

Empower your members' health journey with Krames On-Demand® education

We're here to help you start activating member health



? 90 million
US adults have difficulty understanding health information¹

Low health literacy costs the US health care system up to

\$ 73 billion
annually²

Extend and reinforce care management with Krames On-Demand®. Motivate your rising and high-risk members with an unrivaled scope of evidence-based, clinically reviewed, culturally appropriate, and personalized health education materials to positively impact health outcomes.

Access the right tools in a few clicks

Care managers and health coaches use web-based Krames On-Demand materials to support their members' participation in their own care and overall wellness.

- Select from over 18,000 written and video education assets organized by condition, to provide targeted information in the digital, print, online, and video formats that members prefer
- Activate member understanding of their specific conditions
- Encourage behavior change that can improve the member's sense of control and their health outcomes
- Confirm your coaching by printing and sending materials or emailing PDFs and video links

Personalize and customize member learning and understanding

All materials are written or presented in plain language at the 6th grade reading level. A separate 'Easier to Understand' collection is written at or below a 5th grade level. Detailed artwork deepens and reinforces the member's understanding of their condition. 100% of Krames On-Demand content is available in English and Spanish, with hundreds of topics available in up to 15 languages.

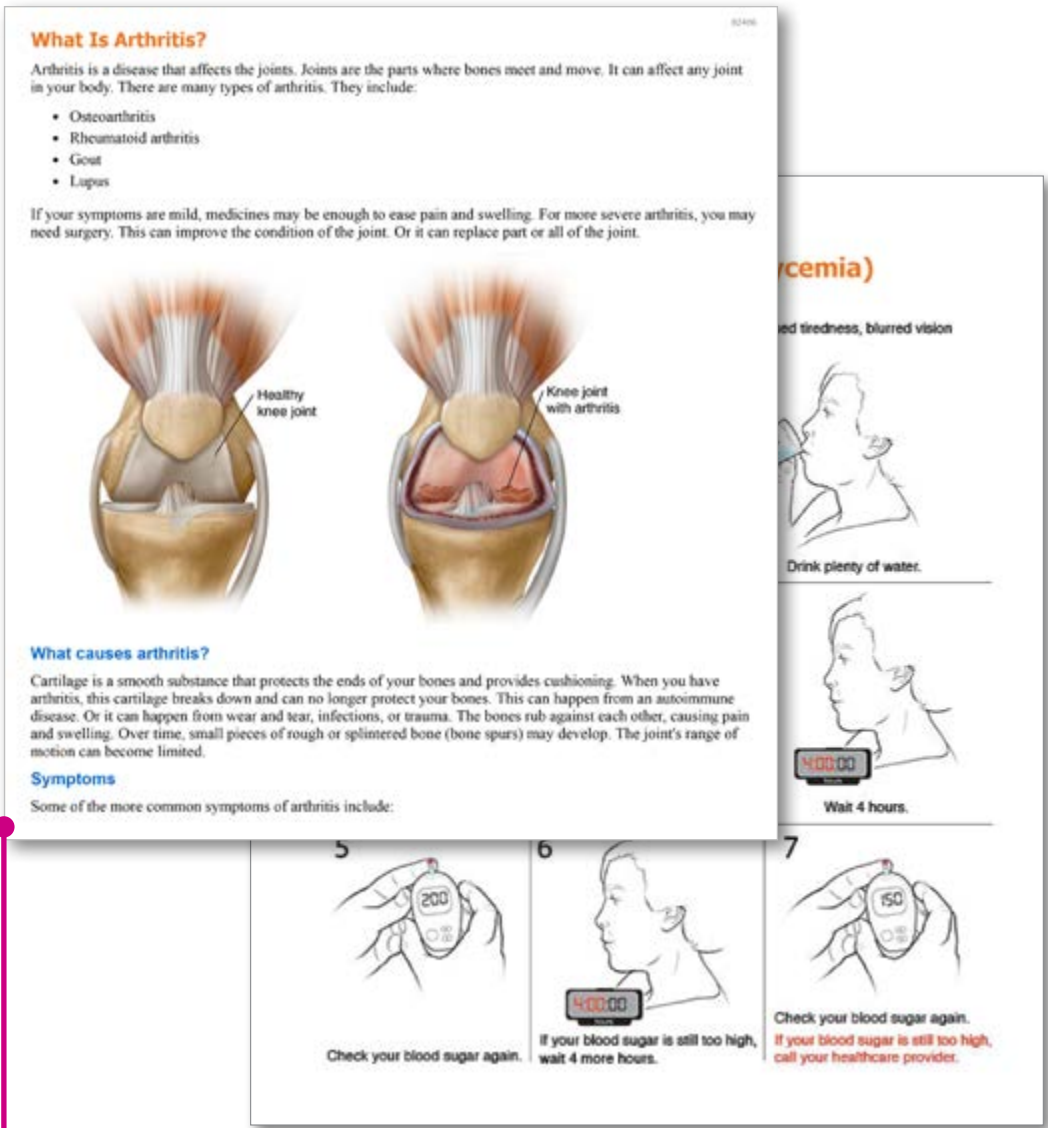
To assure quality and inclusion of the latest information, all topics are medically reviewed and updated every 18 to 24 months. And with Custom Content Builder's built-in editing tool, your health plan can easily brand and customize selected materials based upon plan and population needs.

Improve and simplify workflows

Deliver the right education at the right time based upon the member's profile and health needs, using our intuitive interface that requires little or no training. Managers and departments can organize education materials by condition, personal favorites, or special folders.

Contribute to lowering your plan's healthcare cost and improving quality measures

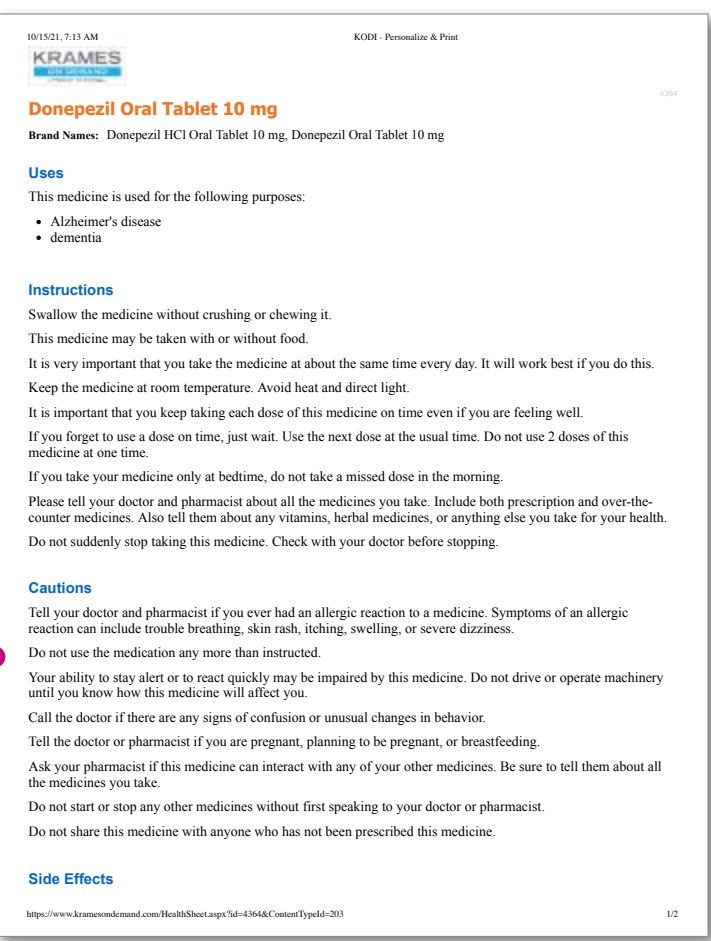
Improving health literacy as part of care management empowers members to make appropriate health decisions and follow their care plans. These build member trust, satisfaction, and can result in better health outcomes. Health literacy and member satisfaction are key to improving risk adjustment factor (RAF) scores and Federal plan reimbursement, as well as plans' HEDIS quality measures and CAHPS member satisfaction scores that support NCQA accreditation plus higher CMS Star ratings.



Explain anatomy, conditions, and procedures with

HealthSheets™

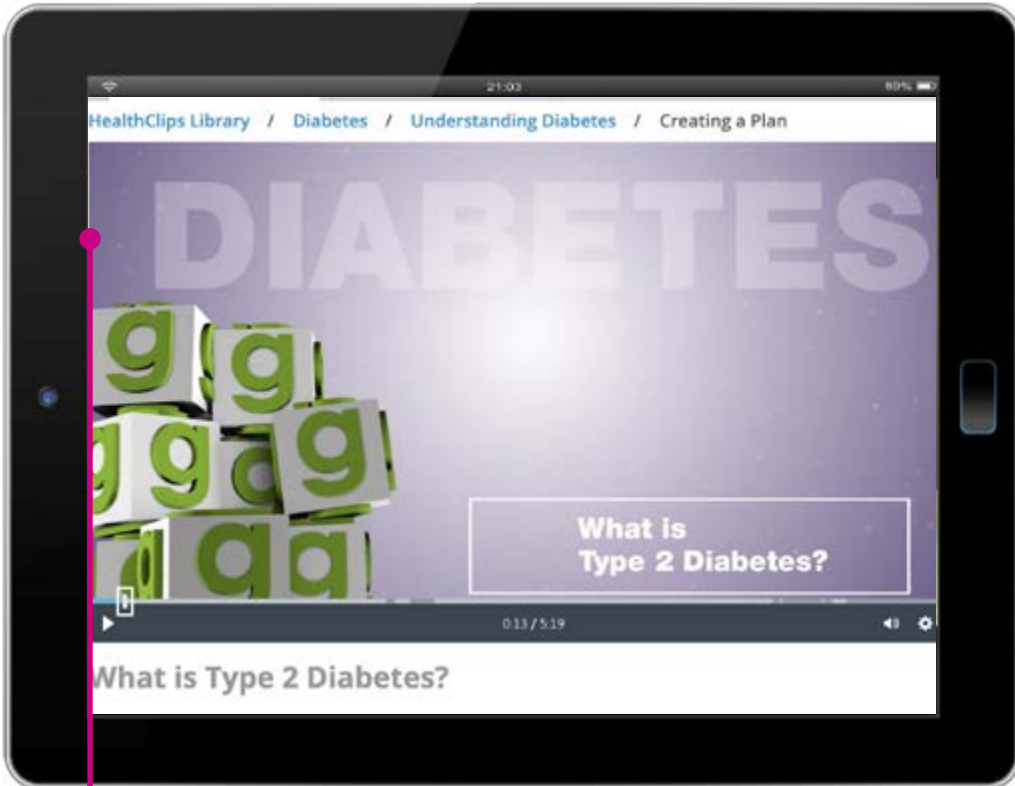
- Over 4,300 highly focused information sheets in 43 health areas that clarify complex medical concepts
- Award-winning artwork that helps members clearly visualize their condition
- Available in standard English at a 6th grade level and Spanish
- Our 'Easier to Understand' collection at the 5th grade or below literacy level
- Image Only versions simplify instructions for all members



Explain medications with

Medication Sheets

- More than 12,700 information sheets that cover 4,500 distinct medications
- 99% of the most frequently prescribed drugs covering approximately 320,000 NDC codes
- Available in English and Spanish



Capture attention and build knowledge with

HealthClips® Videos

- Over 1,500 videos in English and Spanish at a 5th grade literacy level
- Covers 23 therapeutic areas: conditions, diseases, procedures, and lifestyle/wellness issues
- Live action, captioned videos, usually under 5 minutes
- Transcripts with QR codes and links back to the video
- Clear, specific learning objectives reinforced by comprehension questions and teachbacks that support care management
- Preview videos at info.krames.com/videos

Learn more about Krames On-Demand and our complete suite of care management and member wellness programs at krames.com/health-plans. Contact us by clicking "Get In Touch".