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## **StayWell Rakes in the Accolades at the National Health Information Awards**

*In a testament to quality, StayWell companies walk away with 66 prizes*

Yardley, PA – August 12, 2004 – The honors just keep pouring in for StayWell’s family of companies. The premier provider of consumer healthcare information, StayWell recently captured 66 awards at the 11<sup>th</sup> annual National Health Information Awards. This prestigious competition was launched in 1994 to honor excellence in the production of materials that address the increasing informational needs of today’s healthcare consumer. In this year’s contest, a panel of health information experts selected its winners from a substantial pool of over 1,100 entries.

Krames, StayWell’s premier provider of patient education materials, won 34 awards in this year’s NHIA competition. Its most notable accolade was a Gold for its “Understanding Pacemakers” DVD program, which is part of the Krames On-View DVD product line, a cost-effective series that delivers high-quality DVDs to patients for just \$2.99 each. In all, three of Krames’s four DVD programs captured awards.

Health Ink & Vitality, which offers customizable publications and web-based content solutions that allow clients to cost-effectively influence the health behaviors of individuals in their target audiences, won 27 awards at the 2004 NHIA awards. The company captured two Golds and three Silvers for Magazine Articles in the Health Promotion/Disease and Injury Prevention Information categories.

Vitality Communications, the publisher of *Vitality* consumer health magazine for leading managed care organizations, corporations, and hospitals, garnered two awards for Magazine Publishing.

StayWell Health Management, which delivers comprehensive health management programs and services that help organizations maximize business results by improving employee health and productivity, rounded out StayWell’s impressive list of victories. The company captured three awards at this year’s NHIA awards, including a Silver for its HealthPack health risk assessment system.

### **About StayWell**

StayWell is the Consumer Health Division of MediMedia USA. The companies that comprise StayWell represent the premier brands in consumer health publishing and include Health Ink & Vitality, Krames, CancerSource, and Harvard Health Publications. For 30 years, our clients have been using StayWell’s consumer health information products and services to reach their target audience in support of a wide range of business objectives. Through multiple channels, it is estimated that StayWell touches over 50 million lives annually.

StayWell combines unparalleled content with the ability to reach your target audience at home, at work, and when engaging the health care system – in print and online. To discover the wide range of products and services StayWell provides, visit [www.staywellsolutions.com](http://www.staywellsolutions.com)

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