

KRAMES



Turnkey health education programs improve member outcomes and reduce costs.



- ▶ Personalized and targeted to the needs of your member populations
- ▶ Delivered across multiple member touch points and stages of care
- ▶ Measured and analyzed for maximum effectiveness



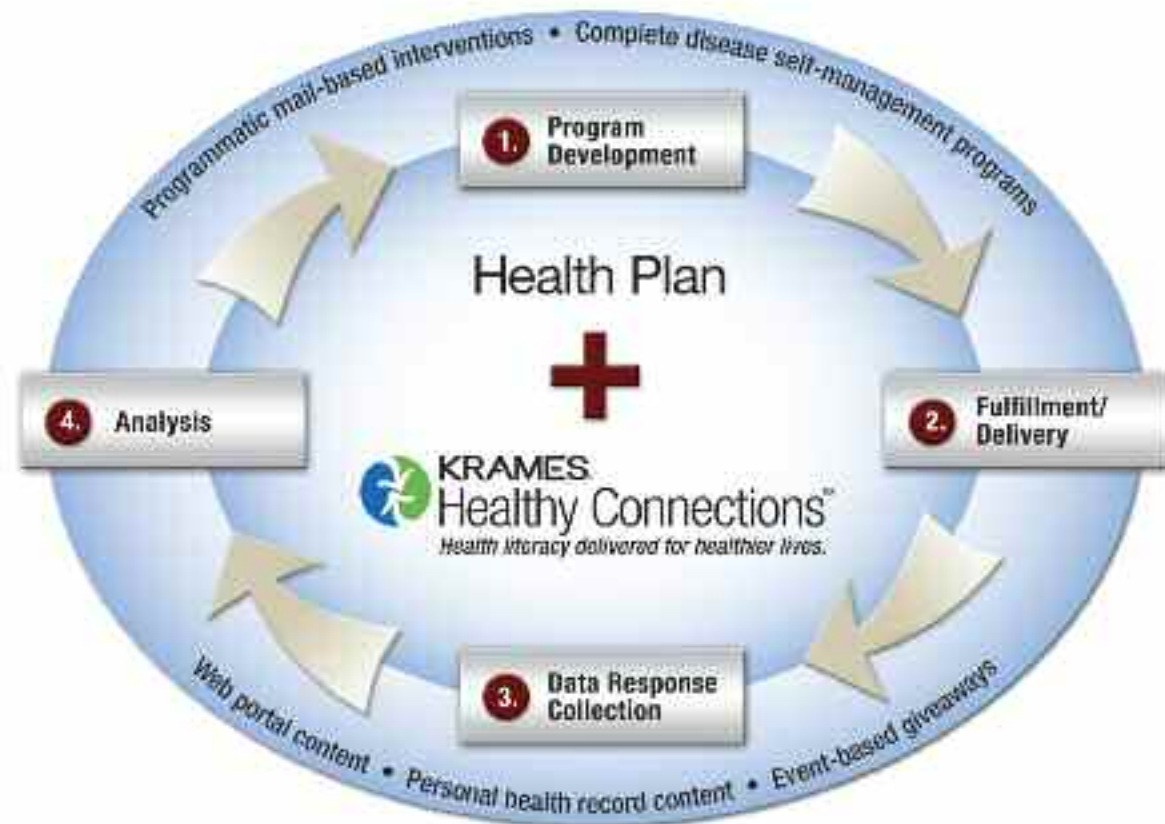
 **KRAMES**
Healthy Connections™
Health literacy delivered for healthier lives.



Creating **customized** member health education programs has never been easier.

Now you have a simple, complete solution for creating, implementing and managing health education programs that improve member outcomes and reduce costs: **Krames Healthy Connections™**.

Change behavior, build self-management skills and encourage members to actively manage their health with scalable, ongoing education interventions.



1. **Program Development.** We can help you plan and implement a turnkey program, incorporating a mix of print and electronic health education to suit your needs.
2. **Fulfillment/Delivery.** Cut out the middle men, and utilize Krames to deliver your targeted health interventions directly to your members.
3. **Data Response Collection.** Build in surveys, quizzes and other response mechanisms to help measure the program.
4. **Analysis.** Krames helps aggregate data to refine and scale programs to fit your ongoing needs and objectives.



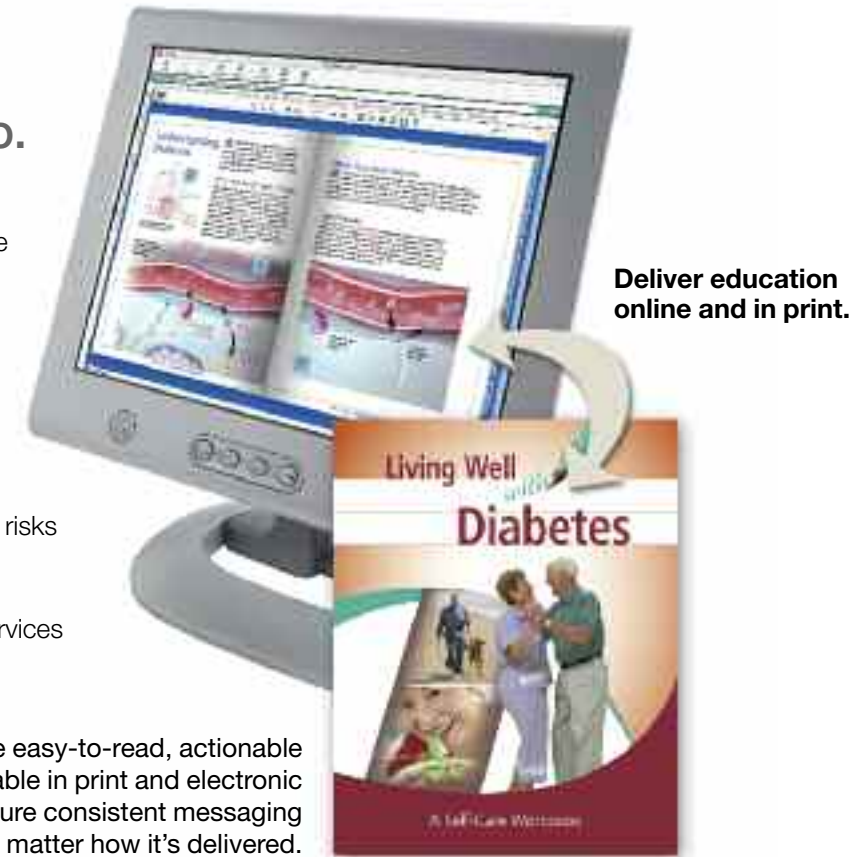
Krames does all the hard work so you don't have to.

Save time, make your job easier and achieve your goals by capitalizing on Krames expertise in developing and delivering targeted health education interventions.

It starts with behavior-based content that incorporates health literacy design principles. Depending on your program objectives, we can incorporate a mix of print and electronic education to:

- ▶ Inspire lifestyle changes that reduce health risks
- ▶ Empower members to manage conditions
- ▶ Promote proper utilization of healthcare services

The same easy-to-read, actionable content is available in print and electronic formats to ensure consistent messaging no matter how it's delivered.



Leverage the most trusted names in healthcare.



Members trust information from the American Heart Association/American Stroke Association, the American Lung Association and Harvard Medical School. And these respected organizations trust Krames to make their health education material easy-to-understand and apply. No one else can offer you these valuable education resources.

Read on to learn more about using Krames behavior-based content to create a customized program.





Award-winning health literacy content sequenced and delivered how you want it.

Krames Healthy Connections gives you the ability to reach members across multiple touch points and stages of care to meet your specific needs. And you have the flexibility to adapt and expand on programs as your needs change.

Here's an example of what a multi-pronged diabetes management program might include.

► Population health mailings

Incorporate your branding while demonstrating your commitment to member health.



Content: Health promotion on topics related to diabetes risk factors such as diet, exercise and weight management

Stage of care: Pre-diagnosis

Delivery: Seasonal mailings

Seasonal mailings promote awareness of important health topics and help at-risk members change behaviors before they develop this chronic condition.

► Online self-management program with learning verification



Content: Diabetes self-management education

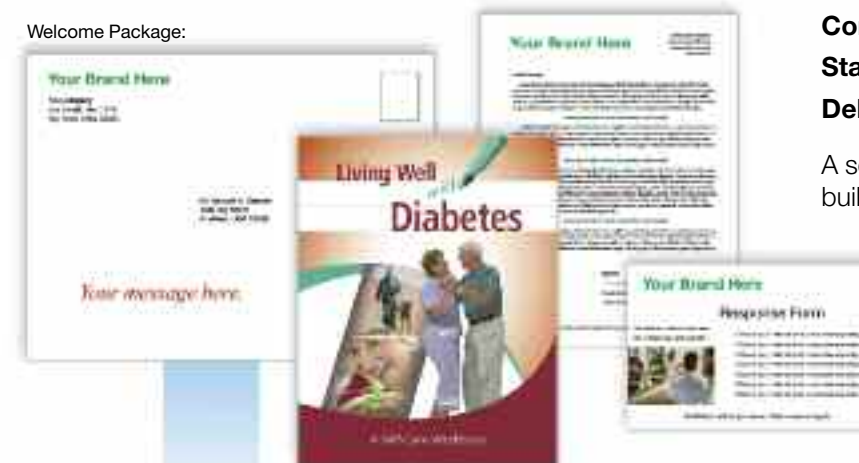
Stage of care: Post-diagnosis

Delivery: Online

Diabetes self-management workbook optimized for the web with audio, videos, worksheets and other interactive elements helps members build self-care skills. Quizzes at the end of each chapter help provide measurement of members' knowledge.

► Mail-based interventions

Welcome Package:



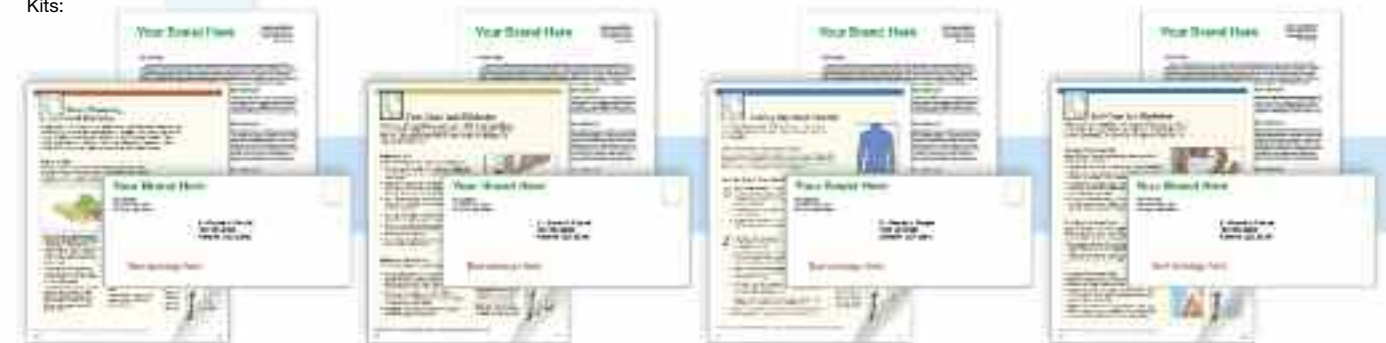
Content: Diabetes self-management education

Stage of care: Post-diagnosis

Delivery: Series of mailings

A self-care workbook and letter help members build the skills they need to manage their condition. Subsequent mailings feature tear sheets and letters that create awareness of chronic care issues and reinforce specific self-care messages.

Reinforcement Kits:



► On-demand care management



Content: Over 5,000 single-topic health education sheets in English and Spanish

Stage of care: Specific points determined by care manager

Delivery: Mail or online

Krames' print-on-demand application gives care managers instant access to thousands of topics they can personalize to follow up care. Sheets can be printed on demand for use in mailings or prescribed via HIPAA-compliant e-mail to be accessed online.



Look at all the ways you can save when you make Krames your **one-stop shop**.

In addition to creative development, take advantage of Krames' full-service capabilities to achieve economy in:

- ▶ **Shipping.** Krames eliminates the need to ship materials from the printer to a warehouse, then to a fulfillment center. By handling the entire process, we can fulfill your program directly, cutting production time down.
- ▶ **Inventory.** Why tie up cash flow on material just sitting in a warehouse? When Krames handles fulfillment, you can use the quantity you need, as it's needed for each intervention, in real time.
- ▶ **Administration.** Save yourself the time and hassle of managing multiple vendors. Let Krames handle the administrative details so you can focus on bigger issues.

Here's an example of how much you can save.

The comparison below includes estimated figures for a series of disease management mailings. Quantity is 100,000 a month for 6 months. Components for each mailing include a #10 closed-face envelope, non-personalized letter, and brochure (six total) branded to the health plan.

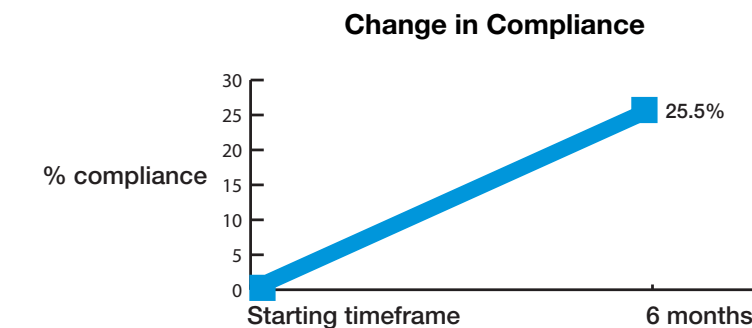
	Without Krames	With Krames
Creative development/printing	1,973 hours over 5 months for research, writing, design, medical illustration, copyediting and peer review	1 hour in a single day to add your logo to existing Krames brochures
Ship material to warehouse	\$6,700.00 and 5 days	Eliminate this step completely
Inventory	\$4,640.00 over 6 months	Real-time inventory means you only order what you need, as it's needed
Administration/management	110 hours	12 hours of your time over 6 months



The **positive results** of Krames Healthy Connections programs speak for themselves.

Krames low-cost interventions more than pay for themselves by helping prevent costly health problems. Consider this case study.

- ▶ **Situation:** In 2008, a large health plan serving the Midwest completed a series of mailings designed to help members stay compliant with their hypertension medication.
- ▶ **Methodology:** Mailings were sent to 500 non-compliant members over a six-month period.
- ▶ **Results:** After receiving the targeted interventions, compliance increased from 0% to 25.5%.



Save thousands of dollars for each event avoided!

Studies have proven that adherence to blood pressure medication decreases the risk of stroke and heart disease. Given the high costs of these diseases and events, the potential savings are significant.

- ▶ The average cost to traditional health insurers for the first 90 days after a heart attack is \$38,501.*
- ▶ The average cost of care for a patient up to 90 days after stroke is \$15,000.**
- ▶ For 10% of patients, the cost of care for the first 90 days after a stroke is \$35,000.**
- ▶ The mean lifetime cost of ischemic stroke in the United States in 2005 was about \$140,000 per patient.***

*Cutler, David M., McClellan, Mark B. and Newhouse, Joseph P., "The Costs and Benefits of Intensive Treatment for Cardiovascular Disease" (April 1998). NBER Working Paper No. W6514. Available at SSRN: <http://ssrn.com/abstract=226255>

**The University Hospital website as of January 2008. Information can be viewed at <http://www.theuniversityhospital.com/stroke/stats.htm>.

***CDC, MMWR Weekly, May 18, 2007/56(19):469-474. Information can be viewed at www.cdc.gov/MMWR/preview/mmwrhtml/mm5619a2.htm.



Tell us **your objectives**, we'll propose a program.

Your dedicated Account Manager will work with you to create programs that fit your health plan's needs and budget. Based on your goals, we can recommend specific strategies, content, formats, delivery methods and measurements that help you get the most from your program investment.

Healthy connections start with a phone call.

Contact your Account Manager to set up a no-obligation consultation.



780 Township Line Rd.
Yardley, PA 19067-4200
800-333-3032
www.krames.com/healthyconnections