

Nemours Children's Health is reimagining a whole new approach to children's health with "Well Beyond Medicine" podcast and ad campaign

Local Lake Nona patient appears in national ad campaign

ORLANDO, FL (August 18, 2023) -- At "Well Beyond Medicine Day" at Nemours Children's Hospital, Florida, associates gathered to celebrate the launch of its [podcast](#), [Well Beyond Medicine: The Nemours Children's Health Podcast](#) and a new ad campaign called "Reflections of the Future," which conveys its vision for creating the healthiest generations of children.

Appearing in the ads is Lake Nona resident and patient, MJ, who has been treated for Osteogenesis Imperfecta (OI), along with Stephen Sheehy, who appears alongside MJ in the ad campaign, running in national markets that Nemours serves.

Interviewed for the podcast episode were MJ's mom, Alexandra Rice, as well as his doctor, Alec Stall, MD, chair of orthopedics, and Stephen Sheehy. That podcast episode will be available soon at www.nemourswellebeyond.org or wherever you access podcasts.

"This campaign is intended to look into our collective future to celebrate how children can realize their maximum potential," said Gina Altieri, Enterprise Chief Communications Officer, Nemours Children's Health.

About Nemours Children's Health

Nemours Children's Health is one of the nation's largest multistate pediatric health systems, which includes two free-standing children's hospitals and a network of more than 70 primary and specialty care practices. Nemours Children's seeks to transform the health of children by adopting a holistic health model that utilizes innovative, safe, and high-quality care, while also caring for the health of the whole child beyond medicine. Nemours Children's also powers the world's most-visited website for information on the health of children and teens, Nemours KidsHealth.org. Nemours KidsHealth is a pioneer and leader in pediatric health content that has been trusted by millions worldwide for more than 25 years.

The Nemours Foundation, established through the legacy and philanthropy of Alfred I. duPont, provides pediatric clinical care, research, education, advocacy, and prevention programs to the children, families and communities it serves. For more information, visit Nemours.org.

Media contact: Margot Winick, media@nemours.org (407) 785-5766

Additional assets available online: [Photos \(3\)](#) [Video \(1\)](#)

<https://nemours.mediaroom.com/2023-08-18-Nemours-Childrens-Health-is-reimagining-a-whole-new-approach-to-childrens-health-with-Well-Beyond-Medicine-podcast-and-ad-campaign>