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Health Info at Hospitals Now Available to Patients at Home
Krames Launches Consumer-Friendly Web Content Package Krames Online

Yardley, PA – September 1, 2005 – More than 80 percent of American adults online – over 110 million people – use the Internet to search for healthcare information, according to a recent Harris Poll. As more Americans turn to the Internet as a primary source for health information, there's a growing demand for accredited health institutions to offer accurate and patient-friendly web content. Leading patient education provider Krames is doing just that with the unveiling of Krames Online (KOL), a new web resource designed to bring best-of-class health content to Internet users via hospital and other healthcare related websites.

KOL is a new consumer-friendly companion piece to Krames On-Demand (KOD), the premier print on-demand electronic patient education system used by thousands of clinicians at leading hospitals and healthcare facilities. KOL serves as an online library designed for patients visiting hospital or other healthcare organization's websites.

KOL's content is a collection of over 4,300 health and medication titles, addressing common issues such as asthma, diabetes, cholesterol and pre-natal care, and offering descriptions of commonly prescribed medications. Every KOL title is available in English and Spanish. The library is organized in an "A to Z" format for browsing, or can be navigated via a keyword search option. The KOL library allows patients to view, print and email Krames content directly from the web.

"We've had many requests from customers for a patient education package that could be incorporated into their website," explained George Parker, President and CEO of Krames. "In response to these requests, we are happy to announce Krames On-Line, which offers patients quick and easy access to reliable web-based health data. KOL's consumer platform provides the same high-quality content as Krames On-Demand and allows patients to better understand their health conditions and medications."

Krames is a proven leader in producing award-winning health information that adheres to the principles of health literacy. All of its content is written at a fundamental reading level in both English and Spanish, and Krames' materials are used by over 80 percent of American hospitals and over 300,000 physicians and nurses in hospitals and private practices.

Krames Online is available both as an add-on to current Krames On-Demand subscriptions or as a stand-alone package. Through KOL, Krames now offers the most consumer-friendly content package available to date.

About Krames

Founded in 1974, Krames-StayWell (a division of MediMedia, USA) is the market leader in patient education, wellness, and safety materials, producing over 1,400 titles in more than 36 specialty areas. Krames' materials are used by over 80 percent of American hospitals and more than 1000 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 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 & 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.

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