

# Quality patient education for better patient and provider outcomes

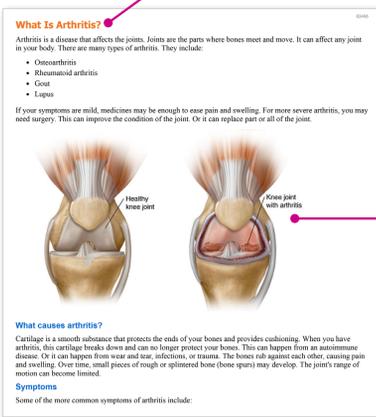
Empowering patients to actively manage their health



Enhance the quality of care you provide and its outcomes, with patient education that helps your patients easily understand their health concerns—right from the point of care.

Krames On-Demand® is a flexible, web-based solution that allows you to:

- Access, “prescribe,” and print highly visual, up-to-date patient education in various languages
- Offer personalized, branded HealthSheets™ that explain anatomy, conditions, and procedures
- Customize existing HealthSheets, or create and integrate custom resources
- Access drug information sheets on prescription, over-the-counter, and nutritional products
- Offer videos that help patients and caregivers understand complex medical concepts and procedures, and make better health decisions
- Deliver easier-to-read resources uniquely for patients with low-literacy needs



A single learning objective helps patients better retain information.

Award-winning artwork helps patients visualize medical concepts without feeling overwhelmed.

Text written at the 6th-grade level, as measured by the Flesch-Kincaid Grade Level and Flesch Reading Ease tests.

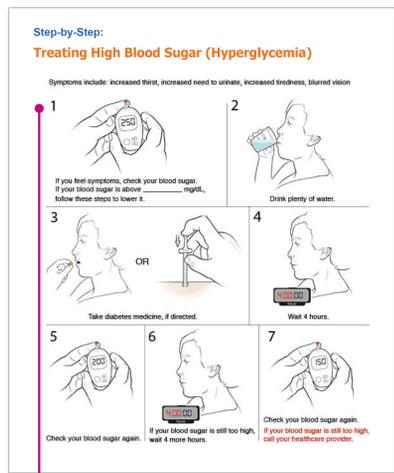


Image-only HealthSheets simplify instructions and appeal to all audiences, whatever their reading level.

## Capture your patients' attention with videos that build knowledge

Educate your patients and their caregivers while engaging and connecting with them through video. With Krames On-Demand, you can leverage the power of:

### Krames videos

Our ultra-high-definition and URAC-accredited patient videos on anatomy, procedures, and self-care behaviors are easy to follow, and help your patients understand complex medical concepts and procedures. To further ensure understanding, the many titles are available in English and Spanish, and closed captioning with the ability to print transcripts and images.



### Krames patient and caregiver experience videos

Our experience videos for both patients and caregivers share personal stories of those who have faced, managed, and overcome a similar disease. Comprised of hundreds of titles, ranging from one to four minutes, they motivate and empower patients and caregivers to make more-informed decisions for better health outcomes.



## Reach patients beyond the pharmacy

Krames partners with VUCA Health to offer its [library of videos](#) on more than 500 medications, 90% of the top 1,000 national drug codes by volume, and medication administration—in English and Spanish.

## Customize the content the way you want it

Our Custom Content Builder editing tool allows you to customize content to meet your organization and population needs, and your state and local regulatory requirements.

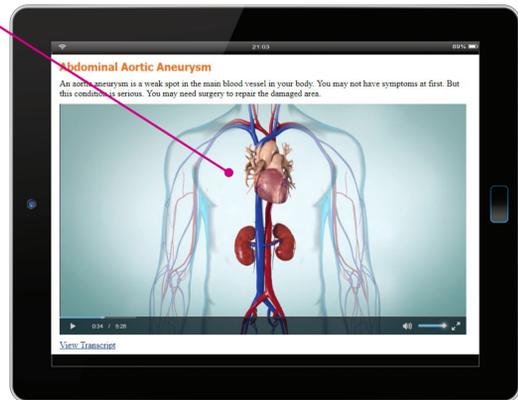
## Enhance the experience for both patients and providers

Deliver up-to-date patient education at the point of care and through the patient portal, with our flexible Krames On FHIR® application. Using SMART on FHIR® technologies, the application integrates seamlessly into your EHR system and directly into your workflow—while allowing you to provide content based on the patient's profile and clinical encounter. Easy to read and understand, patient education delivered using Krames On FHIR helps patients learn about their condition and the skills they need to improve their own health.

## Accommodate additional learning styles and stages

### 3D model animations

We partner with ViewMedica to offer Swarm Interactive® animated videos, with rotating 3D models, labeled slides, and printed text, on hundreds of topics. They're offered in three packages, depending on the quantity of videos you need.



### Pediatric health

Partnering with KidsHealth® from Nemours we offer American Academy of Pediatrics—recommended and Bright Future Guidelines—consistent education exclusively for the pediatric population. Hundreds of resources feature age-specific instructions and pediatric-friendly illustrations, and additional guidance on common growth and development topics including well-child care instructions for recommended well visits from birth through age 18.

### Your Child's 13-Year Checkup

At today's visit, the doctor measured your teen's growth and checked his or her health. Here is some information to help you care for your teen until the 14-year checkup.



- **Know what your teen is doing online.** Check social media conversations and texts.
- **Staying healthy**
  - Promote healthy eating:
    - Help your teen get enough calcium each day (the amount in about 4½ glasses of milk). Offer low-fat (1%) or nonfat (skim) milk with meals, low-fat dairy foods (such as yogurt and cheese), and/or calcium-fortified items (such as juice).
    - Offer plenty of iron-rich foods such as meat, poultry, seafood, beans, and iron-fortified items (such as bread and cereals).
    - Teach your teen to read food labels to limit foods that are high in fat (such as fried foods), added sugar (such as sweets and sports drinks), and salt (such as fast food).
    - Do not give your teen energy drinks. They can contain large amounts of caffeine or other stimulants (uppers) and may be harmful to your teen's health.
  - Encourage your teen to get at least 1 hour of physical activity every day. Gymnastics, running, and baseball are great ways for kids this age to stay active.
  - Limit screen time (including TV, video games, computers, tablets, and by not including homework time) of allow screen time in the bedroom (electronic cigarettes – also called ion, nonprescription, and inhalants), want your teen to smoke, use



KidsHealth resources are written at the 5th- to 7th-grade reading level, in English and Spanish, to be easy for all ages to read and understand.



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](#) to learn more.

