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Contact: Clifford Public Relations
212.358.0800
Louise Thach (x28)
Beth Irving (x12)

Krames Releases ‘RecordWriter’ for Krames On-Demand System

New Module Documents Patient Education Transactions and Links with EMRs

Yardley, PA – February 15, 2005 – Krames, the Patient Education Division of StayWell, officially released *RecordWriter* today, a new module for its Krames On-Demand electronic patient education system. *RecordWriter* documents educational transactions and can link them with an electronic medical records (EMR) system, which represents a major leap forward for the Krames On-Demand system as it better supports the administrative and operational side of healthcare.

RecordWriter captures what education titles a patient received on a particular day from a specific caregiver. *RecordWriter* also documents any special instructions created for a patient. Additionally, *RecordWriter* includes an assessment form that can be filled out over the course of a patient’s experience with a specific institution. All this data can be pulled in audit reports that ensure continuity of care during the patient’s treatment and provide support of on-going quality assurance initiatives.

“Krames content remains the heart and soul of Krames On-Demand,” stated Stephanie Manning, Vice President of StayWell’s Electronic Solutions Group. “Our clients have always been happy with the patient education instructions. Increasingly, however, clients have been turning to us to support some of their JCAHO [Joint Commission on Accreditation of Healthcare Organizations] and internal documentation efforts. Additionally, as they invest in expensive electronic medical records applications, they want their Krames On-Demand system to work with their EMR systems. With *RecordWriter*, we can satisfy both needs.”

RecordWriter has been created in compliance with Health Level Seven (HL7), the standard that ensures interoperability between health care information technology systems.

“Utilizing HL7 protocols,” explained Ms. Manning, “we created *RecordWriter* so that it could import patient and caregiver demographic information from an EMR and post back the education transaction information to the EMR. This creates efficiency by eliminating double entry of data, bolsters patient safety protocols, and supports the considerable investment our clients have made in medical records systems.”

Krames On-Demand is currently in use at hundreds of facilities nationwide. *RecordWriter* is now available for license to all current subscribers as well as new subscribers adopting the Krames On-Demand system.

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 Health Ink & Vitality, Krames, CancerSource, 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.

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.

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