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## **New Clarian North Medical Center Implements Innovative Services to Improve Health Literacy Among Indiana Patients**

### ***Indiana's Newest State-of-The-Art Medical Center Adopts Krames Patient Education Technologies***

Indianapolis, IN – November 15, 2005 – The new Clarian North Medical Center now subscribes to a host of state-of-the-art patient education services, including Krames On-Demand (KOD), the premier print on-demand electronic patient education system used by thousands of clinicians at leading hospitals and healthcare facilities, and Krames On-Line (KOL), the patient education library designed for use by patients who visit a hospital's website.

Clarian North Medical Center's vision is to provide focused specialty physician and hospital services to enhance every facet of the patient experience. As part of this vision, the center is implementing KOD to work with their Pyxis Patient Stations, a bedside TV/computer system located in patient rooms that offers a host of videos and patient education presentations.

"Clarian North Medical Center selected Krames after reviewing several vendors, and a key factor in the selection was KOD's ability to work with the Pyxis Bedside Stations," explained Maureen Misinski, nurse practitioner for the Center for Minimally Invasive Surgery at the Clarian North Medical Center. "We needed a robust patient education program that would allow all levels of clinicians to develop and send patient education materials to patients over the Internet from any computer terminal in the medical center. After reviewing Krames, Clarian North is fully utilizing the Krames products of KOD and KOL throughout the facility."

Clarian North now joins the other 80 percent of US hospitals that have partnered with Krames. Krames On-Demand is a breakthrough print-on-demand patient education solution designed for hospitals and health systems. KOD allows nurses, doctors and educators to instantly select and personalize over 4,400 single topic HealthSheets™ for each patient and print them at the point of care. The HealthSheets™ are available in English and Spanish in 37 topic areas.

Krames On-Line (KOL), a companion piece to Krames On-Demand (KOD), is a new consumer-friendly online library designed for patients visiting hospital or other healthcare organization's websites. The KOL collection of HealthSheets and medication sheets is similar to the offering found in KOD, but designed for patients to view, print and email from their personal computers.

"Krames has long been known as a leader in patient education materials," said Susan Finkam, manager of marketing and public relations at Clarian North. "With more and more consumers researching healthcare on the Internet, we believe the presence of KOL on our site increases its value exponentially. Through KOL's easy-to-use web interface, we can offer our patients a wealth of information available around the clock."

Clarian is also implementing Krames Information Therapy™, a new capability that enables patients to directly access their personalized patient education packet directly from their bedside station. Information Therapy allows clinicians to email education materials to patients to provide personalized health content at a password protected website both before and after their hospital

visit. This new function will enable Clarian North patients to conveniently review their health information and physician instructions on their personal computers in the privacy of their homes.

“It’s an honor to serve the new Clarian North Medical Center and their network of patients and physicians in Indiana,” said Krames President and CEO George Parker. “Through Krames content and technology, the Clarian North Medical Center will be equipped to educate patients on their medical conditions and their health choices as quickly and consistently as possible - from as close by as a patient’s hospital bed or all the way to a patient’s home.”

Clarian North Medical Center is an affiliate of Methodist, Indiana University, Riley and Clarian West hospitals, operating within the framework and mission of Clarian Health Partners. Clarian North is a full-service hospital committed to providing exceptional care and service, with dedicated pavilions for women, children and specialty surgery in an environment that brings together physician offices, inpatient beds and operating rooms by specialty. All patient rooms are private, including neonatal and pediatric intensive care units, within the 700,000-square-foot, 170-patient bed facility.

While building upon the excellent reputation of the Clarian system, Clarian North will focus every aspect of its facility, staff, technology and processes to upholding its mission of providing excellent customer service to its medical staff, associates, and most importantly, the patients. Located in Carmel at 116th and North Meridian streets, Clarian North is scheduled to open in December 2005. For more information about the new Clarian Health North Medical Center, visit [www.clariannorth.com](http://www.clariannorth.com).

#### **About Krames**

Founded in 1974, Krames-StayWell (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 1000 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 publications 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 StayWell**

StayWell is the Consumer Health Division of MediMedia USA. The companies that comprise StayWell represent the premier brands in consumer health publishing and include Krames, Health Ink Communications, and Harvard Health Publications. For 30 years, our clients have been using StayWell’s consumer health information products and services to reach their target audience in support of a wide range of business objectives. Through multiple channels, it is estimated that StayWell touches over 50 million lives annually.

StayWell combines unparalleled content with the ability to reach your target audience at home, at work, and when engaging the health care system – in print and online. To discover the wide range of products and services StayWell provides, visit [www.staywellsolutions.com](http://www.staywellsolutions.com).

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