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Contact: Clifford Public Relations  
212.358.0800  
Louise Thach (x28)  
Jean Lee (x24)

## **Krames Launches Krames On-Demand Version 4.0**

### ***Leading Electronic Patient Education System Gets Major Upgrades, Enhancements and New Content***

Yardley, PA – March 1, 2005 – Krames, the maker of America’s premier electronic patient education system, is today officially releasing the highly anticipated Krames On-Demand (KOD) Version 4.0.

KOD 4.0 not only has an updated interface with a more contemporary look and feel, it has improved navigational features that are designed to help further streamline the workflow at healthcare facilities. All KOD 4.0 upgrades were developed based on client feedback and usability testing, and as a result, KOD users will be able to more intuitively find navigation elements as well as perform more functions with fewer clicks.

“Our goal was to refresh the KOD interface and improve navigation without radically changing how the program works, so Krames users wouldn’t have to relearn the product,” explained Krames President and CEO George Parker. “After a year of developing improvements to the KOD system, we’ve successfully accomplished this by improving the functionality of Krames based on the feedback we received.”

#### **New Folder Library**

One major enhancement available to KOD 4.0 users is a pre-existing Folder Library. The new Library features pre-installed health topic folders on the most commonly diagnosed diseases and conditions based on hospital admissions data.

“KOD folders allow clinicians to create packages of the content they most frequently access,” said Mr. Parker. “While most Krames users love this feature and appreciate the convenience it offers, some users found the initial installment of folders to be a time consuming process. To help alleviate the burden of an extra step, we have created an existing library of folders that users can access without setup. However, Krames users will still have the ability to create their own folders.”

#### **New Title Releases in 2006**

Coinciding with the launch of Krames 4.0, Krames is also announcing the addition of hundreds of new titles for 2006. While Krames increased its content collection by almost 100 new and 130 revised titles in 2005, Krames plans to distribute at least four times that amount this year, with an average of 40 to 60 new titles each month throughout 2006.

The expanded content will primarily focus on pediatric titles based on ongoing customer demand, but Krames also plans to develop new and revised titles for additional health topics such as infectious diseases, neurology, orthopedics, and cardiology. Scheduled for release in early 2006 are 50 pediatric titles, 33 nutrition sheets that reflect the new Food Pyramid Guidelines, 27 pulmonary medicine titles, and 20 obstetrics titles.

Krames Version 4.0 is available to Krames users as of the first week in March. All KOD users will have the option of converting to the newly improved KOD interface or retaining their current interface and then gradually making the transition. Krames Client Services and help desk staff will be available to help users acclimate to the new KOD design.

Krames On-Demand is a breakthrough print-on-demand patient education solution designed for hospitals and health systems. KOD allows nurses, doctors and educators to instantly select and personalize over 4,400 single topic HealthSheets™ for each patient and print them at the point of care. The HealthSheets™ are available in English and Spanish in over 36 topic areas. Over 80 percent of US hospitals use and rely on Krames' educational materials.

#### **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).

#### **About MediMedia**

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