

Cox and PHX Children's Hospital Team Up

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EXTRA EXTRA!



Phoenix Children's Hospital (PCH) and Cox Communications have teamed up to launch PCH 1, a new internal TV channel for patients and families designed to answer common questions and reduce the anxiety that occurs when a child is going through treatment at the hospital. The new channel debuts during National Hospital Week, May 6 – 12.

This innovative and creative concept grew out of a need to orient kids, their parents and siblings about the array of services and procedures that become a way of life when a child needs inpatient care for an illness or injury. Hosted by "Boomer," an adorable, animatronic therapy dog puppet, the channel teaches families about topics such as: getting an X-ray; going to school at the hospital; working with the research nurse at the Emily Center; visiting with the Animal-Assisted Therapy Team; ordering room service; using the showers, washing machines and other "just like home" amenities of the Family Center; and more.

Stay tuned for more information!