

Penn State Hershey Medical Center Chooses Krames On-Demand
*Enterprise Wide Patient Education System Ensures
Continuity with Interdisciplinary Education Records*

Yardley, PA – April 2009 – When Penn State Milton S. Hershey Medical Center, one of the northeast’s premier academic medical centers, was looking for a patient education solution to meet the needs of its diverse population, the organization turned to Krames On-Demand (KOD). “Although we are in rural Pennsylvania, our patient-base is quite diverse speaking many languages,” explained Sister Agnes Marie Cummings, IHM, RN, MSN Department Education Council Chair at Penn State Hershey Medical Center. “The fact that Krames On-Demand had education content in English, Spanish, Russian, and Vietnamese was very important to us.”

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.

Penn State Hershey Medical Center also needed a resource that was continually updated, evidence-based, and would complement its internally developed Interdisciplinary Education Records (IER) that ensure consistent quality across the continuum of care. “Krames On-Demand is an excellent resource that complements the IERs we’ve developed on multiple disease processes,” added Sister Agnes. “And through Krames editing tool called Custom Content Builder, we can add our own internally developed education to the Krames On-Demand library. This really improves workflow because now our team has one comprehensive resource for all our education needs at our fingertips.”

Jean Neiner, Krames Executive Vice President of Sales and Marketing, who leads the team that supports KOD implementations noted, “Penn State Hershey is a great example of how patient education can be incorporated into the workflow of a large, complex institution in a manner that complements internal processes and ensures the highest quality of patient care and satisfaction. Krames is proud to support Penn State Hershey.”

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

About Penn State Milton S. Hershey Medical Center

Founded in 1963 through a gift from The Milton S. Hershey Foundation, Penn State Milton S. Hershey Medical Center is one of the leading teaching and research hospitals in the country. The 454-bed Medical Center is a provider of high-level, patient-focused medical care. The Medical Center campus also includes Penn State College of Medicine (Penn State University’s medical school), Penn State Hershey Cancer Institute, and Penn State Hershey Children’s Hospital—the region’s only children’s hospital. On the Web: www.pennstatehershey.org.

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.

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