

**St. Joseph Medical Center Implements
Krames On-Demand™ Patient Education System**
*Maryland Hospital to integrate KOD with Meditech EMR
to improve patient care while streamlining workflow*

Yardley, PA – April 2007 – When St. Joseph Medical Center in Towson, Maryland was looking for a new patient education solution, they turned to Krames. “Historically, we created our own patient education handouts,” explained Marci Langbaum, Informatics Nurse Specialist at St. Joseph Medical Center. “But we were having trouble finding the time to keep our materials updated. We were looking for a source that could provide quality, current patient education across all our specialty areas and across the continuum of care throughout a patient’s stay to discharge. Krames was the perfect solution.”

Krames, widely respected as the gold standard in patient education, was able to provide an enterprise wide solution that could meet the diverse needs of St. Joseph’s patients. According to Jean Neiner, Krames Senior Vice President of Sales and Marketing, “an important requirement for St. Joseph was that the material be geared to the patient level. This is Krames’ strength – creating education in accordance to health literacy design principles to speed and enhance patient comprehension in support of better outcomes. This is the lynchpin of Krames reputation in the market. Our challenge with St. Joseph was to provide the right education solution designed to meet all their needs.”

The answer for St. Joseph was Krames On-Demand, an enterprise wide print-on-demand patient education solution. KOD allows nurses, doctors and educators to instantly select and personalize from over 9,000 single topic HealthSheets™ for each patient and print them at the point of care. “Krames On-Demand met our key needs,” explained Ms. Langbaum. “First off, with the capability to integrate with our Meditech EMR [electronic medical record], we were able to provide our staff with an easy way to document patient education encounters which supports our continuity of care initiatives, quality audits, and JCAHO requirements. Second, KOD includes the ability to edit and add content into the education database. This allows us to integrate much of the education we have created as well edit Krames materials to match our protocols. Finally, being close to Baltimore and Washington, D.C., we see a diverse population. The multi-language capabilities of KOD help our staff reach a wide swath of the population.”

To meet the documentation requirements, Krames has built interfaces that will allow for automatic importing of patient information as well as posting the patient education transaction history back to the medical record. “Integrating KOD with the electronic medical record is important to our clients so they can efficiently document patient education activities as well as support patient safety initiatives and workflow requirements,” added Stephanie Manning, Krames Vice President of Electronic Publishing. “Meditech is one of many health information systems that we have been able to successfully integrate with Krames On-Demand.”

The integration project and rollout of Krames On-Demand to all users at St. Joseph Medical Center is slated to be completed by the end of this quarter.

About St. Joseph Medical Center

St. Joseph Medical Center is a 374-bed nonprofit, regional medical center in Towson, Md., and a member of Catholic Health Initiatives. Founded in 1864 by the Sisters of St. Francis, St. Joseph has been recognized by “U.S. News & World Report” as one of America’s best orthopaedic facilities and is a nationally ranked Top 100 heart hospital. For more information about St. Joseph Medical Center, visit www.sjmcmd.org.

About Krames On-Demand

Krames On-Demand is an award-winning, print-on-demand patient education solution designed for hospitals and health systems. KOD allows nurses, doctors and educators to instantly select and personalize over 5,000 single topic HealthSheets™ for each patient and print them at the point of care. The HealthSheets™ are available in English and Spanish in 37 medical specialty areas. KOD modules available include RecordWriter™ (for documenting patient education encounters and facilitating EMR integration), Translations (content is available in 10 languages), Krames Information Therapy™ (a secure e-messaging solution), Custom Content Builder (an editing tool allowing users to customize content delivered through the system), Krames Online™ (patient-friendly content similar to KOD designed for website portals), and Krames Kiosk (a touch screen application designed to provide access to Krames patient education at self-service terminals).

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.

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.