

## **MDTablet Partners with Krames to Improve Quality Care Delivery via Electronic Medical Records System**

*Innovative EMR System to provide leading Patient Education for Physicians*

Yardley, PA – May XX, 2006 – In an effort to enhance offerings to its physician user-base, MDTablet of St. Louis has announced a partnership with Krames designed to improve patient care. MDTablet will integrate Krames patient education within its EMR system providing physicians access to a comprehensive library of education designed to improve patient understanding of health issues and options, increase compliance with physician recommendations, and ultimately aid in better outcomes.

The MDTablet Electronic Medical Record System is a cost-effective, innovative solution that brings physician practices into the digital age without disrupting current work flow. “MDTablet is dedicated to streamlining the practice without sacrificing quality or patient care,” explained MDTablet CEO and President Keith Marks. “Partnering with Krames allows us to further achieve our mandate by offering our clients access to the absolute best in patient education within the electronic chart, adding efficiency and quality to the care experience.”

As part of the agreement, Krames is providing access to a comprehensive database of content developed in accordance to the principles of health literacy and optimized for electronic delivery. According to George Parker, President and CEO of Krames, “For over 30 years, Krames has been helping physicians provide quality care via our illustrated, patient-centric booklets and brochures. While we offer a popular electronic solution for hospitals, Krames On-Demand, it has been a challenge to provide a cost effective, electronic patient education solution for smaller practices. Krames is very excited to work with MDTablet to meet this growing need.”

MDTablet plans on making the Krames education available to users of its system as of May 2006.

### **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, 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 mdTablet**

MDTablet, LLC is a St. Louis-based, healthcare information technologies provider who's belief is that every medical practice has a unique set of operational requirements and clinical methodologies. MDTablet's goal is to understand each client's needs and deliver electronic medical record solutions designed to emulate their current practices, thereby minimizing the amount of change required to implement our system, and improving overall adoption. MDTablet utilizes the latest Microsoft .NET technology to deliver a feature-rich EMR that is affordable for any medical practice.

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