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Krames Partners with Los Angeles Public Library to Improve Health Literacy for the Community

Krames to Donate User-Friendly, Web-Based Health Content to Local Library Patrons Via Public Computers

Los Angeles, CA – December X, 2005 – Nearly half of all American adults – 90 million people – have difficulty understanding and using health information, and there is a higher rate of hospitalization and use of emergency services among patients with limited health literacy, according to a recent report from the Institute of Medicine of the National Academies. As part of its ongoing health literacy initiative, Krames, a leader in patient education, is donating a new web resource that offers best-of-class health and wellness content to the Los Angeles Public Library.

Offered as a free public service via Los Angeles Public Library computers, the new electronic health library, entitled Krames On-Line (KOL), is an easy-to-read and user-friendly database of health education materials written at a fundamental reading level in both English and Spanish.

“Krames On-Line provides good basic medical information for patrons that they can print out or email to friends,” said Jeanne McKay, Electronic Resources Training Coordinator at the Los Angeles Public Library. “The fact that Krames On-Line is available in English and Spanish is also a very useful resource for our population.”

More than 80 percent of American adults online – over 110 million people - use the Internet to search for healthcare information, according to a recent Harris Poll. While it’s well known that education is key to understanding and combating any health condition, the Internet can often offer conflicting or confusing information. As more Americans turn to the Internet as a primary source for health information, Krames is responding to the growing demand for accurate and reliable web content by offering its health education materials to respected educational and reference institutions, such as the Los Angeles Public Library.

“Krames has always been dedicated to improving health literacy, and while we have donated our content to universities and nursing schools in the past, we’re excited to now provide our health content directly to the general public,” said Jean Neiner, Senior Vice President of Sales and Marketing at Krames. “Krames is honored to offer the local Los Angeles community quick and easy access to the same educational materials used by over 300,000 healthcare providers nationwide.”

KOL’s content is a collection of health and medication sheets, which address common issues such as asthma, diabetes, cholesterol and pre-natal care. The KOL health info is similar to the content used in America’s leading hospitals and healthcare facilities, and the library is organized in an “A to Z” format for browsing, or can be navigated via a keyword search option.

Krames is a proven leader in producing award-winning health information that adheres to the principles of health literacy. Krames’ materials are used by over 80 percent of American hospitals and over 300,000 physicians and nurses in hospitals and private practices.

Each year, there are nearly thirteen million visitors to the LA Public Library, and Krames will be available on all 2,000 LAPL public computers.

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.

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, StayWell Custom Communications, and StayWell Consumer Health Publishing – a Harvard Medical School Strategic Business Alliance. 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.

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