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## **Krames Awarded Hennepin County Medical Center Patient Education Contract**

### ***Content Licensing Agreement will Enable Delivery of Krames Patient Education through Epic Electronic Medical Records System***

Yardley, PA – October 2006 – Recognized for its commitment to better serve patient education needs of healthcare professionals and their patients nationwide, Krames has been selected to provide electronic patient education content for the Hennepin County Medical Center, ranked one of the top hospitals in America by *U.S. News & World Report*.

“Krames is honored to serve the Hennepin County Medical Center,” explained George Parker, President and CEO of Krames. “With our commitment to health literacy and our dedication to providing quality patient education, it is no wonder our clients are consistently pleased with Krames’ capabilities and services.”

Krames is being fully implemented throughout the Hennepin County Medical Center via its Epic Electronic Medical Records system. With Krames’ Custom Content Builder Module, Hennepin County Medical Center is able to edit Krames content and access it throughout the Medical Center.

“HCMC has a long and successful history of working with a very diverse client base with complex clinical and patient education needs, and we look forward to our implementation of the EHR, and our partnership with Krames, to meet the growing demand for consistent, timely, accessible and relevant patient education materials throughout our entire Hennepin County Medical Center and Hennepin Faculty Associates system,” Chris Wolohan, HCMC Administrator-Acute Care/Cardiology/Prenatal/Pediatric Services. “As we implement the EHR and Krames patient teaching systems, HCMC/HFA's excellent nursing, medical, and clinical support staff will have the ability to respond more quickly and more consistently to the patient/family need for patient education - wherever they are seen in our system.”

Krames electronic patient education library includes over 2,600 individual HealthSheet™ titles each available in English and Spanish. The content is available for licensing and can be integrated for delivery within most major health information systems. Additionally, the content can be delivered within Krames suite of electronic patient education solutions that includes Krames On-Demand, an award-winning patient education system used by hospital clinicians nationwide and Krames Online, a consumer website package that allows institutions to provide consistent quality health information across multiple touch points.

#### **About Krames**

Founded in 1974, Krames (a division of MediMedia, USA) 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**

MediMedia offers some of the best-known brands in healthcare communications to both industry professionals and patients. In addition to its leading consumer health content sources, MediMedia is the pre-eminent provider of solutions for pharmaceutical companies along their entire marketing continuum, targeting physicians, payers and patients with our content and applications. The company's attention to content quality, accuracy and ease of comprehension, as well as its experience in delivering specialized information to targeted audiences, has earned the trust and respect of healthcare organizations, pharmaceutical companies, physicians, employers and consumers throughout the country.

**About Hennepin County Medical Center**

Hennepin County Medical Center is a public acute care, research, and teaching hospital in Minneapolis, Minnesota, repeatedly recognized by *U.S. News & World Report* as one of America's Best Hospitals. The state's largest Level One Trauma center, Hennepin County Medical Center offers a full spectrum of inpatient and outpatient services, including a number of regional centers such as the Minnesota Regional Sleep Disorders Center, Center for Diabetes and Endocrinology, and the Positive Care Center for the treatment of HIV and AIDS.

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*For more information on Krames On-Demand, please call Clifford Public Relations at 212.358.0800.*