

**FOR IMMEDIATE RELEASE**

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## **Krames Supports Health Literacy for Low-Income Residents in Virginia**

*Krames donates free access to Krames On-Demand™ for 47 free clinics serving over 100 cities and counties*

Yardley, PA – June, 2006 – Krames, the experts in patient education, announced today that it is donating access to its Krames On-Demand (KOD) electronic print-on-demand patient education system to physicians and other medical professionals practicing in Virginia’s Free Clinics, which provide quality health care to Virginia’s low-income, uninsured, and underinsured.

“As industry leaders, Krames is thoroughly committed to providing patient education that will address the challenges of health literacy confronting over half of our nation’s adults. In order for education to have a positive impact, it has to be understood by the patient.” stated Jean Neiner, Senior Vice President of Sales and Marketing at Krames. “To further our mission, we are honored to partner with the Virginia Association of Free Clinics, whose member clinics are striving to serve a large population of uninsured on limited budgets while relying heavily on volunteers.”

According to the Kaiser Family Foundation, Virginia ranks 49<sup>th</sup> among all states and the District of Columbia, in Medicaid coverage of low-income adults ages 19 to 64.

“One of the biggest concerns facing an increasing number of Virginians is the lack of health insurance” says Carol B. Pugh, PharmD MS, Quality Officer of the Virginia Association of Free Clinics. “The medical and dental services provided by Virginia’s Free Clinics are critical to maintaining the health and well-being of uninsured citizens in many communities across the Commonwealth. Now that we can offer Krames On-Demand to our member clinics, their healthcare professionals and volunteers will have access to a library of outstanding patient education materials that can be understood by the people they serve. We are grateful that Krames is willing to share their consumer-friendly health information with our member clinics. We believe the Krames content will help Free Clinic patients better manage their healthcare and improve health outcomes. We anticipate that these improvements will also have benefits in clinic operations, leading to the ability to serve even more patients in need.”

Krames On-Demand is a Web-based, print on-demand, patient education system currently used by hospitals nationwide. The program contains approximately 2,500 HealthSheets™—in both English and Spanish—covering 37 specialty areas. In addition, the system includes approximately 2,000 Drug Information Sheets. Krames On-Demand recently received the 2005 Medicine on the Net Award for Outstanding Content.

### **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 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 Virginia Association of Free Clinics**

Founded in 1993, the Virginia Association of Free Clinics (VAFC) is the nation's oldest Free Clinic association. A private, nonprofit membership organization, VAFC provides training and technical assistance, research, resource development and advocacy to Free Clinics throughout the Commonwealth of Virginia. VAFC represents and supports Virginia's network of 47 Free Clinics, which are one of Virginia's largest providers of health care to the uninsured.

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