The week of January 11, the Digital Marketing and IT Webteam at Children’s will be launching a completely redesigned and reimagined website for our external customers – patients, families, donors, volunteers and health professionals. Many teams across Children’s have been working for more than a year on this project, in an effort to extend our efforts to redesign the care experience into the digital realm.

Aside from a refreshed look to match our new brand, the biggest change users will see is that when we launch, approximately 90% of the site will be “mobile responsive.” This means that the pages will rearrange themselves to look and work optimally on whatever screen size the user is viewing it on allowing them read, interact with, and share content much easier than ever before.

But perhaps more importantly, the redesign allows us to easily combine information on programs and services with the stories of our clinicians, patients, families, and volunteers and educational materials across our site. Of course, there are plenty of enhancements that our customers will never see. We’re laying the groundwork for future enhancements that will enable us to serve up a more personalized web experience as we continue to evolve our digital footprint.

What you need to know:

- Employee and Physician Secure Access log-ins will also have a prominent link in the header – we’re working with ITS on a new secure log-in page for remote access which will enable all sign-ins to happen from a single sign-on page, reducing confusion for users.
- This redesign is focused on ChildrensMN.org, and does not include the majority of the pages found on StarNet (our intranet). Because some pages are available in both places, staff with access to StarNet may notice that some pages they use regularly look different, but they will all be available just as they are today.

Please direct questions about this project to Jen Swanson at jen.swanson@childrensmn.org.