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Krames Partners with Vitalize to Provide EMR Integration/Implementation Services

*Krames and Vitalize begin partnership with Krames On-Demand
implementation for Oklahoma Heart Hospital*

Yardley, PA – Aug 03, 2005 – In an effort to enable its client base to take advantage of the EMR integration possibilities available for Krames On-Demand via its RecordWriter module, Krames has entered into an agreement with Vitalize Consulting Solutions, Inc. to provide system integration services.

“As the experts in patient education, we have been able with Krames On-Demand to provide our clients with an easy-to-use, comprehensive library of patient education via a print-on-demand system,” explained George Parker, President and CEO of Krames. “While we built our RecordWriter documentation module to be HL7 compliant, the expertise required to make the connections to our clients’ health information systems (HIS) is really outside our core competency. Therefore, to provide a best in class technical solution to match our best in class patient education, we undertook a thorough review of available integration specialists.”

Krames’ search led them to Vitalize Consulting Solutions, a leading systems integration provider to the healthcare market. Vitalize staff have been working in the healthcare IT environment for an average of 17 years each. The Vitalize team has experience working with leading HIS systems including the solutions offered by Siemens, Cerner, Epic, Meditech, and Eclipsys. Additionally, Vitalize has developed solutions routed through the most common interface engines used in healthcare today including OPENLink, OpenEngine, SeeBeyond eGate/DataGate, Orion Rhapsody, and Cloverleaf.

“Vitalize is thrilled to be working with Krames,” explained Vitalize Principal Mary Pat Fralick. “I was pleasantly surprised at the extent of common goals and beliefs between our two companies. Our shared commitment to providing high quality, cost-effective solutions for our customers has made our initial project run smoothly and successfully.”

The first joint Krames-Vitalize project involves integrating Krames On-Demand with Oklahoma Heart Hospital’s Cerner Electronic Medical Record Systems.

“Here at Oklahoma Heart, we are committed to using our Cerner EMR to improve patient care and ensuring a positive patient experience while adding efficiency to our entire operation,” explained Denise Bragg, Director of PCCU, Day Patient and Cardiac Rehabilitation at Oklahoma Heart Hospital. “We’ve been using Krames print products for years and trust the quality of their patient education. With the expertise Vitalize brings to the table on HIS integration, we are excited that we can now integrate Krames deeper into our workflow, again to meet our objective of providing quality care.”

Krames and Vitalize expect to have Krames On-Demand integrations completed with Cerner, Meditech, and Siemens systems by year’s end.

About RecordWriter

RecordWriter is an add-on module for Krames On-Demand, and it provides functionality that allows for documentation and assessment of patient education. RecordWriter captures which education titles a patient received on a particular day from a specific caregiver, and it documents any special instructions created for a patient. RecordWriter also includes an

assessment form that can be filled out over the course of a patient's experience with a specific institution. Additionally, all this data can be pulled in audit reports that ensure continuity of care during the patient's treatment and provide support of on-going quality assurance initiatives.

RecordWriter has been created in compliance with Health Level Seven (HL7) - the standard that ensures interoperability between health care information technology systems - so it allows a customer to integrate with their Health Care Information Systems using HL7 compliant data messaging. "Level Seven" refers to the highest level of the International Standards Organization's (ISO) communications model for Open Systems Interconnection (OSI) - the application level. The application level addresses definition of the data to be exchanged, the timing of the interchange, and the communication of certain errors to the application. The seventh level supports such functions as security checks, participant identification, availability checks, exchange mechanism negotiations and, most importantly, data exchange structuring.

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 Vitalize

Vitalize Consulting Solutions, Inc., Kennett Square, PA, provides a wide variety of clinical, business and IT solutions for healthcare enterprises across the country. Their comprehensive range of programs and services includes system implementation, integration, optimization, project management, custom reporting, education and knowledge transfer expertise. VCS consultants and principals listen, advise and strengthen their customers in the pursuit of their strategic IT initiatives. They successfully establish long term relationships by providing experienced professionals who consistently exceed their customers' expectations. For more information, please visit www.getvitalized.com.

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