

Nationally Recognized Boston Hospital Partners with Krames Patient Education

Prestigious Teaching Hospital brings Krames On-Demand Electronic Patient Education System to Meet Diverse Patient Needs while Improving Staff Workflow

Yardley, PA – May, 2009 – Brigham & Women’s Hospital, internationally recognized for excellence in patient care, has partnered with Krames for enterprise-wide patient education. “Our medical surgical floors deal with so many diagnoses making it virtually impossible to store printed materials,” explained Ann Furey, RN MBA, patient education program manager at Brigham and Women’s Hospital. “The comprehensive database of Krames materials at our nurses’ fingertips is a great benefit for our team and ultimately, our patients.”

Krames On-Demand features a library of over 3,000 HealthSheets™ spanning 38 medical specialty areas, plus over 2,000 Medication Information Sheets. All the content is available in English and Spanish with subsets of content available in Russian, Chinese, Vietnamese, Hmong, Korean, Farsi, Armenian, and Tagalog. The one to two page HealthSheets are noted for their health literacy design principles and feature approximately two illustrations per title. “Our Patient and Family Education Committee looked at a lot of resources and we were impressed with the use of graphics and the overall readability of the Krames content. This will help us meet The Joint Commission standards,” Furey added.

Additionally, Krames On-Demand has improved staff efficiency for the team at Brigham and Women’s. According to Furey, “More and more of the nursing documentation is occurring online, be it medication administration, nursing assessments or flow sheets. The fact that we can easily access patient education online fits into our workflow. And, with the ability to edit the Krames content, it reduces the amount of education materials that have to be created from scratch.”

Jean Neiner, executive vice president of sales and marketing, speaking on behalf of Krames noted, “Brigham and Women’s Hospital is one of the premier institutions in the renowned Longwood Medical Area of Boston. Krames is honored and proud to have been selected to help Brigham and Women’s deliver superior patient care.”

For more information on Krames On-Demand, visit www.krames.com/kod or call 800-920-0870.

About Krames

Krames (a MediMedia Company) is the market leader in multimedia patient education and consumer health information solutions. Over 86 percent of American hospitals, as well as leading health plans, employer groups, private practices and pharmaceutical companies use Krames’ solutions to improve quality of care, streamline workflow and lower healthcare costs. Krames also brings health literacy expertise to American Heart Association/ American Stroke Association and American Lung Association patient education through exclusive partnerships with these respected organizations. Founded in

1974, Krames remains at the leading edge of patient education with innovative programs that utilize a comprehensive suite of print, electronic and video content. For more information, please visit www.krames.com.

About MediMedia

Headquartered in Chatham, NJ, with 1,600 employees in offices throughout the U.S., MediMedia is a publishing and information company which educates physicians and patients about drugs, diseases, therapies, health, safety and healthy lifestyles and is managed through two distinct business segments: the Patient Education Group and the Pharmaceutical Group. The Patient Education Group provides patient education content sponsored by the full set of healthcare stakeholders, including employers, hospitals, health plans, physicians, patients and pharmaceutical companies. Customers purchase patient education products and services from MediMedia because these products and services help them lower healthcare costs. The Pharmaceutical Group provides content and application-based marketing solutions for pharmaceutical companies, spanning their entire marketing continuum during a drug's lifecycle, which are targeted to physicians, payers and patients.

MediMedia is a Vestar Capital Partners portfolio company.