

**Krames On-Demand™ helps with 2009 NPSG compliance efforts**  
*Program provides easy access to key Patient Education topics*

Yardley, PA – January 2009 – Krames, the leaders in patient education, has announced that the Krames On-Demand (KOD) electronic patient education program now includes content that addresses the Joint Commissions 2009 National Patient Safety Goals (NPSGs). The NPSGs are updated annually to promote specific improvements in patient safety in an ongoing effort to improve the quality of care provided in US Hospitals. The 2009 NPSGs include a number of new requirements and include an added emphasis on the importance of educating the patient and family members that will become mandatory in 2010.

The new folders include over 45 HealthSheet™ articles, each about 1 – 2 pages in length, and each available in English and Spanish. The articles address goals around such areas as anticoagulation therapy, fall reduction, healthcare associated infections, surgical site infections, and central line associated infections. Users of Krames On-Demand have quick access to this content enabling caregivers to efficiently and effectively engage patients in these important topics.

“It is all about impact and workflow,” explained Stephanie Manning, Vice President and Electronic Publisher for Krames. “The impact of patient education is proven. Simply stated, the educated patient has better outcomes. And Krames has a rich history of delivering behavior-based, patient education designed to have the patient take an active role in their health management. From a workflow perspective, the NPSG folders add even more value to the KOD system which was created to help nurses make the most of the limited time they have to spend with patients. KOD is helping nurses comply with these guidelines which at their core are about improving safety and quality which are at the heart of any healthcare organization’s mission.”

The new 2009 NPSG folders are now available to all users of the Krames On-Demand system. For more information on Krames On-Demand, visit [www.krames.com/kod](http://www.krames.com/kod).

### **About Krames**

Founded in 1974, Krames (a division of MediMedia) is the market leader in patient education and consumer health information. With a comprehensive suite of multimedia enterprise wide solutions utilizing a database of over 3,000 patient education and wellness articles, over 1,300 discharge instructions, over 430 videos and a library of over 1,400 print publications, Krames programs and services are designed to help individuals take control of their health; improving the quality of their lives while lowering health care costs. Krames’ solutions can be found in over 86 percent of American hospitals and many large health plans and employer groups. Additionally, over 300,000 physicians and nurses in hospitals and private practices, and many of the worlds leading pharmaceutical companies utilize Krames in their patient education programs. Krames is the exclusive patient education publisher for American Heart Association/American Stroke Association and American Lung Association. For more information, please visit [www.krames.com](http://www.krames.com).

**About MediMedia**

Headquartered in Chatham, NJ, with 1,600 employees in offices throughout the U.S., MediMedia is a publishing and information company which educates physicians and patients about drugs, diseases, therapies, health, safety and healthy lifestyles and is managed through two distinct business segments: the Patient Education Group and the Pharmaceutical Group. The Patient Education Group provides patient education content sponsored by the full set of healthcare stakeholders, including employers, hospitals, health plans, physicians, patients and pharmaceutical companies. Customers purchase patient education products and services from MediMedia because these products and services help them lower healthcare costs. The Pharmaceutical Group provides content and application-based marketing solutions for pharmaceutical companies, spanning their entire marketing continuum during a drug's lifecycle, which are targeted to physicians, payers and patients. Customers purchase our pharmaceutical products and services because these products and services help them drive incremental drug prescriptions.

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