

**Krames Patient Education Launches Multimedia
Chronic Disease Self-Management Workbooks for the Web**
*Innovative and Engaging Skill Building Suite Designed to Improve Health Outcomes
while Lowering Costs and Avoiding Unnecessary Readmissions*

Yardley, PA – July, 2009 – Krames, the leaders in [patient education](#), has announced the release of Krames Go-to-Guides™, a series of multimedia online workbooks. Go-to-Guide™ programs have been created for Type 2 Diabetes, Coronary Artery Disease, Heart Failure, Asthma, and COPD – chronic conditions whose treatment significantly adds to the healthcare cost burden in the U.S. The Go-to-Guides are designed to engage both the newly-diagnosed patient as well as the patient with a history of poor health self-management in an effort to develop the skills needed to improve quality of life while reducing costs.

“Go-to-Guides combine narrated text, video, animations, and interactive self-assessment quizzes for reaching and engaging chronic and pre-chronic disease patients using a unique and innovative digital approach” explained George Parker, President and CEO of Krames. “Through our end-user testing we have validated that the online workbook format provides an effective, self-paced tool to help these patients better manage their condition. Most importantly, we received rave reviews about the interactive, multimedia components featured in the Go-to-Guides from individuals that have not grown up using computers which, in many cases, is the exact audience that will benefit from the Go-to-Guides. I am extremely proud of our development team who responded to market demand by creating a [patient education](#) experience that will really move the needle on improving outcomes while lowering costs.”

The Go-to-Guides can be customized to collect data on an aggregate level so organizations can gauge the ROI of their investment. On a more granular level, Go-to-Guides can be implemented to capture and report on an individual’s experience with the Go-to-Guide to trigger follow-up by a provider as necessary. For more information on the Go-to-Guides, visit www.krames.com/gtg or call 800-920-0870.

About Krames

Krames (a MediMedia Company) is the market leader in multimedia patient education and consumer health information solutions. Over 86 percent of American hospitals, as well as leading health plans, employer groups, private practices and pharmaceutical companies use Krames’ solutions to improve quality of care, streamline workflow and lower healthcare costs. Krames also brings health literacy expertise to American Heart Association/ American Stroke Association and American Lung Association patient education through exclusive partnerships with these respected organizations. Founded in 1974, Krames remains at the leading edge of patient education with innovative programs that utilize a comprehensive suite of print, electronic and video content. For more information, please visit www.krames.com.

About MediMedia

Headquartered in Chatham, NJ, with 1,500 employees in offices throughout the U.S., MediMedia changes consumer and professional behaviors through superior engagement, education and end-user preferences. Our health information services group creates, publishes, distributes, and syndicates on and off-line health information to help consumers make informed health decisions on behalf of a variety of sponsors, including providers – both hospitals and physicians, payers, and online media companies. Our health management services group provides population health management services which help consumers lower their health risk, enabling employers to lower their risks, utilization and ultimately their health care expenses. And finally, our professional segment derives its revenues from providing online/off-line professional promotion, engagement, and education services targeted to healthcare professionals and their patients.

MediMedia is a Vestar Capital Partners portfolio company.