

Interactive, custom health content that extends your influence

Elevating patient engagement with digital, trackable health education



Virtual care visits are expected to soar to more than

1 billion

this year, including 900 million visits related to COVID-19.¹

The Krames team always listened and responded to us. Always. For their teamwork, workmanship, and deliverables, we'd recommend them to anyone.

Anna Norton
chief executive officer at
DiabetesSisters



Expand your influence with interactive, impactful DigiReach health education. Learn more at [Krames.com](https://www.krames.com).

Encourage patients to build self-care skills to manage or improve their health—beyond virtual or in-person visits—with custom, interactive DigiReach™ health guides. Whether you choose to leverage your content, trusted Krames content, or a combination of both, our team extends yours in creating DigiReach guides featuring health topics of your choice.

Patients can easily access and navigate DigiReach via web link and share education with family and caregivers.

Deliver content with confidence

DigiReach interactive health guides feature evidence-based content, created and clinically validated by Krames medical editors. Concepts are presented clearly and concisely, supported by detailed artwork from AMI-certified medical illustrators.

Meet patients' diverse learning styles

DigiReach is 508 compliant so patients can learn about their health in the way that works best for them—on their smartphone, tablet, or computer. Features include:

- ▶ Audio voiceover of text
- ▶ Rollover text that explains words and phrases in everyday language
- ▶ Videos that give visuals of physiology and other medical concepts
- ▶ Quizzes at the end of each chapter to verify learning and surveys to capture self-reported outcomes
- ▶ Ability to include multimedia assets such as a video player, MP3 audio files, animations, and slideshows

Provide a digital experience with your personal touch

DigiReach interactive health guides are created based on your organization and patient needs, offering:

- ▶ Branding feature – add your logo to every page of the guide to promote your organization and reinforce your brand
- ▶ Patient personalization – enable patients to personalize their action plans and logs within the guide as desired, and print them as needed
- ▶ Language translations – offer digital in English and Spanish, or custom translations into any language of your choice
- ▶ Call to action – include key messaging—such as donation opportunities—throughout the guides

Gain invaluable insights via a trackable user experience

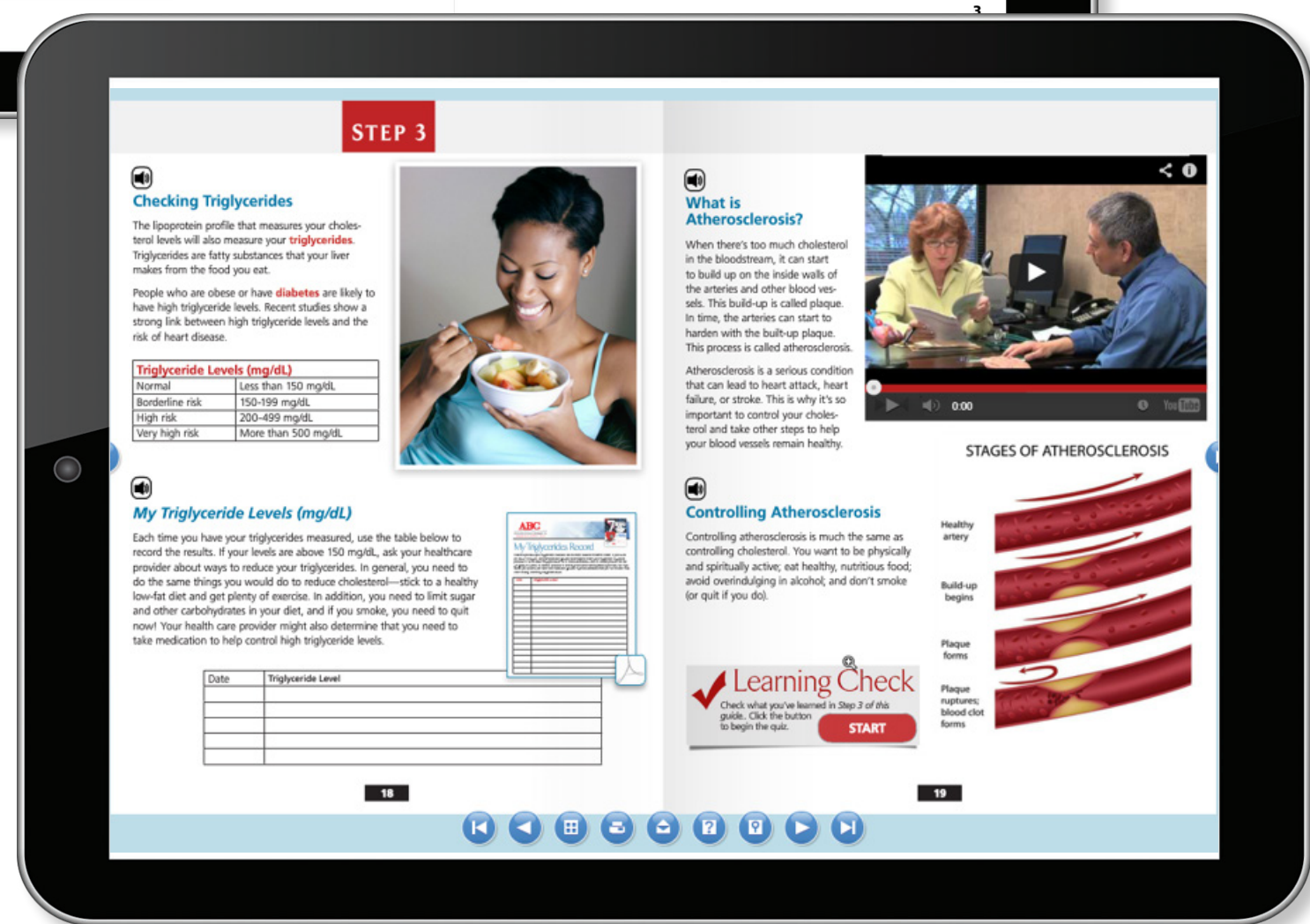
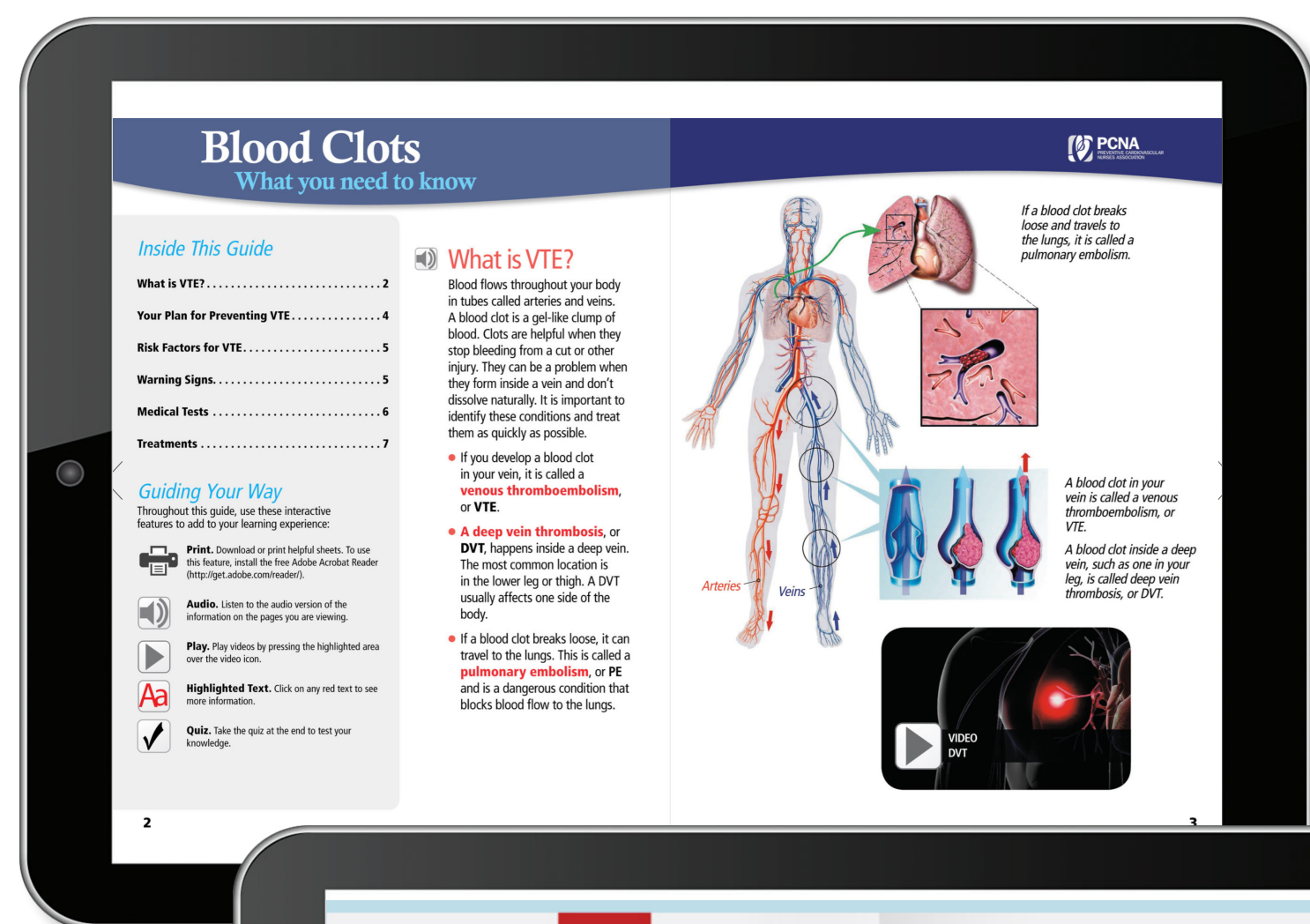
Gain insight into your ROI. Comprehensive, real-time analytics let you know how readers interact with DigiReach content using built-in outcomes measurement tools and reports that you can track at any time.

Grow your outreach communications socially

You or your patients can share DigiReach health content via email or social media channels like Facebook, Twitter, LinkedIn, and Pinterest—further expanding your audience.

Promote shared decision making

When patients understand more about their health and treatment options, they can become an informed partner in working with clinicians to make decisions about their care. When part of the decision process, patients are usually more satisfied and more likely to follow treatment plans, resulting in better outcomes.



Krames
Activating health

From discovery to recovery, Krames is here to activate health with empowering content, engaging education and marketing, and intelligent, integrated clinical workflow solutions. Visit [krames.com](https://www.krames.com) to learn more.

Reference

¹ U.S. virtual care visits to soar to more than 1 billion. Forrester Web site. <https://go.forrester.com/press-newsroom/us-virtual-care-visits-to-soar-to-more-than-1-billion>. April 10, 2020. Accessed September 29, 2020.

