



Company Profiles

Names: American Academy of Pediatrics (AAP)

Industry: Pediatric Health Care

Description: Founded in 1930, the AAP is an organization of 67,000 pediatricians committed to the optimal physical, mental, and social health and well-being of all infants, children, adolescents, and young adults. The AAP is the trusted source of information for pediatric professionals and parents, and a major book publisher with over 8 million copies in print.

American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN®

Digital Strategy Challenge

Balanced Growth Consulting (BG) was hired to devise a digital strategy and manage the implementation of a new digital platform to deliver the award-winning content of the AAP directly to parents. The AAP was the world's leading publisher of pediatric health content in print format.

Working collaboratively with the pediatric health experts of the AAP, BG developed a strategy, selected a technical vendor, and led the launch of an entirely new web site, HealthyChildren.org, in English and Spanish for a worldwide audience. The site was designed, developed, and deployed in 9 months and has gone on to win critical acclaim and reach hundreds of millions of visitors worldwide.

“Parents have hundreds of questions about their children's health, and they want detailed answers, HealthyChildren.org empowers parents to be proactive about their children's health, whether it's learning about the vaccines their infant needs, the developmental milestones to watch for in their toddler, or how to stay connected with their teenager.”



Jennifer Shu

M.D., FAAP
Pediatrician
Medical Editor,
HealthyChildren.org

BG uses a proven process to design, develop and deploy business improvement solutions that deliver results.

The Balanced Growth Process:



6. Extension

The platform was extended in Spanish, across multiple social media platforms including Facebook, Twitter, Pinterest and Instagram, and additional digital delivery vehicles including apps.

5. Management

BG was retained to guide the initial growth period of the site. The site grew at a record pace reaching millions of users, winning numerous awards, and achieving payback within 18 months.

4. Implementation

BG served as the Program Manager to lead all aspects of implementation including the editorial, marketing, technical, and launch teams. The site was successfully launched to a worldwide audience in only 9 months.

3. Vendor Selection

BG facilitated the selection of a digital partner to design and develop the consumer site.



1: Digital Opportunity Assessment

BG was hired by the AAP to determine the potential value of a digital platform for parents to feature the world's largest collection of pediatric content. The outcome was a vision to create a dedicated, digital destination for parents to be funded by corporate sponsors.

2: Business Plan

BG led the development of the business plan for HealthyChildren.org, including target market definition, marketing plan, staffing model, financial plan, operational strategy, business requirements, and an implementation plan.



Ongoing Results:

- HealthyChildren.org celebrated its 10-year anniversary on Dec. 10, 2019, with record-breaking page views. It has proven itself as a reliable resource for everything parents seek online about children's health and safety.
- HealthyChildren.org has earned numerous awards and distinctions including a Webby Award nomination, Chicago Innovation Award finalist, a Gold Award by the Society of National Association Publications, and an Innovation of the Year by Miami Children's Hospital.
- Since launch, the HealthyChildren.org has attracted hundreds of millions of visits from over 120 countries.
- Revenues generated from book sales and member retention netted an ROI in 18 months instead of 5 years as originally planned.

Find out more, contact: innovate@balancedgrowth.com

"The success of the HealthyChildren.org exceeded our more far-reaching exceptions. As we celebrate 10 years of giving the best pediatrician-powered advice for families, we thank Balanced Growth for the instrumental role they played in envisioning the strategy and leading the implementation of HealthyChildren.org. Jason Bordui and the BG team were as passionate about the success of this initiative as we were."



Mark Del Monte, JD

CEO/Executive Vice President,
American Academy of Pediatrics (AAP)



healthychildren.org

Powered by pediatricians. Trusted by parents.
from the American Academy of Pediatrics

CELEBRATING 10 YEARS



Jason Bordui

President, Balanced Growth

"Working with the great team at the AAP on creating HealthyChildren.org was one of the greatest experiences of my professional career. We are so proud of HealthyChildren.org and we thank the AAP for the opportunity to have been part of it from the beginning."

