

**Krames Patient Education Expands Relationship with
Montefiore Medical Center**
*Krames On-Demand™ Patient Education System to roll out at
the new North Division of Montefiore Medical Center*

Yardley, PA – April 2009 – The Krames On-Demand patient education system will be now utilized at Montefiore’s new North Division formerly Our Lady of Mercy Medical Center. Including the North Division, the Montefiore Medical Center now provides service to their community with 1,491 in-patient beds, 46 operating rooms, and over 2,600 physicians. The North Division implementation, coupled with Krames On-Demand at Montefiore’s two other divisions and the Krames Online Patient Education database on the system’s website, ensures that the Montefiore Medical Center has access to consistent, quality patient education, in many languages, across multiple patient touch points.

“In today’s tough economic climate, we have to be more careful than ever regarding how we spend our budget,” says Nicole Hollingsworth, Director of Patient Health Education at Montefiore. “However, rolling out a comprehensive patient education solution to North Division was critical in ensuring that our entire staff, across the system, has at hand the appropriate patient education needed to engage our patients and ensure better outcomes.”

Jean Neiner, Krames Executive Vice President of Sales and Marketing added, “The value Krames offers our clients is providing the behavior-based, patient-centric patient education designed to engage the patient in their care in an effort to improve outcomes and satisfaction while lowering overall costs. The work Montefiore is doing in Bronx and Westchester county is very important. We are privileged to be able to offer a solution that will have the greatest impact to their service area.”

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.

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