The most trusted name in patient education.

- Evidence-based and peer reviewed
- Developed with health literacy design principles
- Easy to implement
Partner with the leader in patient education.

Krames has been the leading choice for accurate, accessible and effective patient education since 1974. Today we offer over 1,500 products in a wide range of formats — from booklets and brochures to innovative electronic and video solutions — recognized and awarded for the many ways they empower people to take control of their health.

**Healthcare providers in hospitals and private practices use Krames to:**
- Encourage patients to follow through with procedures and self-care responsibilities
- Support informed consent for treatment
- Increase compliance with recommendations and instructions
- Improve patient satisfaction
- Comply with Joint Commission standards
- Save clinical time
- Reduce costly readmissions and callbacks

**Hospital marketing departments use Krames to:**
- Build brand recognition throughout the community
- Demonstrate their facility’s commitment to quality care
- Generate referrals
- Enhance physician and patient relationships

**Community health centers use Krames to:**
- Effectively reach out to people of all health literacy levels
- Create awareness of important health issues
- Motivate healthy behaviors within the community

**Health plans use Krames material to:**
- Increase the satisfaction of their member populations
- Lower utilization though disease management and population health management programs
- Build brand preference

They all choose Krames for our superior content design, as well as our stringent development and review process.

*Before plain language and health literacy were hot topics, Krames was using these principles to change the way patient education was developed and judged. This expertise is one of the reasons the American Heart Association/American Stroke Association and the American Lung Association have partnered with Krames for their patient education.*
Krames’ content development process ensures accuracy, accessibility and efficacy.

As you would imagine, quality patient education starts with credible, up-to-date information. However, the process of transforming this information into knowledge people can apply is what makes Krames patient education truly valuable. We’ve perfected the art and science of behavior change through a rigorous four-stage development process.

Stage 1: Determining market need, conducting research

Krames’ content is research based. Reaching peers and industry thought leaders at conferences, meetings and trade shows helps us assess the needs of the markets we serve. Formal surveys are also conducted to gather feedback from professionals and end users.

Once content need is determined, library research begins. Krames’ full-time library staff researches chosen subject matter by compiling information from our on-site medical library as well as government institutions and academies, including:

- U.S. Food and Drug Administration
- Centers for Disease Control and Prevention
- National Institutes of Health
- Occupational Safety and Health Administration
- College of Obstetrics and Gynecology
- American Dental Association

Current lay literature is also researched to help identify what the general public already knows.

Further research is completed through interviews and roundtable discussions with medical experts and through attendance at medical association meetings and conferences.

Some of the resources in our comprehensive medical library include:

- Current medical, health and safety journals
- Practice guidelines
- Subscription databases

To request a listing of our complete medical library contents, call your Krames representative.
Stage 2: Content Development

To ensure that content is accurate and accessible, the Krames product development team works in conjunction with medical experts — all specialists in their respective fields.

As preliminary product research concludes, the Krames team selects experienced consultants based on:

- Leadership and experience in the subject matter
- Direct involvement with market needs
- Specific interest in health and safety education

Following a project from conception to completion, these individuals provide the expert voice behind Krames content.

Content development may also include content specialists who have extensive experience in specific subject matter. These specialists help refine the content to ensure it fully addresses the continuum of care and reflects the patient experience.

For a listing of the medical experts who contribute to our content development process, call your Krames representative.

Using the Suitability Assessment of Materials (SAM) as their guide, our award-winning development team transforms this evidence-based information into patient education content that supports the health literacy needs of your audience.

The experts who developed this widely accepted evaluation formula analyzed our information design and taught our team how to integrate SAM using the criteria below.

Content

Readers don’t want to learn a series of medical facts. They want help with their health. That’s why Krames content focuses on helping individuals apply knowledge and skills to achieve positive outcomes.

The purpose of each title is clearly stated, and the scope is limited to essential information directly related to that purpose. Summaries or reviews are also included to reinforce key points or instructions.
Literacy demand
Krames’ content is developed at a fifth- to eighth-grade reading level, using readability scales such as Flesch-Kincaid. A conversational writing style and commonly used words help make text more understandable.

Graphics
Experienced professionals who hold Master of Arts degrees in medical illustration create detailed anatomical artwork. Their use of design technique and color helps make viewing anatomy and procedures easier for anxious readers.

Other art styles used to appeal to diverse audiences include realistic illustrations, cartoons and photography.

Layout and typography
Our signature art/text synergy gives equal weight to words and pictures, so readers gain a clear understanding of anatomy and treatments. Content is organized into concise chunks under descriptive headings that make learning manageable. And cuing devices direct attention to key content. For example, a surgery title lists risks and complications in a shaded box.

Learning stimulation and motivation
Because people learn more readily from observation and familiar instances, our behavior-based approach models specific behaviors or skills. For example, nutrition titles give emphasis to changes in eating, shopping, preparing food and reading food labels. Breaking it down into these small steps also motivates readers by making behaviors manageable.

Interactive components such as quizzes, questionnaires and checklists keep readers involved in the learning process.

Cultural appropriateness
Krames tries to match the logic, language and experience of the intended audience. Many titles are available in Spanish that present cultural images and examples in realistic and positive ways. Ethnically diverse models help make information personally relevant to readers.

Krames content is developed by a team of experts, including:
- Experienced project editors
- Highly trained project managers
- Specialized writers and designers
- Award-winning medical illustrators
- Knowledgeable developmental editors
- Skilled research librarians
- Dedicated language translators
Stage 3: Technical review

At this critical stage of the development process, the initial content draft is submitted for technical review to practicing healthcare specialists. These specialists are:

- Chosen based on prominence in a specialty field
- Associated with the nation’s leading universities, teaching hospitals and healthcare organizations
- From a diverse geographical range, for a balanced representation in the product review

Technical review can include experts in several disciplines. For example, the review team for a breast cancer title could include breast cancer specialists, oncologists, radiation oncologists, nurses and breast reconstruction surgeons.

These experts thoroughly review the content for consistency and factual accuracy. The product is revised on the basis of this review and sent back to our development team for final approval.

Stage 4: Ongoing Review/Updates

After content is published, it is regularly reviewed to ensure it continues to meet market needs.

- Editors call on practicing specialists to stay abreast of new developments
- Our in-house library staff constantly monitors medical and regulatory guideline changes
- End-user feedback is submitted to editors
- Outcome studies are conducted

During this stage, product titles are also reviewed to ensure that they remain in adherence with clinical guidelines. If clinical guidelines have been updated, then content will be updated as well so they are in line with the most current guidelines.
Complying with practice guidelines.

Krames' content is developed and maintained to meet the most current clinical guidelines, position statements, and standards of care of prestigious organizations such as:

**Cardiology:** American College of Cardiology Foundation; American Heart Association; American Thoracic Society; Heart Rhythm Society; National Heart, Lung, and Blood Institute (U.S.); Society of Thoracic Surgeons

**Dental:** American Academy of Pediatric Dentistry, American Academy of Periodontology, American Dental Association

**Endocrinology:** American Association of Clinical Endocrinologists, American Association of Diabetes Educators, American Association of Endocrine Surgeons, American College of Endocrinology, American Diabetes Association

**Eye Care:** American Academy of Ophthalmology, American Association for Pediatric Ophthalmology and Strabismus, American Optometric Association

**Gastroenterology:** American College of Gastroenterology, Society of American Gastrointestinal and Endoscopic Surgeons

**General Surgery:** American Society of Colon and Rectal Surgeons, American Society for Metabolic and Bariatric Surgery

**Neurology:** American Academy of Neurology, American Association of Neurological Surgeons, American Association of Neuroscience Nurses, American Stroke Association

**OB/GYN:** American College of Obstetricians and Gynecologists, American Society for Colposcopy and Cervical Pathology, The North American Menopause Society

**Oncology and Hematology:** American Cancer Society, American Society of Clinical Oncology

**Orthopaedics:** American Academy of Orthopaedic Surgeons, American College of Sports Medicine, National Association of Orthopedic Nurses, North American Spine Society

**Otolaryngology:** American Academy of Otolaryngology, American Academy of Sleep Medicine, Head and Neck Surgery Foundation

**Pain Medicine:** American Academy of Physical Medicine and Rehabilitation, American Pain Society, American Society of Anesthesiologists

**Pediatrics:** American Academy of Pediatrics, National Association of Pediatric Nurse Practitioners

**Psychiatry:** American Academy of Child and Adolescent Psychiatry, American Psychiatric Association

**Public Health:** Centers for Disease Control and Prevention, Department of Health and Human Services (U.S.), Food and Drug Administration (U.S.), Infectious Diseases Society of America, National Institutes of Health (U.S.), U.S. Preventive Services Task Force, Veterans Health Administration

**Pulmonary:** American Academy of Allergy, Asthma and Immunology; American Association for Respiratory Care; American College of Allergy, Asthma and Immunology; American College of Chest Physicians; Global Initiative for Chronic Obstructive Lung Disease; National Asthma Education and Prevention Program

**Radiology:** American College of Radiology, Society for Cardiovascular Angiography and Interventions, Society of Interventional Radiology

**Rehabilitation:** American Association of Cardiovascular and Pulmonary Rehabilitation, American Occupational Therapy Association, Inc., The Orthopaedic Section of the American Physical Therapy Association (APTA), Inc.

**Urology:** American Urological Association Education and Research, Inc., Association for Genitourinary Medicine (AGUM)

**Vascular Disease:** Society for Vascular Surgery
The Krames difference is clear.

You won’t find more effective resources anywhere. In fact, healthcare professionals, health plans and employers continually rate Krames content as superior to the competition in several important areas such as clarity/readability, graphics/illustrations, presentation and technical accuracy.

Here are just a few of the ways Krames content can help healthcare professionals achieve their goals.

**Boost comprehension.**

The example below shows just a few of the comprehension-building elements that are the hallmarks of Krames content.
Help individuals get past their fears.

By addressing the conflicting emotions that arise with an injury, diagnosis or chronic health condition, our content enables readers to understand their health and build the necessary skills to preserve their quality of life.

Motivate change.

Our behavior-based approach uses many 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. According to a patient survey:

- 97% felt more confident about their self-care skills
- 99% said they would follow their treatment plans more closely
- 95% made lifestyle changes suggested in their booklets

Methodology: Surveys were inserted into 5,000 of each of five titles with significant self-care components. We received 188 surveys for a return rate of 0.6%.

Save time and money.

Krames helps clinical staff do more in less time. According to customer surveys:

- Hospital nurses save an average of 31 minutes and $18.37 per patient with Krames patient education
- Physicians in private practice save an average of 9.9 minutes and $13.40 per patient

Increase patient satisfaction.

The Regional Medical Center of San Jose, California, studied the impact of diagnosis-specific discharge instructions on patient satisfaction scores. As reported in the Journal of PeriAnesthesia Nursing, the researcher found an increase in patient satisfaction scores for eight of nine measures after implementing Krames On-Demand, Krames’ print-on-demand solution.

This could provide a significant financial return. A study at Rush Medical Center suggested that improving patient satisfaction scores one point on the Press Ganey scale could generate repeat business worth $521 per inpatient.

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Krames has the right implementation solution to fit your unique needs.

No other patient education provider can offer more content, structured for easy implementation and tagged with extensive metadata.

Krames’ comprehensive electronic patient education database includes:

- Thousands of highly illustrated “HealthSheets™” that increase understanding of anatomy, conditions, procedures, health promotion topics and more
- Emergency medicine and inpatient discharge instructions (Krames Exit-Writer®) designed to speed comprehension and extend the patient treatment plan into the home
- Drug topics that provide patients and clinical staff with vital information on prescription, over-the-counter, herbal and nutritional products

All topics are available in English and Spanish, with hundreds also in Chinese, Russian, Vietnamese, Portuguese and Arabic.

And Krames content is easy to work with. You’ll have access to a comprehensive database of content, in XML, HTML or RTF formats, tagged to standard medical vocabularies such as ICD-9, CPT, and MeSH, and ready to be easily implemented into your EMR system using the following options.

**Krames Content Viewer**

Search, view and print education from a comprehensive content package in a separate window via a URL embedded in your EMR. Krames Content viewer is an effective solution for clients who want a suite of Krames patient education merged with the EMR workflow without fully embedding the content files.
Krames Standard Content Export

With this option, Krames provides a complete library of health content and a database of metadata elements for direct integration into your EMR or other applications. By hosting everything on your own server, you have the ability to manage and deploy content to support your unique patient education programs.

Krames Web Services

This option provides access to Krames-hosted content from within the EMR, allowing clinicians to seamlessly execute searches, retrieve documents with metadata, and access collections organized in tree structures. And Krames provides content management, including new topics, regular updates and periodic reviews.

HL7 Integration

For clients who want to support an existing system investment or take advantage of functionality we’ve developed specifically to support the patient education process, Krames Interface Engine enables Krames applications to exchange and share patient information with client EMR systems. With HL7 integration, clinicians can document patient encounters and store information in the EMR. When a patient record is viewed, clinicians have access to the health information and notes provided to the patient.

Krames will work with you — from consultation through implementation — to make sure you’re building a solution that works for your organization.
Make the industry’s choice for patient education yours.

The premier provider of patient education since 1974, Krames is a trusted supplier and partner to:

- Tens of thousands of physicians and nurses in hospitals and private practice
- 85% of US hospitals
- Hundreds of employers of all sizes, including Fortune 500 corporations and government agencies
- Leading health plans
- Federal, state and local agencies
- Major pharmaceutical manufacturers

Krames is also the judges’ choice, having won over 230 industry awards.

To learn more, contact your Krames Representative.