours/Alfred I. duPont Hospital for Children in Wilmington, DE. Each year, over 150 million families turn to KidsHealth.org for expert answers, making it the web's most-accessed site on children's health. Over 300 organizations, including more than 40 of the nation's leading children's hospitals, license KidsHealth content for use on their web sites.

KidsHealth is Versatile

KidsHealth.org has over 5,000 articles written in both English and Spanish. With topics ranging from physical, emotional and behavioral issues affecting children and teens to pregnancy and newborns, KidsHealth content covers a wide range of health and family issues. KidsHealth also creates *KidsHealth in the Classroom*, a web site for educators providing free, standards-based health curricula, activities, handouts and more.

KidsHealth is Award-Winning

KidsHealth is the 2009 FREDDIE Award Winner in the Allergies & Asthma category, a four-time Webby Award Winner for Best Family/Parenting Site and Best Health Site, and a Parents' Choice Gold Award Winner for Best Website for Kids. Additionally, KidsHealth.org was selected as one of the **30 Best Websites** by *U.S. News & World Report*, one of the **50 Coolest Websites** by *TIME* magazine, and the **Best Family Health Site "For Moms"** by *Good Housekeeping*, who also selected TeensHealth.org as the *Best Family Health Sites "For Teens."*

KidsHealth is a Trusted Resource

KidsHealth has a physician-directed, professional editorial staff that is highly experienced at communicating complex medical information in a language that readers can understand and use. All articles go through a rigorous editorial process, including medical review by a pediatrician or subspecialist. Ongoing, scheduled medical reviews ensure the information is kept up to date.

Founded in 1992, The Nemours Center for Children's Health Media is unique in the country in its mission and reach. This non-profit media center is a sought-out partner by leading health care providers such as the American Academy of Family Physicians (AAFP) and children's hospitals including Denver, UCLA, Seattle and Nationwide (Columbus); publishers such as the Gale Group and McGraw-Hill; and companies creating innovative products to enhance patient safety and satisfaction including Emmi Solutions and GetWellNetwork.

Each year KidsHealth generates millions of dollars in media value for Nemours as a valued media source and through its ongoing partnerships with media organizations such as PBS KIDS Sprout, Seventeen magazine, and McClatchy Tribune Information Services.

Through partnerships with over 300 health care providers, insurers and corporations, KidsHealth gives Nemours a national voice and influence. Nemours clinicians are prominently featured as medical reviewers, giving them national exposure and impact not only on KidsHealth.org and Nemours.org, but partner web sites including the U.S. Department of Health and Human Services (Girlshealth.gov) and the AAFP (Familydoctor.org).

KidsHealth and Online Excellence

Nemours was an online pioneer, recognizing very early the web's potential role in improving children's health. Launched in 1995 during the web's infancy, KidsHealth.org enjoys the benefits of its leadership position, including top search engine rankings by industry leaders such as Google, YAHOO! and MedlinePlus, the joint web site of the U.S. National Library of Medicine and the National Institutes of Health.

By 2008, KidsHealth.org received over 150 million visits, making it the #1 most visited web site devoted to children's health. It is one of the top 10 health web sites in the U.S. and is the only web site of the top 10 devoted solely to children's health. No other web site has more family-friendly health information.

Winner of numerous awards, KidsHealth is also the first children's health web site to be URAC accredited; this rigorous third-party review provides a seal of approval to web sites meeting comprehensive standards concerning privacy, security, health content, disclosure and other important issues.

KidsHealth Changes the Way Families Learn about Health

Since its inception, KidsHealth has touched over a half-billion lives through just its web site. Together with its other products, the Nemours Center for Children's Health Media influences the knowledge, beliefs, attitudes and behaviors of millions of families. Providing online advice to teens who need honest answers but can't always turn to their parents or a doctor; helping parents understand what to expect before, during and after their child's surgery; helping a child understand how to manage asthma by watching an engaging video at her hospital bedside - Nemours is changing the way families learn about health.

Nemours also offers a fellowship program in Children's Health Media, the only post-doctorate training program in the country related to this field of study. Through this one-of-a-kind fellowship, KidsHealth is helping to train the next generation of doctors in the ever-evolving world of consumer health information.

KidsHealth is a Valuable Nemours Asset

KidsHealth is one of the distinguishing assets that differentiate Nemours from other leading children's health care systems. For healthy families dealing with common childhood development issues to families dealing with chronic health conditions, Nemours' KidsHealth provides what is widely regarded as the world's finest consumer health information. Through user feedback and content utilization tracking, KidsHealth has privileged insight into the issues and concerns of families.

And now more than ever, KidsHealth is integrating its content with Nemours' clinical operations. Our content is now accessible through EpicCare, allowing clinicians to push out vetted health information to patients and families and also allowing families access independently via MyNemours.



KidsHealth makes Nemours an even more attractive partner to companies who create innovative products that increase patient safety and satisfaction. Companies such as Emmi Solutions and GetWellNetwork actively seek out Nemours and KidsHealth as a dynamic duo, and one that is unique within the children's health care market.

KidsHealth Benefits from Nemours' Care

KidsHealth benefits in many ways from Nemours' integrated system of care:

- First, KidsHealth has access to hundreds of Nemours clinicians, covering all pediatric subspecialties, who serve as medical reviewers to ensure the medical accuracy of our content, thus showcasing their expertise to a worldwide audience.
- Second, because we are driven by our mission of improving children's health, and not by profit, being part of Nemours allows KidsHealth to undertake worthy projects that may not generate the typical return on investment for-profit organizations must deliver. We can do good because it's the right thing to do.
- Third, by being part of a clinical group, KidsHealth has the advantage of being able to incubate new programs internally, such as Emmi and the GetWellNetwork. The ability to create, test and evaluate innovative educational strategies and products truly positions Nemours in a class of its own.