

KRAMES

Improve patient satisfaction and quality of care with **enterprise-wide multimedia patient education solutions.**



- Patient education at the point of care
- Consumer health information
- Emergency medicine discharge

KRAMES[®]
PATIENT EDUCATION

Electronic Patient Education Solutions

Build a true enterprise-wide patient education solution — with electronic content from Krames.

Now you can take advantage of a single source for all your organization's patient and consumer health education needs.



- **Raise patient satisfaction** scores by easing fears and increasing comprehension
- **Improve outcomes** by encouraging patients to become more involved in their recovery
- **Support informed consent** by clearly explaining procedures, including risks and complications
- **Meet Joint Commission requirements** for patient education
- **Support Core Measure initiatives** with quality education content for all sets
- **Save time and money** by streamlining consultations, speeding discharge and increasing staff productivity
- **Promote your facility** and strengthen your brand by providing credible, easy-to-understand health education at the point of care and beyond

Krames offers highly illustrated text-based and video patient education that helps ensure continuity of care and extends your reach. Plus, it's easily accessible to your entire staff.

Content Packages for the Point of Care

License Krames content for your EMR.

With EMR adoption on the rise, IT departments are being challenged to integrate disparate applications. To meet their needs, IT may prefer a patient education content package that can be integrated with an EMR through your intranet, or be made available to staff members through other hospital information systems.

That's why we offer our entire package of illustrated educational content in XML, HTML and RTF. Your organization will have the file formats you need for full integration with your EMR and existing HIS programs.

Content is up to date and ready to use.

Your license gives you our full content package coded to ICD-9, CPT and MeSH, so you can trigger relevant education for patients at the point of care. And our materials are available through Web services, so you'll have continual access to current, updated content.

On the following pages:

Krames HealthSheets™

Over 5,000 topics increase patient understanding **page 4**

Emergency Medicine Discharge Instructions by Exit-Writer™

Created by an emergency physician for use in the ER **page 6**

Patient and consumer health education videos

Over 415 videos enhance the patient experience at the point of care and beyond..... **page 7**

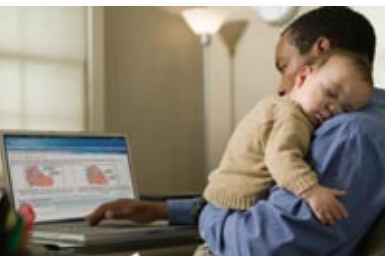


Improve quality of care, increase patient satisfaction, and support positive outcomes with award-winning patient education solutions.

Krames HealthSheets feature the same accurate, easy-to-understand content as our renowned print products, but in a format designed for online and electronic print-on-demand applications.

By focusing on a single topic, each HealthSheet is easy to manage and limits excessive scrolling on screen. These highly illustrated, text-based electronic titles incorporate health literacy design principles and are created to meet PC standards of Joint Commission requirements.


Content is written at 5th- to 8th-grade reading levels and includes Krames anatomical, procedural and lifestyle artwork to dramatically increase comprehension.



HealthSheets build comprehension by focusing on a single topic.

Text uses everyday language most patients can read and understand.

An average of two illustrations on every page boosts patient understanding.



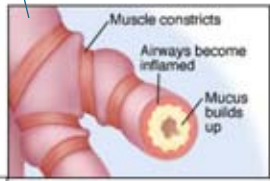
Prepared for: John Smith
8/2/11

What Is COPD?

COPD stands for **chronic obstructive pulmonary disease**. The airways in your lungs are blocked (obstructed). Because of this, breathing takes more effort. You may have started limiting your activities to avoid shortness of breath. Without treatment, you may not be able to do as much for yourself and need to rely more on others. This can make life less enjoyable.


When Airways Are Blocked (Chronic Bronchitis or Chronic Asthma)

When cells in the airways make more mucus than normal, blockages sometimes result. The mucus builds up, narrowing the airways. This means less air travels into and out of the lungs. The lining of the airways may also become inflamed (swollen), and the muscle surrounding the airways may constrict (tighten). These problems cause the airways to narrow even more.




When Airways Collapse (Emphysema)

When airways are damaged, they lose their stretchiness and become baggy and floppy. Damaged airways may collapse when you exhale, causing air to get trapped in the sacs. This trapped air makes breathing harder. Over time, the air sacs lose their clustered shape. This may mean that less oxygen enters the blood vessels.



When Cilia Are Damaged

Smoking harms the cilia that line the airways. Damaged cilia can't sweep mucus and particles away. Some of the cilia are destroyed. This damage makes the problem described on this sheet even worse.



How Did I Get COPD?

Most people get COPD from smoking. Cigarette smoke causes lung damage, which can lead to COPD over time. Many people also get COPD from long-term exposure to air pollution, dust, or chemical fumes.



Save time and increase efficiency.

Krames On-Demand offers more than 3,000 HealthSheets and 2,000 drug information sheets from an intuitive, user-friendly interface. A simple search function lets you find, print and distribute the information you need in seconds. Or browse through these 40 topic areas:

- Anatomy & Physiology
- Cardiology
- Dental Health
- Dermatology
- Diabetes
- Discharge Instructions
- ED/Trauma
- Gastroenterology
- General Surgery
- Health Promotion
- Hospital Care
- Infectious Disease
- Lab Tests
- Medications
- Mental Health
- Nephrology
- Neurology
- Neurosurgery
- Nutrition
- Ob/Gyn
- Occupational Safety
- Oncology
- Ophthalmology
- Orthopaedics
- Otolaryngology
- Pain Management
- Pediatrics
- Physical Therapy/
Rehabilitation
- Podiatry
- Postpartum Care
- Pulmonary
- Radiology
- Rehabilitation
- Rheumatology
- Senior Health
- Staff Education
- STDs
- Stroke
- Urology
- Vascular Disease

Extend your reach with multilingual content created by Krames' expert team.

The Krames translation team uses a back-translation and localization process to ensure that native speakers can understand the content. All Spanish and Chinese translations are done by internal staff, while other languages are handled by professional translators trained in the Krames approach and managed by the Krames translation team.

The Krames HealthSheet library covers over 5,000 topics in English and Spanish. Plus, nearly 400 discharge instructions are available in three additional languages: Chinese, Russian and Vietnamese. And 10 HealthSheets covering critical topics are available in 10 languages: English, Spanish, Chinese, Armenian, Farsi, Hmong, Korean, Russian, Vietnamese and Tagalog.

Help address Joint Commission Core Measures.

We offer hundreds of HealthSheets covering measures within each of the focus areas: acute myocardial infarction, heart failure, pneumonia, pregnancy and related conditions, and surgical infection prevention. Our package also includes dozens of smoking cessation topics.

Emergency Medicine Discharge Instructions

Tap into Exit-Writer's industry-leading patient discharge instruction content.



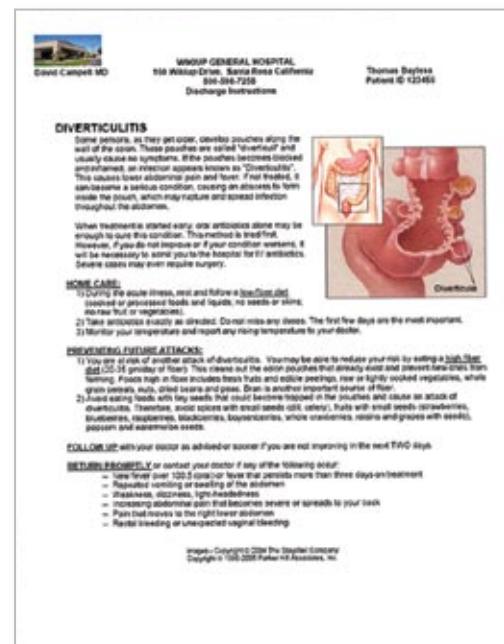
Created by a board-certified emergency physician, our Exit-Writer™ emergency medicine discharge instruction set quickly and concisely gives patients the critical information they need when leaving the Emergency Department or Urgent Care Center.

By featuring Krames signature health literacy design principles, the discharge instructions improve patient comprehension and facilitate self-care at home, before follow-up visits. We place special emphasis on the warning signs of possible complications to ensure discharged patients know when to seek immediate attention.

Exit-Writer discharge instructions cover the most common diagnoses addressed in the ED environment, the most commonly performed lab tests and dozens of forms.

Discharge instructions have been coded to ICD-9, CPT, and MeSH to ease creation of pick-lists based on information in patient medical records. All discharge instructions are available in English and Spanish — and the most common 150 topics are also available in Chinese, Vietnamese, and Russian.

- Legible, easy to read and understand — illustrations included
- Reviewed and edited by Krames and a team of 3,000 contributing medical reviewers
- Comprehensive content — most instructions print on one page
- Personalized with facts about the condition and warning signs of possible complications
- Updated quarterly
- Fully editable



Patient and Consumer Health Education Videos

Present video patient education at every touch point. Choose from over 415 videos in up to nine languages.

Krames now offers video content to hospitals and health systems of all sizes and budgets.

Use it to enhance patient education before, during and after encounters ... increase patient compliance and satisfaction ... improve Joint Commission scores ... and save time through workflow efficiencies.

Choose from multiple video platforms.

Our flexible video solution is available in a number of delivery options including:

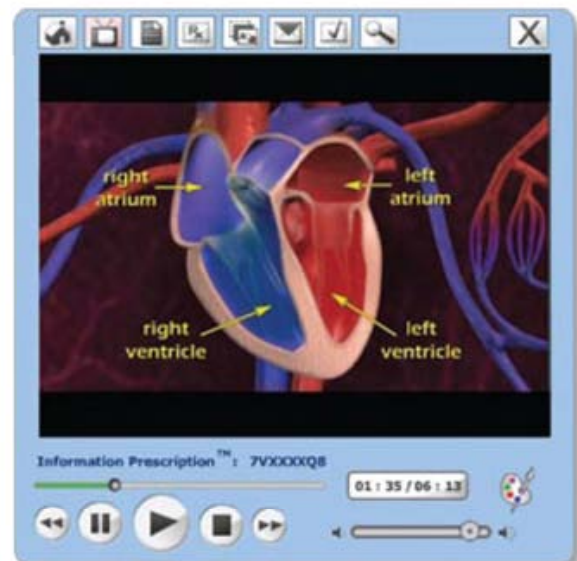
- Computer systems/intranets
- Closed-circuit television systems; on-demand television systems
- Websites/portals
- Traditional TV/DVD players

Each platform is an avenue for educating patients with greater effectiveness and efficiency.

Our video product suite is specifically designed to provide evidence-based and up-to-date patient education solutions to meet your unique needs. This further allows you to affordably educate the populations you serve and meet your educational objectives.

Language Breakdown:

- 252 English
- 10 Arabic
- 5 Cantonese
- 112 Spanish
- 5 Japanese
- 5 Russian
- 25 Polish
- 5 Mandarin
- 4 Vietnamese



Trust Krames for all your patient education needs.

When you choose Krames, you're choosing patient education from the industry leader.

- We have over 30 years of experience creating patient education
- Over 300,000 healthcare professionals, 86% of U.S. hospitals, leading health plans, major pharmaceutical companies and more than 1,000 employers use Krames patient education
- Krames patient education has received over 250 healthcare industry awards

All Krames print and electronic content is created in conjunction with practicing specialists who have medical and technical expertise in specific subject matter. These expert consultants help guide our products through a development process that supports health literacy.

Call 800-920-0870 to learn more.

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