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New Tools to Combat Language Barriers at Healthcare Facilities

Krames On-Demand to Offer Two New Services to Alleviate Confusion Among At-Risk Patients

Yardley, PA – June 17, 2005 – Over 45 million people in the US do not speak English at home, and nearly 20 million of these residents are limited in their proficiency of the English language, according to the latest Census Bureau. Studies have shown that a lack of interpreters, as well as interpreter errors during doctor and hospital visits, can lead to serious medical consequences for foreign language speaking residents. In response to the healthcare industry's demand for solutions to these critical communication issues, Krames, with its ongoing commitment to improving health literacy, is now adding two new services that deliver patient education materials in multiple languages to Krames On-Demand, the premier print on-demand electronic patient education system.

“As our country's diverse population has continued to grow, the demand for improving comprehension amongst non-English speaking patients in healthcare facilities has also grown,” explained George Parker, President and CEO of Krames. “With fundamental patient education available in multiple languages, hospitals and healthcare facilities can provide basic health literacy for their most at-risk patients. Providing this information will also empower patients by allowing them to clearly understand their conditions and any specified healthcare instructions.”

First, Krames will be implementing *HealthCare Basics* as part of its base product. *HealthCare Basics* addresses ten of the most common health issues including pre-natal care, preventing the spread of infectious diseases, managing common cardiac risk factors like high cholesterol and high blood pressure, as well as managing chronic conditions such as asthma and Type 2 diabetes, in eleven languages. These critical health topics will be written in patients' native languages, allowing for improved patient care and staff productivity by reducing time spent on translations. In addition, it satisfies JCAHO (Joint Commission on Accreditation of Healthcare Organizations), NCQA (National Committee for Quality Assurance) and state Medicaid language requirements and it improves patient comprehension and outcomes. The eleven *HealthCare Basics* languages are English, Spanish, Chinese, Armenian, Farsi, Hmong, Khmer, Korean, Russian, Vietnamese, and Tagalog.

Second, Krames will also offer 356 discharge instructions included in the Krames On-Demand system in several languages. Already available in Spanish, Chinese will be the second language and will be available to healthcare facilities by the end of June. Subsequent language releases for 2005 include Russian in August and Vietnamese in October.

Krames On-Demand is currently used at hundreds of healthcare facilities nationwide, and *HealthCare Basics* is available as a base product to all current subscribers as well as new subscribers adopting the Krames On-Demand system.

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 Krames, Health Ink Communications, 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.