

## **Krames Releases 18 New Vascular Patient Education Videos** *Launch of new English & Spanish titles expands video library to over 430 Titles*

Portland, OR – January 2009 – Krames has announced the release of 18 new vascular patient education videos including programs on Stroke, Atrial Fibrillation, Peripheral Artery Disease and Abdominal Aortic Aneurysm. Each title is available in English and Spanish and can be made available on websites, CCTV systems and DVDs allowing consumer access to these valuable teaching tools across multiple settings.

“We are really excited about these new additions to our extensive patient education video collections,” explained Mark Friess the president of wired.md, the video/rich media division of Krames which was acquired by the company in 2008. “This new collection of videos incorporates numerous enhancements resulting from our continued collaboration with the Krames patient education content specialists. For example, Krames award-winning, consumer-friendly anatomical and procedural graphics were utilized in the animations created for these videos. While we’ve always been proud of the quality of our videos, the inclusion of Krames art really adds significant educational value of this new vascular series.”

Mr. Friess added. “With the resources of Krames fully behind our efforts, we plan on launching over 60 new videos this year which is a 50% increase from what we were able to produce in the past.”

Krames has aggressively expanded its resource investment in video development projects to meet the education preferences and demands of today’s patients and healthcare consumers. Research has shown that video learning can increase retention up to 16 times over text increasing the likelihood that viewers will make the positive behavior changes needed to effectively manage health. Furthermore, studies have shown that nearly 30% of Americans are either at or below Level 1 reading skills meaning written materials alone will be ineffective. With the release of the vascular collection, the Krames video library now includes over 430 titles covering 20 medical specialty areas and spanning 9 languages. For more information and a complete listing of available titles, visit [www.krames.com/video](http://www.krames.com/video).

### **About Krames**

Founded in 1974, Krames (a division of MediMedia) is the market leader in patient education and consumer health information. With a comprehensive suite of multimedia enterprise wide solutions utilizing a database of over 3,000 patient education and wellness articles, over 1,300 discharge instructions, over 430 videos and a library of over 1,400 print publications, Krames programs and services are designed to help individuals take control of their health; improving quality of life while lowering health care costs. Krames’ solutions can be found in over 86 percent of American hospitals and in many large health plans and employer groups. Additionally, over 300,000 physicians and nurses in hospitals and private practices, and many of the worlds leading pharmaceutical companies utilize Krames in their patient education programs. Krames is the exclusive patient education publisher for American Heart Association/American Stroke Association and American Lung Association. For more information, please visit [www.krames.com](http://www.krames.com).

**About MediMedia**

Headquartered in Chatham, NJ, with 1,600 employees in offices throughout the U.S., MediMedia is a publishing and information company which educates physicians and patients about drugs, diseases, therapies, health, safety and healthy lifestyles and is managed through two distinct business segments: the Patient Education Group and the Pharmaceutical Group. The Patient Education Group provides patient education content sponsored by the full set of healthcare stakeholders, including employers, hospitals, health plans, physicians, patients and pharmaceutical companies. Customers purchase patient education products and services from MediMedia because these products and services help them lower healthcare costs. The Pharmaceutical Group provides content and application-based marketing solutions for pharmaceutical companies, spanning their entire marketing continuum during a drug's lifecycle, which are targeted to physicians, payers and patients. Customers purchase our pharmaceutical products and services because these products and services help them drive incremental drug prescriptions.

MediMedia is a Vestar Capital Partners portfolio company.

\* \* \* \*