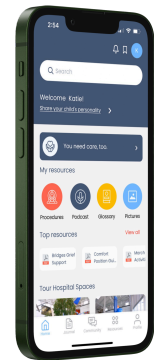


Supporting families within healthcare settings

ChildLife on Call (CLOC)

ChildLife on Call (CLOC) is dedicated to supporting families navigating the complex and often overwhelming pediatric healthcare journey. Through the innovative platform "SupportSpot," CLOC provides vital resources to empower parents, improve communication, and enhance the overall healthcare experience for both families and medical providers. CLOC's goal is to ensure that every family, regardless of hospital capacity or access to child life services, receives the psychosocial support necessary during critical medical moments.



The opportunity

Nearly 30% parents and caregivers of pediatric patients feel under-informed and disconnected, struggling with complex medical procedures, unfamiliar jargon, and emotional stress.

The challenge

- Before CLOC, a centralized solution that could comprehensively support the families of pediatric patients, reduce their stress, and empower them to make informed decisions throughout their child's treatment did not exist.
- CLOC set out to build a platform that addresses these gaps, educating and empowering parents to take an active role in their child's healthcare journey.

The approach

CLOC developed SupportSpot, an app designed to offer comprehensive, on-demand support for families in pediatric healthcare settings. The app equips families with knowledge and resources to confidently advocate for their child's care, including:

- Centralized family-centered resources: A one-stop shop providing vetted, on-demand resources to families and healthcare staff, aimed at improving health literacy and the quality of care.
- Continued support post-discharge: Extending child life support to families beyond the hospital, ensuring continuity of care and support throughout recovery.



The success

The introduction of [SupportSpot](#) has yielded significant positive outcomes:

- ✓ 97% of users reported a **better understanding of medical procedures and treatments**.
- ✓ 69% of users saw **improvements in their communication** with healthcare providers.
- ✓ 66% of users believed that using the app contributed to **improved health outcomes** for their child.
- ✓ 82% of families felt **more empowered** to advocate for their child's healthcare needs.

“CLOC’s SupportSpot has effectively transformed the way families engage with pediatric healthcare, leading to better experiences and outcomes for both patients and their caregivers.”

— **Katie Taylor**

Certified Child Life Specialist

CEO, Child Life on Call