

**FOR IMMEDIATE RELEASE**

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## **Krames On-Demand Unveils New Oncology Module to Enhance Cancer Education**

### ***Leading Electronic Patient Education System Responds to the Growing Demand for Cancer Materials at Healthcare Facilities***

Yardley, PA – April 20, 2005 – The second leading cause of death among Americans today is cancer, and an estimated 1.4 millions Americans will be diagnosed with cancer in 2005 alone. As a result of these staggering statistics, the Centers for Disease Control has emphasized the importance of patient education to help reduce the ever-growing rates of cancer deaths. In response to this demand, Krames On-Demand, StayWell's premier print-on-demand resource for health care practitioners, announced today the release of a new oncology module that provides patient-friendly education to addresses almost every type of adult cancer.

Krames On-Demand Oncology offers healthcare facilities access to 160 of Krames On-Demand's signature HealthSheets™, written to meet the standards of critical JCAHO guidelines. While the evidence-based HealthSheets™ are peer reviewed to ensure medical accuracy and current practice guidelines, they also provide detailed illustrations and straightforward text in order to ease patients' understanding. Krames On-Demand Oncology also includes over 120 articles covering 43 adult cancers that are written by leading experts in oncology from Jones and Bartlett. These articles aim to educate the patient in every stage of care by addressing frequently asked questions and other key issues such as treatment side effects.

Krames On-Demand is currently in use at hundreds of facilities nationwide. The award-winning Krames On-Demand interface can be used at any computer with Internet and printer access, the output can be personalized with a patient's name and specific instructions, and almost all of the content is available in both English and Spanish.

Krames On-Demand Oncology is available both as an add-on to current Krames On-Demand subscribers or as a stand-alone module. As part of its launch, Krames On-Demand is now offering the Oncology module at an introductory rate of \$1,495 when purchased as an add-on module to Krames On-Demand.

#### **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).

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

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