

FOR IMMEDIATE RELEASE

Contact: Clifford Public Relations
212.358.0800
Louise Thach (x28)
Beth Irving (x12)
Jean Lee (x24)

Adventist Midwest Health Adopts Krames On-Demand Patient Education Technology

Illinois Hospital Institution Implements Innovative Tool to Improve Health Literacy Among Patients

Chicago, IL – August 30, 2005 – Adventist Midwest Health, a not-for-profit healthcare leader with cornerstone hospitals in Illinois including Adventist Hinsdale, Adventist La Grange Memorial and Adventist GlenOaks Hospitals, now subscribes to Krames On-Demand (KOD), Krames' premier print-on-demand resource for healthcare practitioners.

“We take pride in the state-of-the-art technology and comprehensive medical services at Adventist hospitals,” said Sally Allred, Regional CIS Coordinator. “Krames On-Demand enhances our services by providing a comprehensive, easy-to-use solution for our staff that is designed to educate patients and enhance productivity. The Krames patient-centric content, executing on the principles of promoting health literacy, helps the team at Adventist support our quality care goals.”

Adventist Midwest Health now joins the other 80 percent of US hospitals that have partnered with Krames. Krames On-Demand is a breakthrough print-on-demand patient education solution designed for hospitals and health systems. KOD allows nurses, doctors and educators to instantly select and personalize over 3,500 single topic HealthSheets™ for each patient and print them at the point of care. The HealthSheets™ are available in English and Spanish in 37 topic areas.

“It’s an honor to serve Adventist Midwest Health and their network of patients throughout Illinois,” said George Parker, President and CEO of Krames. “Through Krames content and technology, Adventist hospitals will be equipped to educate patients on their medical conditions and their health choices as quickly and consistently as possible.”

From physicians to employers to managed care organizations, Krames' comprehensive product line reaches virtually every level of health and safety management. Their materials work to promote healthy lifestyles, improve productivity and outcomes, educate patients and consumers, enhance the efficiency of health care services and reduce health care costs.

Adventist Midwest Health, a member of Adventist Health System, is a not-for-profit Christian healthcare leader committed to partnering with physicians and the community to provide whole-person care and promote better health. Through state-of-the-art technology, comprehensive medical services and wellness programs; 1,300 independent physicians; and nearly 5,000 employees, Adventist Midwest Health aims to exceed the community's standard of care by delivering healthcare throughout its entire extended delivery system in a seamless and cost-effective manner. More about Adventist Midwest Health can be found at www.keepingyouwell.com.

About Krames

Founded in 1974, Krames-StayWell (a division of MediMedia, USA) is the market leader in wellness, safety and patient education materials, producing over 1,500 titles in more than 36 specialty areas. Krames' materials are used by over 80 percent of American hospitals and more than 1000 managed care organizations 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 publications 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.

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 Communications, 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.

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For more information on Krames On-Demand, please call Clifford Public Relations at 212.358.0800.