CHILDREN'S HEALTHCARE BROUGHT STORIES TO LIFE.

Custom publication raised awareness by 23%.

CHALLENGE » Children's Healthcare of Atlanta needed a custom publication to continually update pediatricians on new advancements and reinforced Children's current leadership position in specialty and exploratory technology.

SOLUTION » Soloflight produced a piece that was more like a national magazine than a medical journal. The appropriately titled *peds* was specifically designed to help doctors quickly find relevant information about Children's innovative services and medical breakthroughs. Distributed nationwide, *peds* has solidified Children's reputation within the medical community as a referral worthy hospital able to meet physician and patient needs.

RESULTS » Since creating *peds* in 2004, name recognition of Children's is up 23%. Plus, dialogue between physicians and the hospital has increased. Most recently, *peds* became a tool to support physicians receiving continuing medical education, confirming our ability to provide relevant content and design to targeted audiences.

SPLIT
fortunes
SPLIT LIVER TRANSPLANTS WITH THE USE OF THE HABIB™ ELECTROSURGICAL DEVICE BOOST THE ODDS FOR PEDIATRIC LIVER PATIENTS

The jaundice in tiny Jasmine's eyes was a constant reminder to Jackie Williams of the devastating liver condition that could kill her 13-month-old daughter. Jasmine was born with biliary atresia, a blockage or absence of functioning bile ducts that prevented her liver from excreting bilirubin.
"It is the hardest thing not to be able to do anything for your child when they are hurting," said Williams, 26, who moved from San Diego to Atlanta with her husband and 6-year-old son a few months after Jasmine was diagnosed.
Then just two weeks before Christmas in 2007, a new liver was located for Jasmine. But it was from an adult—which made the organ far too big for Jasmine. But Jasmine's surgeon at Children's Healthcare of Atlanta, Thomas Heffron, M.D., Director of the Pediatric and Living Related Liver Transplantation program at Children's, had an answer. He was the first surgeon in Georgia in 1987 to perform a pediatric split liver transplant, a procedure in which one donor liver is bisected and transplanted into two patients.
Dr. Heffron, M.D., uses the new Habib™ electrosurgical device, which has four metal rods and uses radiofrequency to ablate the liver's many blood vessels that are severed during a resection.

Straightening
small necks
New Approaches to Treating Congenital Torticollis Offer Excellent Results With Minimal Risk of Complications
When Steven and Debbie Klein's twin girls, Jessica and Kaitlyn, were born in January 2006, their pediatrician warned them that Jessica might have a problem worth watching. Crowded with her sister in the womb, Jessica's head had been placed at an awkward angle, causing trauma to the neck muscles. While Jessica looked fine to her parents at first, as she grew, it became noticeable that her head was drawn to one side. So when Jessica was 4 months old, her parents decided it was time to seek help.
Their search took them through four months of physical therapy and, when that was not as successful as they had hoped, they consulted with a neurosurgeon who then referred Jessica to craniofacial surgeon Fernando Bereteu, M.D., at the Children's Healthcare of Atlanta Center for Craniofacial Disorders. After a review of her medical records and an evaluation, Dr. Bereteu confirmed Jessica was an appropriate candidate for a minimally invasive surgical procedure he had developed and that has helped many children like Jessica.

ALTERNATIVE THERAPIES

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