

**FOR IMMEDIATE RELEASE**

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## **Lancaster General Hospital Adopts New Patient Education Tool**

### ***Pennsylvania Hospital Implements Innovative Technology to Better Serve Patients***

Lancaster, PA – February 28, 2005- Lancaster General Hospital, a 563-bed acute-care hospital in Central Pennsylvania that's been recognized nationally for its quality and efficiency, has subscribed to Krames On-Demand (KOD), StayWell's premier print-on-demand resource for health care practitioners. An initiative of the Lancaster General Hospital Nursing Education Council, introduction of the KOD system will allow nurses and all who provide patient care to personalize and print educational HealthSheets™ on an as-needed basis.

“With more than 560 beds, it was often difficult to have the appropriate amount of printed educational material on hand for our patients,” said Erin McKenna, RN at Lancaster General. “Krames On-Demand will benefit our patients, because it offers access to the same patient education material at all times, which shows continuity and consistent reinforcement of health topics without contraindicating material.”

Lancaster General 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. It permits nurses, doctors and educators to instantly select and personalize over 2,300 single topic HealthSheets™ for each patient and print them at the point of care, available in English and Spanish in 36 specialty areas.

“We chose Krames On-Demand because it was the best offering on the market that met our needs,” explained Ms. McKenna. “Krames provides a comprehensive, easy-to-use solution for our staff - a solution designed to educate patients in a manner that would also enhance productivity.”

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.

Lancaster General Hospital offers patient- and family-centered care in a full spectrum of health care services, including oncology, cardiology, neurology, pediatrics, emergency care, orthopedics, women's services, rehab services, surgical services and more. A Magnet hospital for clinical and operational excellence, Lancaster General was named among America's 100 Top Hospitals six out of the last seven years by Solucient, an industry leader in healthcare information and as one of America's top 50 hospitals for heart care and open heart surgery. More about Lancaster General can be found at [www.LancasterGeneral.org](http://www.LancasterGeneral.org).

**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](http://www.staywellsolutions.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](http://www.krames.com).

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