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## **e-MDs Partners with Krames to Deliver Patient Education via its Electronic Medical Records System**

*Industry leading EMR and companion PHR provide easy access to high quality patient education for physicians and their patients*

Yardley, PA – January 2007 – e-MDs of Austin, Texas, creator of the industry leading e-MDs Solution Series integrated electronic medical records and practice management system has reached agreement to integrate Krames patient education into its e-MDs Chart Electronic Medical Record. In a move that will simplify the delivery of patient care, users of e-MDs Chart will have access to a comprehensive library of patient education, available in English and Spanish, designed to improve patient understanding of health issues and options, increase compliance with physician recommendations, and ultimately aid in better outcomes. For those practices that also provide patients access to e-MDs Personal Health Record Portal, patients will also have direct access to the Krames Patient Education library ensuring availability of credible, quality information across multiple patient touch points.

e-MDs is committed to creating affordable, technology solutions that will create efficiencies in practice while aiding in the delivery of top quality care. Inherent in e-MDs mission is a commitment to help physicians rediscover the joy of practicing medicine in the face of increasing regulations, mountains of paperwork and skyrocketing costs. “At the heart of our development team,” explained Dr. David Winn, CEO and founder of e-MDs “is a core of medical professionals who have not lost sight of their primary mission of taking care of people. The inclusion of Krames patient education within our Solution Series is a reflection of e-MDs passion for quality care. I used Krames earlier in my career, I believe in this content, and I’m proud to make it available to our users.”

As part of the agreement, Krames is providing access to a comprehensive database of content developed in accordance with the principles of health literacy and optimized for electronic delivery. “The current push toward adoption of health information technology makes a lot of sense for adding efficiency to the delivery of healthcare while increasing patient safety and quality of care,” stated George Parker, President and CEO of Krames. “The challenge for our clients in the ambulatory care setting is how to adopt technology cost effectively with minimum impact to workflow and quality care in the short term. Krames is very excited to partner with e-MDs in providing an electronic patient education solution as part of a larger cost effective health information technology program.” e-MDs plans on integrating Krames content in its current Solutions Series as well as future product releases.

### **About Krames**

Founded in 1974, Krames (a division of MediMedia) is the market leader in patient education, wellness, and safety materials, producing over 1,400 titles in more than 36 specialty areas. Krames’ materials are used by over 80 percent of American hospitals and more than 1,000 health plans and employer groups, over 300,000 physicians and nurses in hospitals and private practices, and many of the world’s leading pharmaceutical companies. Print and electronic content/materials are created to help individuals understand and take control of their health choices and improve the quality of their lives. For more information, please visit [www.krames.com](http://www.krames.com).

**About MediMedia**

Headquartered in Chatham, NJ, with 1,400 employees in offices throughout the U.S., MediMedia's products and services include integrated and comprehensive health management programs, patient education content, and applications purchased by healthcare stakeholders: physicians, patients, employers, hospitals, health plans and pharmaceutical companies. MediMedia's pharmaceutical marketing group provides solutions for pharmaceutical companies along their entire marketing continuum, targeting physicians and patients with superior content and applications. MediMedia's experience in delivering specialized information to targeted audiences, has earned MediMedia unparalleled trust and respect throughout the industry. For more information, please visit [www.medimedia.com](http://www.medimedia.com).

**About e-MDs**

e-MDs is a leading developer of healthcare software solutions. The company's Solution Series offers an integrated line of clinical, financial, and document management modules designed to automate medical practice processes and chart management. With their goal of improving patient care, decreasing physician errors, and increasing practice income, e-MDs has enjoyed one of the most rapid growth rates in the industry. This success is testament to a zealous focus on building the finest integrated EMR and practice management system, and offering it at a price any office can afford. For more information on e-MDs visit [www.e-MDs.com](http://www.e-MDs.com).