

## **Krames Wins Twenty-Three 2008 National Health Information Awards** *Two Golds and Four Silvers lead the Medal Parade for Krames*

Yardley, PA – September, 2008 – Krames, the experts in patient education, was recently presented with 23 National Health Information Awards (NHIA). Now in its 15<sup>th</sup> year, the prestigious NHIA competition honors excellence in the production of materials that address the increasing informational needs of today's healthcare consumer.

Among this year's major award winners for Krames are products they have published for the leading health care organizations that have chosen Krames as their patient education partner. This includes Gold Medals for *Coronary Artery Disease Consult* and *Stroke Consult* and a Silver Medal for *COPD Consult* created in collaboration with Harvard Health Publications; a Silver Medal for the *Open Airway for School* adolescent asthma management program from the American Lung Association; and a Silver Medal for *Preventing Another Stroke* from the American Heart Association/American Stroke Association. Krames also took home a Silver Award for *Nasal Allergies*.

"We are quite pleased to be able to deliver these prestigious awards for our partners," explained James Ryan, Vice President and Publisher for Krames. "Each of these leading public health organizations chose to work with Krames based on our quality approach that incorporates health literacy design principles to ensure readers will understand and act upon the information provided. These awards validate the trust each of these organizations have placed in Krames."

The National Health Information Awards program recognizes high-quality consumer health information and is organized by the Health Information Resource Center (HIRC), a national clearinghouse for consumer health programs and materials. Gold, Silver, Bronze and Merit certificates are awarded by Class, Division and Category. Using a rating scale of one to 100, a panel of health information experts from across the nation judge entries based on content, format, success in reaching the targeted audience and overall quality.

### **About Krames**

Founded in 1974, Krames (a division of MediMedia) is the market leader in patient education, wellness, and safety materials, producing over 1,500 titles in more than 37 specialty areas. Krames is the exclusive patient education publisher for American Heart Association/American Stroke Association and American Lung Association. Krames' print/electronic patient education content is used by over 86 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**

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. Customers purchase our pharmaceutical products and services because these products and services help them drive incremental drug prescriptions.

MediMedia is a Vestar Capital Partners portfolio company.

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