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Krames Releases iPatientEd for iPhones
*New iPhone App puts library of over 110 animations at Providers fingertips
enhancing consultations in the office and on the fly*

Yardley, PA – January 2010 – [Krames Patient Education](#) is excited to announce the release of its latest innovation – [Krames iPatientEd](#) for the Apple iPhone and iPod Touch. Featuring 118 animations spanning 22 medical specialty areas, many with narrations in English and Spanish, physicians and other health care providers are now armed with a quick reference tool to help with their patient consultations.

“It has not been uncommon for doctors to draw rough diagrams of anatomy, disease processes, or procedures on scraps of paper not much larger than a standard prescription,” explained Mark Friess, President of wired.MD, Krames Video Solutions Division that created iPatientEd. “With iPatientEd, using roughly the same amount of real estate, a doctor can now share a full motion animation with a patient – improving comprehension and increasing patient satisfaction.”

Initial receptivity to Krames iPatientEd has been quite positive. “In the first three days of availability, with virtually no promotion, we had over 1,000 downloads,” added George Parker, Krames President and CEO. “Considering there are more than 100,000 apps available on iTunes, we are astounded by this receptivity which has strengthened our resolve to create additional mobile applications for individual providers, healthcare institutions, and consumers.”

[Krames iPatientEd](#) is available for download at the Apple iTunes store.

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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