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Contact: Clifford Public Relations
212.358.0800
Louise Thach (x28)
Beth Irving (x12)

Texas Health Care Institution Implements Krames On-Demand Innovative Electronic Patient Education Solution

Covenant Health Systems Partners with Krames Patient Education

Lubbock, TX – October, 2004 – Covenant Health System, the largest health care institution in the West Texas and Eastern New Mexico region with cornerstone hospitals including Covenant Children’s Hospital and Covenant Medical Center, has subscribed to Krames On-Demand, Krames/StayWell’s premier electronic, print-on-demand resource for health care practitioners.

“As a 1300 bed facility, it was often difficult to have the appropriate amount of printed educational material on hand for our patients,” said Veronika Harris, R.N., Nurse Specialist for Cardiac Services at Covenant Medical Center. “Krames On-Demand will benefit our patients, because it offers access to the same patient education material at all times, which shows continuity and consistent reinforcement of health topics without contraindicating material.”

Covenant now joins the other 80 percent of US hospitals that have partnered with Krames. Krames On-Demand is a breakthrough, electronic print-on-demand patient education solution designed for hospitals and health systems. It permits nurses, doctors and educators to instantly select and personalize over 3,500 single topic HealthSheets™ for each patient and print them at the point of care, available in English and Spanish in 34 specialty areas.

“After an extensive search, we chose Krames On-Demand because it was the best offering on the market that met our needs,” explained Ms. Harris. “Krames provides a comprehensive, easy-to-use solution for our staff - a solution designed to educate patients in a manner that would enhance productivity. As a result, we’re also investigating adding Krames On-Demand Kiosks, a self-service application which provides our patients access to the same quality content they receive from clinicians.”

From nurses and physicians to employers to health plans, Krames' comprehensive product line reaches virtually every level of health and safety management. Their materials work to improve productivity and outcomes, educate patients and consumers, enhance the efficiency of health care services, promote healthy lifestyles, and reduce health care costs.

Led by Covenant Hospital Levelland and Covenant Hospital Plainview, Covenant has a network of 18 leased, managed and affiliated community hospitals and eight Covenant

Family Healthcare Centers as well as physician offices offering primary medical care in the region.

About StayWell

StayWell is the Consumer Health Division of MediMedia USA. The companies that comprise StayWell represent the premier brands in consumer health publishing and include Health Ink & Vitality, Krames, CancerSource, and Harvard Health Publications. For 30 years, our clients have been using StayWell’s consumer health information products and services to reach their target audience in support of a wide range of business objectives. Through multiple channels, it is estimated that StayWell touches over 50 million lives annually.

StayWell combines unparalleled content with the ability to reach your target audience at home, at work, and when engaging the health care system – in print and online. To discover the wide range of products and services StayWell provides, visit www.staywellsolutions.com.

About Krames

Founded in 1974, Krames-StayWell (a division of MediMedia, USA) is the market leader in patient education, wellness, and safety materials, producing over 1,400 titles in more than 34 specialty areas. Krames’ materials are used by over 80 percent of American hospitals and more than 1000 health plans and employer groups, over 300,000 physicians and nurses in hospitals and private practices, and many of the world’s leading pharmaceutical companies. Print and electronic publications are created to help individuals understand and take control of their health choices and improve the quality of their lives. For more information, please visit www.krames.com.

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For more information on Krames On-Demand, please call Clifford Public Relations at 212.358.0800.