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COMFORT THROUGH KNOWLEDGE

Alfred I. duPont Hospital for Children and EmmiKids™ team to help parents make informed health care choices for their child.

Wilmington, DE– November 15, 2006– Most parents do their best to educate themselves on the challenges of child rearing. But few families are equipped with the knowledge needed when their child requires a serious medical procedure. Nemours/Alfred I. duPont Hospital for Children understands that parents who are informed and involved in their child’s treatment can provide a more stable environment for their child. To help educate parents about some of the most common pediatric procedures and what to expect before, during, and after the procedure, Nemours/Alfred I. duPont Hospital for Children has partnered with Emmi Solutions to introduce EmmiKids.

EmmiKids was created in partnership with Nemours-operated KidsHealth.org, the most-visited website devoted to children’s health, and Emmi Solutions, the creator of the Emmi® online healthcare communication system. By helping families learn what to expect before, during and after an upcoming medical procedure, EmmiKids enables them to make appropriate health care choices for their child. EmmiKids also supplements the informed consent process, increasing users’ knowledge and helping to set expectations for treatment and recovery, while outlining risks and potential complications associated with pending procedures.

The EmmiKids platform also tracks the complete interactive path, providing documentation critical to risk management. The use of an Internet-based, animated, interactive education program was found to be highly effective at improving the informed consent process for pediatric procedures, according to new research by the Alfred I. duPont Hospital for Children and The Nemours Foundation.

“When a child is sick or being hospitalized, a family’s world is upside down,” said Dr. Bernard J. Clark, III, MD, Chief Executive of the Practice, duPont Hospital for Children, and a presenter of the data on EmmiKids at the annual conference for the National Association of Children’s Hospitals and Related Institutions (NACHRI). “Through our evaluation of EmmiKids, we learned that the series of programs provides the information parents need during what can be stressful and uncertain times. EmmiKids gives parents control over the information they receive and when they receive it.”

Being Informed Is Essential

The research was compiled through an optional online survey of parents who viewed EmmiKids at the duPont Hospital for Children over 4 months. Findings included:

- **100%** of respondents said EmmiKids improved their understanding of what to expect
- **97%** of respondents said EmmiKids increased their comfort level
- **95%** of respondents said EmmiKids provided new information
- **95%** of respondents said EmmiKids increased confidence in their doctor
- **89%** of respondents said EmmiKids answered questions and saved a call to their doctor
- **87%** of respondents said EmmiKids covered risks they didn't know about previously
- **92%** of respondents plan to share EmmiKids with family or friends
- **92%** of respondents said EmmiKids improved understanding of what to expect *before*
- **100%** of respondents said EmmiKids improved understanding of what to expect *after*

“In approaching this study, we were unsure what to expect – would parents watch the EmmiKids programs, and if so, would they respond to getting information about their child’s health and medical procedures in this manner?” said Linda A. Pilla, Esq., Chief Risk Officer, The Nemours Foundation, and co-presenter of the data at NACHRI. “What we found was that parents welcomed this method of communicating pertinent information about procedures, saying that it improved their understanding of the procedure, enhanced the informed consent discussion with the providers, and enabled them to more actively participate in their child’s medical care by knowing what to expect.”

EmmiKids programs are provided free to parents and families by participating hospitals and physicians, and is currently available at the duPont Hospital for Children. Delivered in an engaging, conversational tone with easy-to-understand language and visuals, EmmiKids facilitates families becoming educated, active participants during one of the most stressful periods of their child’s life. All EmmiKids programs are developed, reviewed, and approved by board-certified physicians.

Programs currently available through the EmmiKids series include:

- Pediatric Anesthesia
- Cardiac Catheterization
- Cardiac Catheterization: Stenosis
- Cardiac Catheterization RF Ablation
- Upper GI Endoscopy
- Pediatric Colonoscopy
- Hernia Repair
- Pyloromyotomy
- Spinal Fusion (Scoliosis)
- Tonsillectomy
- Myringotomy
- Orcheopexy
- Hypospadias Repair

For a free Emmi demo addressing safety concerns of parents, visit www.emmisafety.com/parents.

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About Nemours/Alfred I. duPont Hospital for Children

The Alfred I. duPont Hospital for Children is a division of Nemours, which operates one of the nation's largest health systems devoted to pediatric patient care, teaching, and research. Set on a beautiful 300-acre campus near Wilmington, Delaware, the 180-bed duPont Hospital for Children offers all the specialties of pediatric medicine, surgery, and dentistry.

The Nemours Children's Clinic provides the physician services of the hospital at its main campus and at pediatric primary and specialty care locations throughout Delaware, southeastern Pennsylvania, and southern New Jersey. Together, the duPont Hospital for Children and Nemours Children's Clinic are the academic partner of Thomas Jefferson University and the pediatric provider to the Jefferson Health System and its members and affiliates.

Nemours is focused on raising the bar in children's health and health care through its four core service dimensions: patient-centered medical care, biomedical research, education, and health promotion/disease prevention. Nemours employs approximately 4,000 people, including 445 subspecialty physicians, 90 of whom were recognized in 2005 by their peers as among the Best Doctors in America[®]. For more information, please visit www.Nemours.org.

About KidsHealth[®]

KidsHealth creates engaging online, print, and video media about a wide range of health and family issues. KidsHealth has a physician-directed, professional editorial staff – and is the largest resource of online children's health, behavioral, and developmental information written for three distinct audiences: parents, kids, and teens. Each year, over 120 million families turn to KidsHealth.org for expert answers, making it the Web's most-accessed site on children's health. Recent accolades include the **Webby Awards for Best Family/Parenting Website** and **Best Health Website**, and selection as one of the **50 Coolest Websites** by **TIME magazine**. Recently, KidsHealth launched *KidsHealth in the Classroom*, a free website for educators featuring standards-based health curricula, activities, handouts, and more. For more information about *KidsHealth in the Classroom*, visit Classroom.KidsHealth.org. KidsHealth comes from The Nemours Foundation, one of the largest nonprofit organizations devoted to children's health. For more information about KidsHealth, please visit KidsHealth.org.

About Emmi Solutions

Creator of the Emmi family of online patient education programs, Emmi Solutions, LLC, is recognized as the market leader in interactive health care communications supporting better health care delivery. Emmi engages patients, their families, and caregivers with easy-to-follow, actionable information so they can understand how to take control of a chronic disease and what to expect before, during, and after surgery. The Emmi series is designed to manage patient expectations, improve patient safety, increase patient compliance, and reinforce risk mitigation. To learn more, please visit www.emmisolutions.com.