Connect the Dots.

KRAMES.

Improve patient outcomes and satisfaction with affordable Krames print solutions.
Connect the dots!
Make Krames part of your overall engagement strategy.

At first engagement
When a consumer becomes a patient, their first interaction with you is crucial. It can impact every stage of the patient experience that follows. Krames Patient Education, from StayWell, can help you start them off on the right foot.

Providing information on diagnoses and options is a given. But our solutions are designed to do more. We take pride in creating information that people can easily understand and that motivates them to work with their health care providers to develop a treatment plan, including setting expectations of patient responsibilities in following the plan.

During the decision and consent process
The more engaged patients are, the more likely they are to be satisfied with the quality and outcome of their care, which helps mitigate risk. Communication is the key to helping patients understand their options, weigh their risks and benefits, and prepare for their chosen treatment plan. Krames Patient Education can help you communicate the information your patients need in a way that they'll best understand.

During care
You can improve both outcomes and patient satisfaction by easing patients’ fears through an understanding of their health problem, what they can expect with treatment, and what they can do to help.

At discharge
Proper care transitions are critical for achieving quality goals, patient loyalty, and bottom-line results. The government is intent that CMS will stop reimbursement on what are deemed to be unnecessary readmissions. And pilot projects have revealed that patient education is a crucial element of effective transition programs.

At home
Be sure discharged patients have the information they need for rehab and ongoing care management. Our engaging patient education can extend care into the home, helping drive healthy behaviors, improve satisfaction, and reduce readmissions.

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Delivering ROI ...

Discover how integrated communications from Krames Patient Education proves good business strategy. Separately, each product contributes to your objectives at a specific moment of care. Together, the benefits are compounded to maximize your return on investment throughout the continuum of care.

Envision:

- **Higher quality scores** as better-informed patients report higher satisfaction
- **Reduced readmissions** because patients will know how to manage their care at home
- **More efficient care delivery processes** using time- and money-saving tools and resources
- **Reduced liability** from solutions that minimize miscommunication and aid in the consent process
- **Improved regulatory compliance** from content that helps you meet requirements for Accountable Care Organization participation, Joint Commission accreditation, and more

Krames Patient Education from StayWell saves an average of: 53.6 minutes per patient

... which equates to $26.26 per patient

**FORMATS TO MEET ALL OF YOUR DIVERSE NEEDS**

- Booklets
- Brochures
- FastGuides®
- Workbooks
- Tear Sheet Pads and HealthSheets™

Built for results

Krames Patient Education is recognized and awarded for its ability to improve patient understanding, enhance engagement, and empower people to take control of their health. When you choose Krames Patient Education, you benefit from over 40 years of patient education experience, unmatched expertise, and a stringent development process that ensures the highest quality.

Research
All of our materials are backed by extensive research, and we work closely with health care leaders to ensure we understand your information needs and goals.

- Formal surveys gather feedback from professionals and end users
- Our full-time library staff compiles information from government institutions and academies, medical journals, conferences, and scientific sessions
- Research from current lay literature helps identify what the general public already knows

Structure
Working in conjunction with practicing specialists, an experienced team of writers, designers, medical illustrators, and editors turn health information into engaging patient education that builds comprehension and drives behavior change.

- Behavior-based learning models involve patients in their care
- Twenty-two elements of health literacy design help ensure readability and comprehension
- Medical consultants provide the expert voice behind each title

Review
To ensure technical accuracy and a reflection of the patient experience across the continuum of care, each title is reviewed by a nationwide team of your colleagues who are:

- Chosen based on prominence in their specialty field
- Associated with the nation’s leading universities, teaching hospitals, and health care organizations
- From a diverse geographical background for a balanced representation

Update
Our staff monitors guidelines and revises education as needed. And titles are regularly reviewed and updated to ensure that they remain current with your needs and practice trends.
Words and pictures tell the story.

That’s the idea behind Krames Patient Education’s information design. It’s our unique system of storytelling that’s applied to all our materials, presenting information that engages and motivates the reader to promote better understanding and positive behavior change.

EASY-TO-READ TEXT
Krames Patient Education materials are written in plain language at a 5th- to 8th-grade reading level.

PREVENTING INFORMATION OVERLOAD
Content is organized by key concepts, and the layout establishes a clear information hierarchy, with the most important information presented first.

INVOLVING VISUAL STORY LINES
A variety of visuals, including photos and anatomical illustrations, paint a picture of what patients can expect, explaining the medical experience and keeping readers engaged.

RESULTS
Your patients will be motivated to work with you, to support their health for a successful recovery. The Krames Patient Education combination of clear artwork and text makes learning enjoyable, involving, and rewarding.
Customize Krames Patient Education to your brand and care protocols.

Let us build the perfect solution for every need.

No matter what level of sophistication is required, our custom content team will work with you at every step of the process to ensure you meet your specific objectives.

Ensure continuity of care.

Custom patient education is a smart, easy way to standardize care. Incorporate your brand and care protocols into custom materials that can be used across your enterprise.

Target specific patient populations.

If you need to engage a specific demographic, we can work with you to change the reading level, make changes to the artwork, or even translate the text into a different language.

Streamline programs and processes in key service line areas.

It’s common for health care professionals to use more than one piece of education during the same encounter. We can help you take the best aspects of our materials and combine them into a single booklet or other format to help you meet your objectives quickly and more easily.

Improve outcomes and motivate healthy behaviors with patient education that increases understanding and allays fears.
Imprinting
Add promotional power to your patient education by imprinting your logo or contact information on Krames Patient Education products. Imprinting is an easy and affordable way to generate referrals as patients share these materials with family and friends.

Translations
Providing patients with education in their native languages offers you many benefits. It makes consultations faster and improves compliance by avoiding confusion and mistranslation. You will build and strengthen relationships with your diverse patient populations, and they will recognize and appreciate your commitment and effort.

Templates
Easy-to-modify template booklets offer a fast and economical way to develop education that reflects the surgical experience at your hospital or surgicenter. Fill in the blanks and make changes within the template to create a guide that reflects your patients’ experience.

Interactive forms provide space for health care team contact numbers as well as other information for surgery day, helping the patient get organized and feel ready for surgery.
About StayWell

StayWell is a health empowerment company that enables populations to improve health outcomes through the science of behavior change. For more than 40 years, the company has been a pioneer in employer well-being and patient education solutions that lower risks and reduce costs. StayWell has earned numerous top industry honors for its population health programs, including the C. Everett Koop National Health Award and the Web Health Award. The company has also received Utilization Review Accreditation Committee (URAC) and National Committee for Quality Assurance (NCQA) accreditation for several of its programs. StayWell is majority-owned by Healthcare Services & Solutions, LLC, a wholly owned subsidiary of Merck & Co., Inc. The company is headquartered in Yardley, Pa., with additional locations including St. Paul, Minn.; Portland, Ore.; and Atlanta. To learn more, visit www.staywell.com or connect with StayWell on Twitter, Facebook or LinkedIn.

Call 800-333-3032 to learn more or request a FREE, no-obligation consultation.

staywell.com