

**Krames Patient Education Launches *Krames Patient Consent*TM
to streamline and enhance the Informed Consent Process**
*Innovative tool combines legal form creation and patient education in an easy-to-use
electronic application to improve provider-patient communication while reducing risk*

Yardley, PA – October, 2009 – Krames, the leader in [patient education](#), has announced the release of Krames Patient Consent, a comprehensive web-based tool designed to strengthen and streamline every aspect of the [informed consent](#) process. [Krames Patient Consent](#) is an intuitive program that includes a simple tool for creating customized informed consent documentation along with consumer-friendly illustrated patient education featuring plain language and Krames signature Health Literacy design principles.

“We developed Krames Patient Consent in response to repeated requests from our clients who were searching for a more effective, time-saving way to better handle the informed consent process,” explained George Parker, President and CEO of Krames. “Our focus was to not only address the accreditation, compliance and risk management aspects of informed consent, but to dramatically improve the critical role effective provider-patient communications has in setting clear expectations, supporting appropriate decision-making, and ultimately improving outcomes. Krames is uniquely positioned to provide an extremely valuable informed consent solution that leverages our 35 years of developing patient-friendly education content and provider-friendly electronic applications.”

Krames Patient Consent is also an indispensable tool for helping hospitals, surgery centers and physicians protect against medical malpractice claims that often result in a break down in the informed consent process. “Krames Patient Consent couldn’t have come at a better time,” added Sue Dill Calloway, RN, JD, Medical Legal Consultant. “In the past, informed consent was the primary responsibility of the physician and not the hospital unless the physician was an employee of the hospital. The recently revised [CMS Hospital Conditions of Participation](#) now require hospitals to have and execute an informed consent process that ensures that a patient’s right to informed consent is given to qualify for Medicare and Medicaid reimbursements. A tool such as Krames Patient Consent that can verify that an informed consent is given will not only benefit risk management and patient safety but also the patient and the physician.”

Access to Krames Patient Consent is available for an annual licensing fee. For more information about Krames Patient Consent, visit www.krames.com/consent 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.