

An Introduction to

KidsHealth

What is KidsHealth?

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



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

Why License KidsHealth Content?

- Unbiased, medically reviewed content:
 - family-friendly, warm, & comforting with no "doctor-speak"
- 6,000+ articles with new content added regularly
- Allows you to easily feature seasonal & "in the news" topics, keeping your site fresh & up-to-date
- Includes search feature & hassle-free maintenance





- **Engaging** animations & 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

Heart and Circulatory System

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

Listen 4

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

CLICK HERE FOR A FULL DIAGRAM (Macromedia Flash needed)

BODY BASICS:

HEART

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.

Robust header graphics

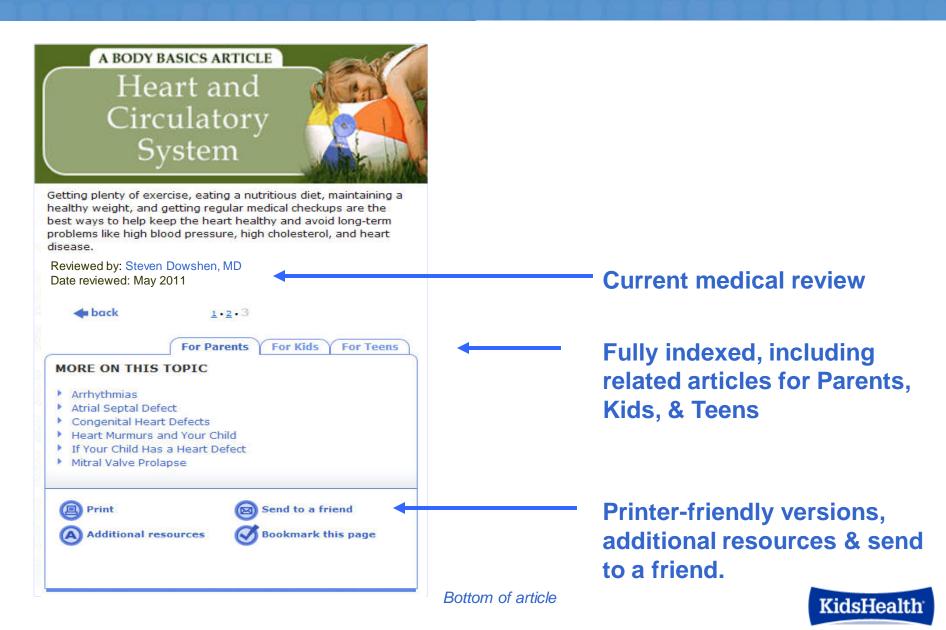
"What's in this article?" allows visitors to easily view & click to specific sections within the article

Toggle between English & Spanish versions

In-article animations



Hallmarks of KidsHealth Content



New for KidsHealth Partners: Audio Casts



It's no surprise that par to eat healthy. From the

The good news is that y raise healthy kids. Folia you encourage your kids Eschucha

food fad, it can be awfu

weight.

- 1. Parents control t foods to buy and pester their paren should be in chard regularly stocked They'll eat what's home. If their favor can still buy it ond deprived.
- 2. From the foods v they will eat or v have some say in offer, let them ch they want. This m freedom. But if yo choosing only from
- 3. Ouit the "clean-r they feel they've under the clean-p help kids listen to When kids notice they're less likely

some help understanding Los niños y la comida: 10 consejos para los padres

No es de extrañar que los padres Here are 10 key rules to necesiten ayuda para entender qué significa comer de forma saludable. Desde la pirámide de los alimentos hasta la última grasa alimenticia, el alud de información existente sobre este tema puede desorientar bastante. La buena noticia es que usted no necesita graduarse en nutrición para criar hijos sanos. Siguiendo algunos recomendaciones básicas, usted puede crear un entorno doméstico que fomente la alimentación saludable y el mantenimiento de un peso saludable.

He aguí 10 normas básicas a seguir:

- 1. Los padres son quienes controlan las líneas de abastecimiento. Son ustedes quienes deciden qué alimentos se compran en su casa y cuándo se sirven. Aunque es de esperar que los niños den la lata a sus padres para que les dejen comer alimentos menos nutritivos, son los adultos quienes deciden qué alimentos entran en casa. Los niños no se quedarán con hambre porque en su casa no hay lo que más les apetece comer. Comerán lo que haya en los armarios y la nevera. Si el tentempié favorito de su hijo no tiene nada de nutritivo, aún y todo, usted puede comprárselo de vez en cuando para que no se atiborre de ese alimento en cuanto caiga en sus manos.
- 2. De los alimentos que ofrezca a su hijo, déjele elegir lo que quiere comer o si quiere comer. Los niños también deben tener voz y voto en el asunto. De la

Visitors to your KidsHealth Library now have the ability to *listen* to articles while they read along, or download the audio file in MP3 format for use on mobile devices

Audio casts are available in English & Spanish & can be branded for your hospital!

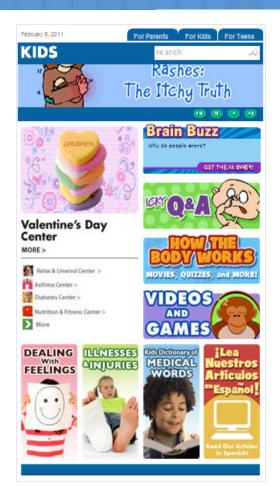
Branded Intro Text:

"The following KidsHealth article is brought to you by Your Hospital's Name."



KidsHealth: Content for 3 Distinct Audiences







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



KidsHealth - For Parents



KidsHealth – For Parents provides medical, emotional, behavioral, & developmental information in an engaging, clear, & family-friendly style









Positive Parenting



















Disciplining Your Child



For Parents: Wellness Centers





treatment & prevention
Find out about different cancer treatments and therapies.



diagnostic tests



An informative guide for learning about cancer, including in-depth information on specific types of cancer, tumors, and blood disorders.





DID YOU KNOW? More than 100 types of diseases are known collectively as cancer.







KidsHealth Wellness Centers provide information, tools, & practical advice to help both newly diagnosed families & families with ongoing diseasemanagement issues.

KidsHealth Wellness Centers include:

- Asthma
- Cancer
- Diabetes
- Nutrition & Fitness
- Pregnancy & Newborns
- Sports Medicine





Wellness Centers: Nutrition & Fitness

NUTRITION CENTER

KidsHealth > Parents > Nutrition Center



Learn how to give your kids the nutrients they need at every stage of life, from newborns to teens and beyond.



Guidelines for kids with food allergies or other conditions that make them watch what they eat.



Learn why it's important for your child to maintain a healthy weight.



DID YOU KNOW

Not all fats are bad. Unsaturated fats, in plants and





Center for Kids





Center for Teens

Practical tips, recipes, BMI calculator, & healthy ideas for the whole family includes links to centers for kids & teens too!









Wellness Centers: Pregnancy & Newborns



Connect with expectant & new moms through KidsHealth's trusted, doctorapproved articles & resources.

Even include custom graphics to promote your hospital's programs, services, & people.









Wellness Centers: Asthma

ASTHMA CENTER

KidsHealth > Parents > Asthma Center



Was your child just diagnosed with asthma? Looking for a refresher on the basics?

Get the info you need here.





Center for Kids





Articulos en Español Learn what causes flare-ups, or asthma

medications Help your child control

asthma and manage

attacks, and how to avoid them.

asthma & allergies

Most kids with asthma have allergies. Learn how these conditions are related.



living with Having asthma doesn't





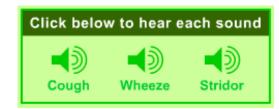
Center for Teens

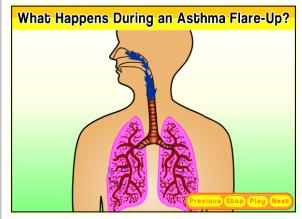
KidsHealth's Asthma Center includes:

- An Asthma movie
- Interactive features
- Printables
- Dictionary & more











Wellness Centers: Diabetes

DIABETES CENTER

KidsHealth > Parents > Diabetes Cente



Was your child just diagnosed with diabetes? Looking for a refresher on the basics?

Get the info you need here.

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







Artículos en Español watch the

Learn about insulin. how your body uses it, and what happens in diabetes.

movie



medications & monitoring Help manage your







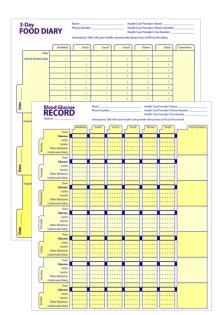
Having diabetes doesn't mean kids can't do the things they love.



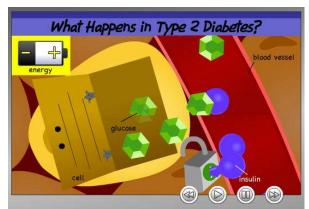
to Know

KidsHealth's Diabetes Center includes:

- Diabetes movie
- Food diary
- Blood glucose record
- Dictionary
- Recipes & more









Wellness Centers: F U

KidsHealth

Flu Center



Get tips and advice on keeping your family healthy and learn what to do if your child comes down with a case of the flu.

Sign up

for

free

parenting





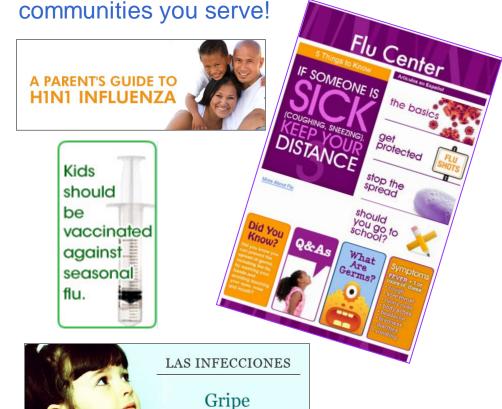
flu and

pregnancy

prevention

Did You Know? Flu season is from November to April.

Center for Kids Center for Teens KidsHealth's Flu Center provides information & valuable resources for your patients, families, & those in the



New for KidsHealth Partners: Wellness Centers: Sports Medicine

Sports Medicine Center



sports psychology Discover how the mind affects the body.



training &

Help your kids play their best season ever! ()



sports injuries

Find out how to deal with injuries. ()



The Basics

Get tips on everything from finding the right sport for your child to handling family factors and injuries. O



Tips for minimizing your child's risk of injury.



Snacks

Choose whole grains and complex carbohydrates instead of sweets so your young athlete gets lasting









Center for Teens

KidsHealth's Sports Medicine Center offers practical tips, advice, and articles to help keep kids and teens safe and healthy when participating in sports.



Smart Start

Before beginning any sport or fitness program, it's a good idea for your child to have a physical examination from the doctor. Kids with undiagnosed medical conditions, vision or hearing problems, or other disorders may have difficulty participating in certain activities.



What About Team Sports?

Many parents are eager to enroll their preschool child in organized sports, but it's really not recommended until they are a little older. There's no need to worry your child will "fall behind" other kids when it comes to their soccer or baseball careers. Preschoolers are better off working on basic skills, which they can apply later when they can better grasp sports rules and understand their role in a game.



New for KidsHealth Partners: Wellness Centers: First Aid & Safety

First Aid & Safety Center



Is It Really an

Find out what type of illnesses or injuries require a trip to the ER. O Articulos en Español ()

home sweet home

Get childproofing tips. safety checklists, & more O



the playground or by the campfire. 0

play it safe



take in a crisis. O





Parents' Printables: **Guides for** treating common illnesses.







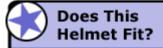
Heating & Cooling

SAFETY CHECKLIST **Emergency Equipment** SAFETY CHECKLIST Walls & Floors Furniture **Doors & Windows** Stairways

KidsHealth's First Aid & Safety Center offers information to assist parents with everyday prevention & health tips as their kids & teens grow.







A bike helmet fits well if it:

- sits level on the head
- isn't tilted forward or backward
- has strong, wide straps that fasten snugly under the chin
- is tight enough so that after fastening, no sudden pulling or twisting could move it around





New for KidsHealth Partners: 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

en Español

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

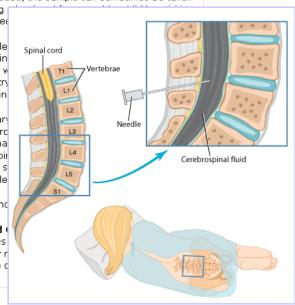
from a baby by sticking a finger with a small nee

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

Blood tests can be scare presence during the pro offering a stuffed anima your child that it may pin 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.



KidsHealth's suite of articles, illustrations, & videos about diagnostic tests & procedures help families understand what to expect & feel prepared.



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

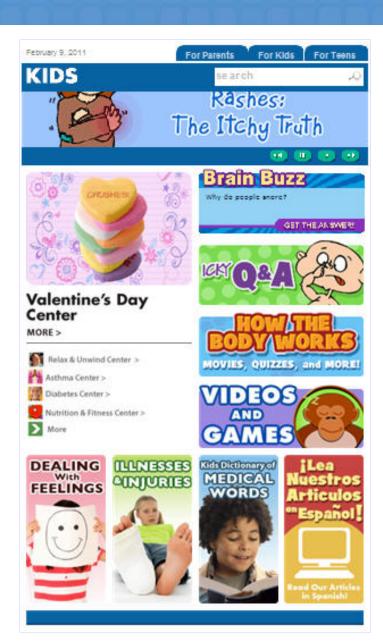
CAT stands for "computerized axial tomography." Translated, that means a scanner takes computer pictures of what's going on inside your body. The scan itself is painless. All you'll need to do is hold still for a few minutes at a time so the pictures come out clear.



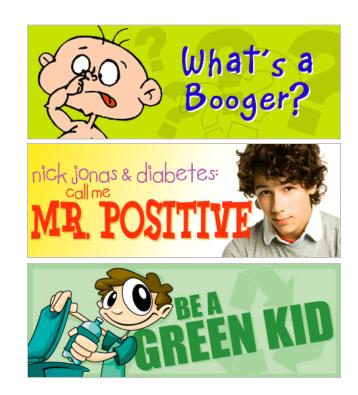
Video for Kids & Teens



KidsHealth – For Kids



KidsHealth – For Kids makes learning about health fun – providing health & wellness information in a colorful, friendly, engaging style & tone that appeals to kids ages 7-12.





For Kids: Movies, Games, Q&As, & More















For Kids: Wellness Centers





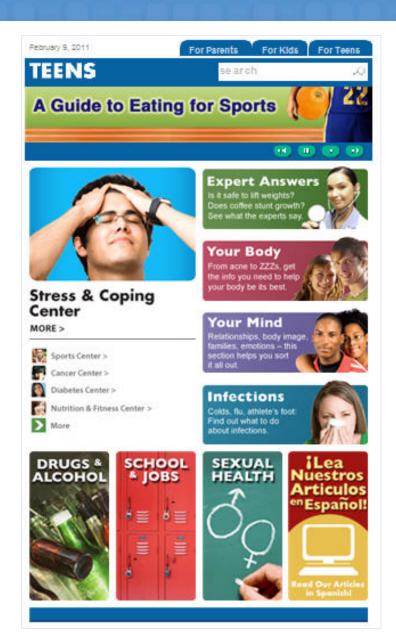




KidsHealth's Wellness Centers – For Kids – include peer stories, tools, & practical advice to help kids understand & manage their condition from initial diagnosis through their daily challenges as they grow up.



TeensHealth – For Teens



TeensHealth provides **answers & advice** on *medical, emotional, behavioral, & developmental* topics in a style & tone for teens.





For Teens: Wellness Centers









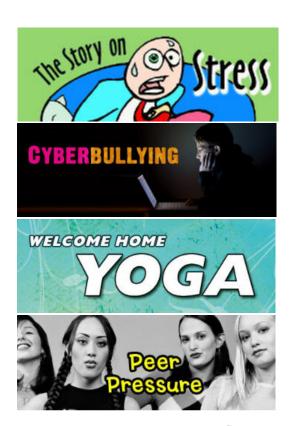
TeensHealth's Wellness Centers provide practical advice to help teens understand their condition, personal stories to help them to not feel alone, & resources to manage the daily ups & downs.



New for KidsHealth Partners - Kid & Teen Centers: Stress

KidsHealth's "Stress & Coping" & "Relax & Unwind" Centers for teens & kids links to articles about stress, quizzes, step-by-step instructions for yoga moves, & tips on how to unwind & cope with stressful situations.







KidsHealth – En Español

Información Para Padres

Los

Las preguntas y las respuestas

problemas médicos

Paternidad v

maternidad

ser mejores padres

Las emociones

y las conductas

positiva:

El embarazo y recién nacido

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

Seguridad

y primeros

auxilios







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



Dust, cats, peanuts, o grouping, but one with allergies - a major cau United States. Up to 5 children, have some ty the loss of an estimati





(All About Allergies)



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



Interactive Content

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







thousands of these in your teddy bear.

FIND OUT WHAT IT IS





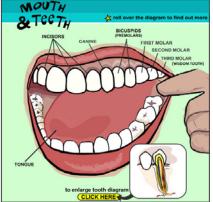
Asthma

Diary

Movie











Seasonal & Timely Content



KidsHealth's seasonal & timely content keeps your site relevant & current - providing families with the resources they need to make healthy decisions all year long.

















Printer-friendly Content

Body Mass Index (BMI) Charts

Mouse over points on graph to update results above.



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

don't require ent, some ticks nful germs.

Lymo disogso is agric

Did You Know?

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

Your Name Prints Here

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

graph



30

28

27

23

22 21

20

17

13

overweight

of risk

healthy weight

underweight

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: Pharmacy Name: Health Insurance Plan **FAMILY CONTACT NUMBERS** Parents' Names: Kirls' Names: City: Mom Cell #: Mom Work # Dad Cell #: Emergency Contact 1 Name: Relationship Phone: **Emergency Contact 2** Name: Relationship

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

BOOTIMO BASICS

Kids need plenty of sleep to rest their growing bodie 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.

Quick Tips 1 > 2

speep a consistent bedfine and softing routine for getting to bed.

Turn oct the TV, video games, and computer at least so minutes before bedtime.

Praise your child for staying in bed.

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

nutes ahead of bedtime , ventilation, and a nightlight p, and brush teeth thing

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.

AGE (in years)

Above, the related percentile.

KidsHealt

8 9 10 11 12 13 14 15 16 17 18 19 20

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.

Value-added Marketing Support



KidsHealth PARTNER EXPRESS Are you receiving KidsHealth Partner Express? If not, please contact us to make sure we

Contact Us

KidsHealth's Partner Resource Center provides value-added marketing support & custom solutions including content-based promotional ideas, tools to maximize your ROI, & more.

Visit: khpartner.kidshealth.org

"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



New for KidsHealth Partners: Value-added Marketing Support

Print customizable:

- Wellness Rack Cards
- Posters
- Tri-fold Brochures
- & much more

Visit: khpartner.kidshealth.org





Integrated Marketing: Electronic Communications

KidsHealth offers customizable promotional materials to help you showcase your electronic communications!









front back



Integrated Marketing: Offline Communications

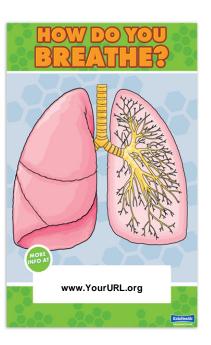


KidsHealth's customizable print materials for parents & kids are great for marketing events, school outreach, direct mail, & more!

Additional fees may apply.









Being "SOCIAL" using your KidsHealth Content



Online Integration: Social Media

Primary Children's Medical Center promotes their KidsHealth content with a badge/link directly from their Facebook page.





Online Integration: Social Media

Akron Children's Hospital uses their KidsHealth content to promote seasonal and news worthy content to Facebook, Twitter, LinkedIn, etc.







×

Online Integration: Mobile Media



Other partners have created **mobile apps** featuring their KidsHealth content as a new way to reach their target audiences.



KidsHealth PLUS



Email & Social Media Program: Pregnancy to Teen

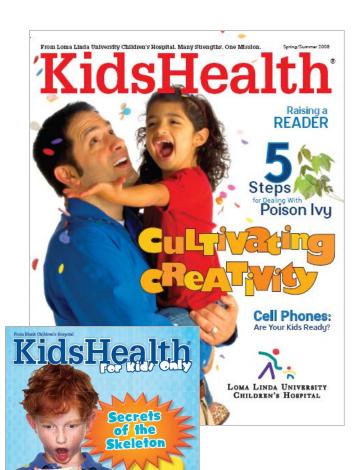


Build strong relationships with expectant, new & seasoned parents through email & social media

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

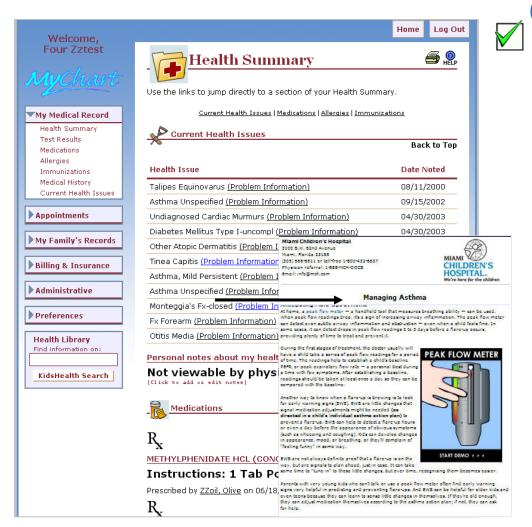
Target:

- Consumers
- School outreach
- Referring physicians
- Childcare providers





Clinical Integration: Electronic Health Records



(Meaningful Use Menu Option)
Enhance the patient EHR/EMR
experience & drive traffic to your
website hyperlinking to your
relevant, family-friendly,
KidsHealth content

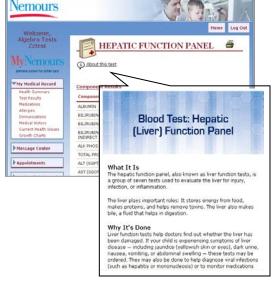
- Seamless integration of education into clinical workflow
- Ability to provide context to patient-accessed EMR
- Provide consistent source of educational information across all communication platforms
- Branded for Your Hospital



Clinical Integration: Electronic Health Records

KidsHealth's content is now integrated within EPIC's Electronic Medical Records -turning the EMR into a teaching tool to help families learn!







conditions & diagnoses

diagnostic tests

medications in English & Spanish



Clinical Integration: Patient Discharge Instructions



Provide Electronic Discharge Instructions (Meaningful Use Core Objective)

KidsHealth is offering the first Discharge Instructions created exclusively for pediatrics!



- Medically reviewed library of 600+ pediatric topics
- Full-color illustrations (printable in high-contrast grayscale, too!)
- Friendly icons divide sections to make information easy to follow
- Parent-friendly style addresses emotional & medical issues
- · Customizable by your staff
- In English & Spanish
- Refers patients to KidsHealth content on your website (optional)

Available for use in:





Clinical Integration: Patient Discharge Instructions

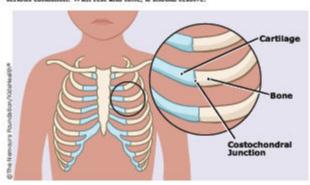


After Your Child's Visit

Caring for a Child With Costochondritis



The chest discomfort that comes with costochondritis is not a sign of heart disease or other similar serious condition. With rest and time, it should resolve.



Your Child's Diagnosis

Costochondritis (KOS-toe-khon-DRI-tis) is an inflammation of the cartilage that attaches the front of the ribs to the breastbone. The inflamed area is tender to the touch - with pain that may be sharp or dull - and may be made worse by taking a deep breath, coughing, sneezing, or heavy lifting. Episodes of discomfort can last from a few seconds to a few minutes.

Costochondritis is not related to a heart problem, and usually will go away on its own. The cause often is unknown, though it can be triggered by an infection, strenuous movements, injury to the chest, or frequent coughing.

The pain ranges from mild to severe. If severe, it can restrict activity and lead to school absence. Providing pain relief is important for recovery.



Home Care Instructions

- · Give your child pain relievers, such as ibuprofen (e.g., Advil or Motrin) or acetaminophen (e.g., Tylenol), as needed for pain. Follow the dosing instructions provided by your health provider.
- Don't give aspirin to your child or teenager. Aspirin may lead to an increased risk of developing a rare but serious illness called Reve syndrome.
- Don't give your child any other medicine unless your child's doctor recommends it.
- Applying ice to the painful area for 20 minutes at a time every 3 to 4 hours can be helpful. Sometimes using a heating pad or warm compress provides relief.
- · Make sure your child does not put strain on the affected area by carrying heavy objects, including school bags, while recovering. Children and teens with costochondritis generally need to take a break from sports until the symptoms improve.



Special Instructions

Children and teenagers with costochondritis may worry that their chest pain is a heart attack and may need reassurance that it is not life-threatening and that the pain is temporary.



Call Your Doctor if ...

- The painful area becomes red or swollen.
- Your child develops a fever.
- The symptoms of costochondritis last for more than a few weeks.



Seek Immediate Medical Care if....

In addition to the chest pain, your child experiences any of the following:

- Difficulty breathing or rapid breathing
- Dizziness or fainting
- Racing heart or palpitations ("fluttering heart")
- · Blue or gray color around the tips
- Nausea or vomiting



Go to <hospital URL> for more information on chest pain and search <content specific identifier>.



© 2011 The Nameur's Foundation/Robinship[®]. Used and adapted under feature by Climates Name >. This information is for depend on only. For equally confident advice or equations, consult one health are provided.

BACK

FRONT



Clinical Integration: Patient Discharge Instructions

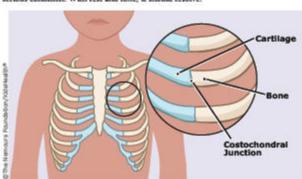


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- The painful area becomes red or swollen.
- Your child develops a fever.
- The symptoms of costochondritis last for more than a few w



Seek Immediate Medical Care if....

In addition to the chest pain, your child experiences any of th

- Difficulty breathing or rapid breathing
- Dizziness or fainting
- · Racing heart or palpitations ("fluttering heart"
- · Blue or gray color around the lips
- Nausea or vomiting

Link will refer readers to hospital website to find more information.

Learn More Online

Go to < hospital URL> for more information on chest pain and search < content specific identifier>.



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BACK

FRONT



KidsHealth Product Partnerships



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

getwell:)network





EmmiKids: Pre-Surgical Programs





Pediatric programs include:

Anesthesia, Cardiac Cath, Spinal Fusion, Hernia Repair, Upper Gl Endoscopy, Safety (How to Keep Your Child Safe in the Hospital), & more.

Patient Satisfaction

Manage expectations through Web-based interactive tool to improve patient satisfaction

Educational Tool

Provide a robust educational experience covering:

- Reasons for Surgery
- After Surgery
- The Procedure
- Risks & Benefits
- Alternatives

Risk Management

Standardize & enhance informed consent

Documentation

Track & store all usage by patient



Content Integration



Emmi programs link directly to your KidsHealth content







Improving Patient Satisfaction



97%	said improved their understanding of surgery
93%	said provided new information
92%	said increased their comfort level
87%	said increased confidence in their doctor
82%	said answered question & saved a call to doctor
87%	said covered risks they didn't know about previously
88%	plan to share with family or friends
89%	said improved understanding of what to expect before
93%	said improved understanding of what to expect after
24%	watched with child (of those not infants)
50%	helped explain to child what to expect (of those not infants)



GetWellNetwork: Pediatric Patient Education



KidsHealth-created patient education provides patients & families with condition-specific video & print materials on topics including:

- Asthma
- Cancer
- Diabetes
- RSV
- Post Procedural Care (G-Tubes, NG-Tubes, Trachs, PICC Lines, & Central Lines)

** Available in English & Spanish





GetWellNetwork: Pediatric Patient Education



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Improve care, patient experience, & increase staff satisfaction through GetWellNetwork

- Interactive communications system provides services, entertainment, & education via in-room TVs
- Uses wireless keyboard or remote control
- Educational protocols customized for your hospital
- Test & record comprehension
 & intervene as necessary





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