



## St. Jude Children's Research Hospital (SJCRH) COMPETITIVE & COMPARATIVE FEATURE ANALYSIS

	St. Jude Children's Research Hospital	Boston Children's Hospital	Cincinnati Children's Hospital	Children's Hospital of Pittsburgh	Planned Parenthood (Comparator)
Basic Organization Profile	St. Jude Children's Research Hospital, founded in 1962, is a pediatric treatment and research facility focused on children's catastrophic diseases, particularly leukemia and other cancers. The hospital costs about \$2.4 million a day to run, and there is no cost to the patient to be treated.	One of the largest pediatric medical centers in the United States, Children's offers a complete range of health care services for children from birth through 21 years of age. Its Advanced Fetal Care Center can begin interventions at 15 weeks gestation and in some situations Children's treats adults.	Cincinnati Children's, a nonprofit academic medical center established in 1883, is one of the oldest and most distinguished pediatric hospitals in the United States.	UPMC Children's Hospital of Pittsburgh, a hospital of the University of Pittsburgh Medical Center, is the only hospital in Southwestern Pennsylvania dedicated solely to the care of infants, children and young adults. Care is provided by more than 700 board-certified pediatricians and pediatric specialists.	Planned Parenthood is a trusted health care provider, an informed educator, a passionate advocate, and a global partner helping similar organizations around the world. Planned Parenthood delivers vital reproductive health care, sex education, and information to millions of women, men, and young people worldwide.
Homepage Layout Comparison					
Homepage Headline	Finding Cures. Saving Children.	<b>Because of you, we never stop.</b> We break boundaries. We pioneer solutions. We make the impossible possible.	N/A	Give Hope	N/A
Primary Navigation	<ul style="list-style-type: none"> <li>About Us</li> <li>Care &amp; Treatment</li> <li>Research</li> <li>Training</li> <li>Get Involved</li> <li>Ways to Give</li> </ul>	<ul style="list-style-type: none"> <li>Patient Resources</li> <li>For Health Care Professionals</li> <li>Centers &amp; Services</li> <li>Conditions &amp; Treatments</li> <li>Research</li> <li>Innovation</li> </ul>	<ul style="list-style-type: none"> <li>Patients &amp; Family</li> <li>Healthcare Professionals</li> <li>Researchers</li> <li>Professional Education</li> <li>About</li> <li>Giving</li> </ul>	<ul style="list-style-type: none"> <li>For Parents</li> <li>Our Services</li> <li>For Health Care Professionals</li> <li>Research</li> <li>About Us</li> </ul>	<ul style="list-style-type: none"> <li>Learn</li> <li>Get Care</li> <li>Get Involved</li> <li>Donate</li> </ul>
Landing Page - Quicklinks	<ul style="list-style-type: none"> <li>- Patient Referrals</li> <li>- Explore Our Research</li> <li>- Donate Now</li> </ul>	<ul style="list-style-type: none"> <li>- Request an Appointment</li> <li>- Find a Doctor</li> <li>- Find a Location</li> <li>- Second Opinion</li> <li>- Refer a Patient</li> </ul>	<ul style="list-style-type: none"> <li>- Your Child's Condition</li> <li>- Find a Doctor</li> <li>- Schedule an Appointment</li> <li>- Our Clinical Services</li> <li>- Our Research</li> </ul>	<ul style="list-style-type: none"> <li>- Find a Doctor</li> <li>- Locations &amp; Directions</li> <li>- Contact Us</li> <li>- MyCHP</li> <li>- Pay My Bill</li> <li>- Donate</li> </ul>	<ul style="list-style-type: none"> <li>- Find a Health Center (Search)</li> <li>- STDs (Learn More)</li> <li>- Birth Control (Learn More)</li> <li>- Abortion (Learn More)</li> <li>- Emergency Contraception (Learn More)</li> </ul>



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<b>Language Options</b>	Spanish (one-touch) + services for 14 additional languages.	Spanish one-touch option.	Spanish one-touch option.	NONE.	Spanish one-touch option.
<b>Patient Stories</b>	Stories are highlighted on the homepage and made available throughout the site.	"Read our Greatest Stories" on homepage and "Thriving" Blog.	"Patient Family Experiences" on Blog	"Share Your Story" feature allows patients to write about their own experiences to submit to the hospital. These may be featured on their blog: "Be Glad You Have Children's" (via Wordpress)	"Share Your Story" feature allows people who have been impacted by PP to write about it. These are posted on their "Get Involved" page.
<b>Patient "Portal"</b>	My St. Jude. - Access to medical records - View schedule requests & changes - transmit health info	MyChildren's. - Request, confirm and cancel your child's appointments - Get your child's test results - Access your doctor's notes - Connect to your doctor with secure messaging	MyChart. - View test results - View prescribed medications - Make appointments - Recieve follow-up intructions - Recieve diagnoses	MyCHP - Send secure messages to healthcare team - View/request appointments - View health history - View test results - After-care education	N/A
<b>Online Gift Shop</b>	Extension selection of branded products, from jewelry, to clotching, to toys.	N/A	N/A	Very minimal. Mostly baloons and flowers.	Planned Parenthood Action Store with branded apparel and accessories.
<b>Patient Publication</b>	Promise Magazine. - Seasonal - Available Online & Print	N/A	Quarterly e-Newsletters for Parents: "Young & Healthy: "Clinical Trials Update" subscribable	There are "Childrens Tips" newsletters, but there is no way to subscribe, they are just posted on the "Resources" page	N/A
<b>Doctor Search Feature</b>	N/A	Find a Doctor Tool. Filter by: - Doctor or Nurse - Programs - Department - Language - PCP or Specialist - Specialities - Gender	Find a doctor tool include: - an alphabetical list or search bar ("Enter Search Term") OR - search by Clinical Care alphabetically	Quick slide-out menu on the left side. Search by: - Last Name - Speciality - Gender - Zipcode & Distance - Language - Role (Doctor, Nurse Practitioner, etc)	They have a feature that allows users to find a "health care center" based on your zipcode, but not specific doctors.
<b>Electronic Second Opinion</b>	N/A	Available for a \$650 fee (which includes any additional reviews). Takes 5-7 business days. Very thorough.	N/A	Available and must be coordinated through a child's physician. Marketed to International Families, unclear whether it is available to US-based families. Partnership with MDLive. No details avail.	N/A