

**Krames Patient Education Now Available in eClinicalWorks 8.0**  
*Library of over 1,300 Aftercare Instructions improve quality of care while helping physicians meet Meaningful Use requirements of ARRA*

Yardley, PA – January 2010 – [Krames](#) has partnered with [eClinicalWorks](#) to provide consumer-friendly patient education to physicians using the electronic medical records system, eClinicalWorks 8.0. The Krames solution allows eClinicalWorks physician users to seamlessly dispense targeted information to a patient based on a specific patient’s record. Additionally, the same quality content can be accessed directly by the patient via the eClinicalWorks Patient Portal ensuring consistent messaging across multiple patient touch points. While improving physician workflow and patient access to information, the inclusion of Krames [patient education](#) also helps physicians meet the Patient and Family Engagement [meaningful use](#) criteria of the 2009 American Recovery and Reinvestment Act.

The Krames package includes a library of over 1,300 patient-centric, aftercare instructions focused targeted to the immediate needs of a patient who is better equipped to participate in shared decision-making for managing their care. All instructions are available in English and Spanish with a subset also available in Chinese, Russian, and Vietnamese.

“Including Krames in eClinicalWorks 8.0 offers providers the ability to give patients an informative take away from their visit—something they can refer back to later,” explained Laura Nasipak, director of product management for eClinicalWorks. “The feedback from practices has centered on the quality of the content and how Krames materials help improve doctor-patient communication, leading to better patient care.”

“Krames is pleased to be partnering with eClinicalWorks,” added Jean Neiner, Executive Vice President of Sales and Marketing for Krames, “whose made it their mission to provide a top-quality, affordable health information system for provider groups of all sizes. Krames provides a critical element of quality care with education designed to effectively educate and engage patients in their care which has been shown to improve outcomes and satisfaction.”

Physician practices interested in accessing [Krames](#) content from [eClinicalWorks](#) 8.0 can contact their eClinicalWorks representative.

**About eClinicalWorks**

eClinicalWorks® is a privately held leader in the ambulatory clinical systems market. The company’s unified electronic medical record (EMR) and practice management (PM) solutions are proven for every market segment: large practice groups, including Massachusetts eHealth Collaborative (MAeHC), Electronic Health Records of Rhode Island (EHRRI) and the New York City Department of Health and Mental Hygiene, as well as medium, small and solo practices regardless of specialty. With an established customer base of more than 30,000 providers and 100,000 healthcare professionals across all 50 states, eClinicalWorks has been awarded multiple top industry honors including

being named to the Inc. 500 in 2008 and 2007, and prominently placed in a report released by IDC company Health Industry Insights, titled *Healthcare Provider Industry Short List: Ambulatory Electronic Health Records and Electronic Medical Records*. Based in Westborough, Mass., eClinicalWorks has additional offices in New York City, Pleasanton, Calif., and Alpharetta, Ga. More information on eClinicalWorks can be found at [www.eclinicalworks.com](http://www.eclinicalworks.com) or by calling 866-888-MYCW.

### **About Krames**

Krames (a MediMedia Company) is the market leader in 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](http://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

MediMedia is a Vestar Capital Partners portfolio company.