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Public Relations

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Tennessee Hospital Group Expands Krames On-Demand Service Throughout Entire System

Yardley, PA – July, 2004 – Even as StayWell launches new initiatives in electronic publishing with StayWell Solutions Online, the print on-demand side of the business continues to grow. In Tennessee, Middle Tennessee Medical Center, part of Saint Thomas Health Services, a collection of five hospitals in the Middle Tennessee area, has been an enthusiastic customer of Krames for the past four years. This month, Saint Thomas expanded its subscription services to include all five hospitals in the system. Each Saint Thomas branch now receives the full package from Krames On-Demand, StayWell’s premier print-on-demand resource for health care practitioners.

“We’re excited to work with the Saint Thomas group on a more integrated and comprehensive level,” said Stephanie Manning, StayWell’s Vice President of Electronic Publishing. “When we first started working with Saint Thomas hospitals, their patient education department was very rudimentary. Today, thanks to the Krames database, Saint Thomas hospitals enjoy closer communications between doctors and patients, and high level of prestige both locally and nationally.”

Four years ago, Middle Tennessee Medical Center signed on with Krames, launching a then-cutting-edge intranet version of the print on-demand program (they have since switched over to the more current Internet version). Two years later, Saint Thomas Hospital, the anchor hospital in the group, jumped onboard with Krames. Now, the other three sister hospitals – Baptist, Hickman, and DeKalb - have become customers.

“A large percentage of our patients, particularly at Baptist hospital, speak only basic English, so a change was necessary,” said Barbara Cannon, Patient Education Coordinator at Saint Thomas Health Services. “At the same time, we wanted to improve our ability to update our patient education materials on a consistent basis. Krames On-Demand provided the perfect solution to both problems, and allowed us to begin reaching out to every single patient, with the most up-to-date, personalized healthcare database on the market today.”

All the hospitals in Saint Thomas Health Services now subscribe to the full package of features with Krames On-Demand, which includes the patient education database, more than 3500 health sheets with titles in 34 specialty areas, the database of medication instructions, the emailer (which improves communication with patients), and the custom content builder (which allows the hospitals to integrate seamlessly their content and Krames).

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

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