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**Krames and Parker Hill Associates  
Announce Release of Exit-Writer™ 5.0**

October 14, 2003 (Yardley, PA) – Krames, the nation’s leading publisher of patient education products and Parker Hill Associates, developers of Exit-Writer™, as part of their strategic alliance, announced the release of Exit-Writer 5.0, the latest version of this leading emergency room discharge instruction program.

“The new release is a result of our on-going efforts to continually upgrade Exit-Writer, to make it more user-friendly and responsive to the needs of overworked emergency room personnel. This version adds a number of time-saving benefits including an updated and more user-friendly interface, a new patient database module that allows the user to easily store patient history with search and reporting capabilities, and the ability to print prescriptions to a separate tray with security paper, the ability to accommodate residents, PA’s and FNP’s names on the print-outs. We have also accommodated the HIPAA privacy and security requirements in this release,” explained David Campell, M.D., FACEP, and creator of Exit-Writer.

Over the past decade, emergency department visits are up 20% according to the *National Hospital Ambulatory Medical Care Survey: 2001 Emergency Department Survey*, published in June 2003. In 2001, there were an estimated 107.5 million Emergency Department visits, corresponding to a simultaneous decrease of 15% in emergency departments that offer care. An efficient process that allows patients to be discharged with complete instructions is critical.

Exit-Writer features an intuitive design that requires less than 60 seconds to complete accurate and customized discharge instructions. The program, which features a comprehensive list of over 700 sets of instructions, is in use at hundreds of hospitals nationwide.

**The Partnership**

The recently announced partnership between Krames and Exit-Writer combines the strength of two market leaders to create and market content-rich products for use in today’s demanding healthcare environment.

**Exit-Writer**

Exit-Writer, a market leader in the field of hospital discharge instruction, was created by David Campell, MD, FACEP, President of Parker Hill Associates and a practicing Board Certified Emergency Physician. During his 23-year career in emergency medicine, Dr. Campell has served on the teaching faculties of the University of California, San

Francisco and Stanford University School of Medicine. For more information, please visit [www.exitwriter.com](http://www.exitwriter.com).

### **Krames**

Founded in 1974, Krames-StayWell (a division of MediMedia, USA) is the market leader in wellness, safety and patient education materials, producing over 1,500 titles in more than 32 specialty areas. Krames' materials are used by over 80 percent of American hospitals and more than 1000 managed care organizations and employer groups, over 300,000 physicians and nurses in hospitals and private practices, and some 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](http://www.krames.com).

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*(Editor's note: For a demonstration CD of Exit-Writer 5.0, or for more information, please contact Bob Abrahamson, at 267-685-2519 or at [bob.abrahamson@krames.com](mailto:bob.abrahamson@krames.com).*