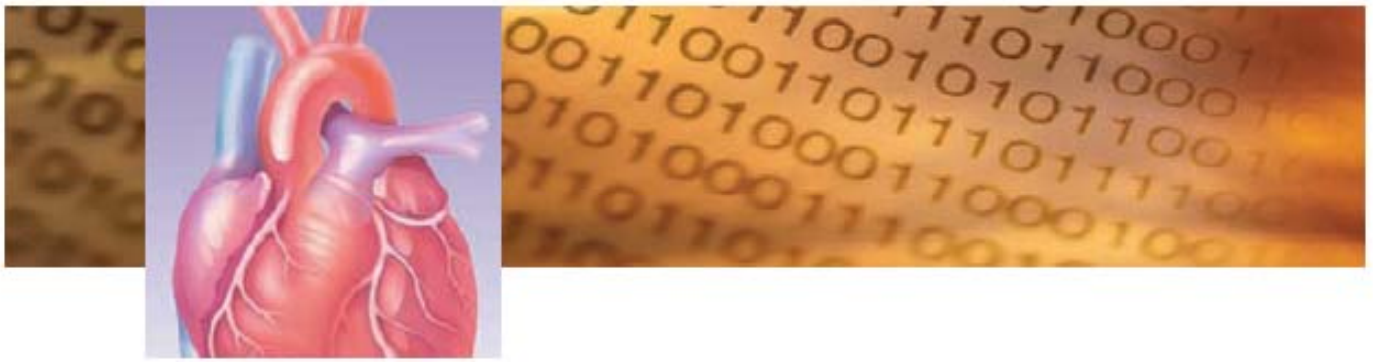


PATIENT EDUCATION THAT SUPPORTS HEALTH LITERACY

**Improve patient comprehension
and outcomes with content from
the experts in patient education.**





Krames — the very best in Patient Education content

An electronic health education solution is only as good as the content it delivers. And none can match the quality of Krames, developed by the experts in patient education:

- ▶ Krames has more than 30 years of experience
- ▶ Over 300,000 healthcare professionals choose Krames patient education
- ▶ Krames products are used in over 80% of U.S. hospitals and 75% of VA hospitals

Every Krames product is developed using a rigorous four-stage process:

Stage 1: Determining market need and conducting research

Krames maintains strong ties with the markets we serve to better assess product needs. We also conduct formal surveys to gather feedback from professionals and end-users. Once a product need is determined, library research begins.

Stage 2: Content development

Krames products are created in conjunction with medical experts to ensure accuracy.

Stage 3: Technical review

Once the initial draft of a product is created, it's reviewed for consistency with practice standards and factual accuracy by 8 to 15 practicing specialists. The product is revised on the basis of this review and sent back to our consulting team for final approval.

Stage 4: Ongoing review/updates

After a title is published, it is regularly reviewed to ensure it continues to meet market needs and remains in adherence with specialty practice guidelines.





This process ensures Krames content meets the highest standards in every respect.

Readability and comprehension

Krames content is developed at fifth- to eighth-grade reading levels, using readability scales such as FOG and Flesch-Kincaid. But our health literacy approach goes much further to ensure patients understand what they're reading.

We use illustrations to reinforce key messages. Our award-winning anatomical artwork is produced by highly trained illustrators who hold Masters of Arts degrees in medical illustration. A database of over 22,000 images provides easy access for our skilled development team.

Information is organized into concise sections, and visual cues such as boxes, shading and colored text emphasize key points.

Applicability

Our behavior-based approach goes beyond medical facts and empowers patients to take a more active role in their care and recovery. The purpose of each product is clear to the patient, and the scope is limited to information that helps achieve this purpose.

We use various learning models to teach patients how to make lifestyle adjustments and successfully manage their conditions. Interactive components such as quizzes, questionnaires and checklists keep readers involved in the learning process.

In addition, Krames materials address the conflicting emotions that arise with an injury, diagnosis or chronic health condition. This helps individuals get past their fears and build necessary self-care skills.

Our titles feature many illustration styles to appeal to multiple audiences. Ethnically diverse models in familiar settings help make information personally relevant to readers. Dedicated language translators take care to ensure non-English content meets the customs and healthcare practices of the intended audiences.

Accuracy

A network of over 3,000 nurses, physicians, therapists, nutritionists and other experts in specific subject matter serve as consultants, content specialists and peer reviewers. These experts ensure consistency with practice standards and factual accuracy.

Better content benefits everyone.

Patients:

- ▶ Gain a clearer understanding of conditions and procedures
- ▶ Become more involved in their health care
- ▶ Are better prepared to manage their conditions and avoid readmission

Clinical staff:

- ▶ Save time during consultations
- ▶ Support informed consent
- ▶ Improve patient compliance and outcomes
- ▶ Satisfy Joint Commission requirements

Marketing:

- ▶ Increase patient satisfaction and referrals
- ▶ Strengthen your brand
- ▶ Leverage a competitive advantage

Risk management:

- ▶ Boost patient comprehension
- ▶ Support informed consent by clearly identifying risks and complications
- ▶ Help patients comply with follow-up instructions



Krames content is the patient education solution everyone's talking about.

Provide Krames content to patients and your community at the point of care, at home and throughout your facility.

Here's what some of your peers are saying about Krames:



"You not only save the time it would take a nurse to cover all the information, but provide us with a chance to give something to the patient to take with him or her and share with their families."

Alice Vrsan, RN, MSN
Manager, Sun Health Clinical Education
Del E. Web Memorial Hospital



"After evaluating many companies which provide patient and family education, Krames publications are the number one choice."

Phyllis Collins
Director of Education
SouthCrest Hospital



"I get great feedback from patients and my referrals alike on the quality of education material..."

Linda Jones, CRT
PRO2 Respiratory
Lake City, FL