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Krames Releases WebConnect for Healthcare Websites
*Specialty-Specific Multimedia Content Packages Branded for Physician Practices and
Healthcare Institutions Support Shared Decision Making*

Yardley, PA – January 2010 – [Krames Patient Education](#) has released its newest product to support healthcare consumerism – [Krames WebConnect](#). WebConnect features medical specialty specific packages of interactive booklets and videos designed to promote the services of physician practices and centers of excellence at hospitals. Featuring Krames [patient education](#) content noted for its application of health literacy design principles, WebConnect provides consumers with the information they need to make informed healthcare decisions.

“WebConnect comes at a perfect time,” according to Bob Abrahamson, Vice President of Marketing for Krames, “on the one hand, consumers are actively seeking health information but can spend up to 30 minutes searching for credible, easy-to-understand information. WebConnect puts quality, patient-centric information on their provider’s website for easy access. Additionally, for healthcare reform to deliver meaningful cost reduction along with better outcomes, patients need to be involved in their care decisions. WebConnect is designed to facilitate shared decision making between the provider and the patient.”

WebConnect is an affordable, plug and play solution. Using an online order form, practices choose specific titles related to the services they offer. Krames then delivers a branded patient education center that links off the client website. At launch, Krames WebConnect offers packages for cardiology and orthopedics. A surgery module will be released by mid-year. To learn more about WebConnect and preview the content packages, go to www.krames.com/webconnect.

About Krames

Krames (a MediMedia Company) is the market leader in patient education and consumer health information solutions. Over 85 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 Yardley, PA, 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

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