

**FOR IMMEDIATE RELEASE**

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## **Krames Launches Electronic Pediatric Care Information**

### ***Krames On-Demand™ now includes over 100 Titles covering Pediatric Digestive Diseases***

Yardley, PA – September 2006 – As part of its ongoing commitment to better serve the patient education needs of healthcare professionals and their patients nationwide, Krames has announced that over 100 new titles addressing pediatric digestive disease are now available to subscribers of Krames On-Demand. This move is the first in a series of new content releases being made this year to Krames On-Demand at no additional charge to clients.

“With a renewal rate of over 97%,” explained George Parker, President and CEO of Krames, “it is fair to state that our clients were quite pleased with Krames On-Demand. Nonetheless, we are committed to constantly improving Krames On-Demand, from both a technology standpoint and a content standpoint. Earlier this year, we released version 4.0 which improved functionality and ease of use. Now, with this infusion of new pediatric content, we have significantly expanded this important content section of Krames On-Demand.”

The new Pediatric Digestive Disease collection includes 112 titles created in consultation with leading specialists in the areas of Pediatric Gastroenterology, Pediatric Hepatology and Nutrition, Pediatric Radiology, Pediatric Surgery, Pediatric Transplants, and Pediatric Nursing from across the United States. Designed for parents, the pediatric titles are sophisticated yet easy to read with fully illustrated medical art helping to educate while allaying parental fears and anxiety.

With the addition of the new pediatric content, Krames On-Demand now boasts over 2,600 individual HealthSheet™ titles each available in English and Spanish.

#### **About Krames**

Founded in 1974, Krames (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.

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

Krames, the market leader in patient education launches the first in its series of Pediatric Care Information, *Pediatric Digestive Diseases (Pediatric Gastroenterology and Pediatric Hepatology)* to be available On line, providing easily accessible and state of the art patient education material to better serve its clients.