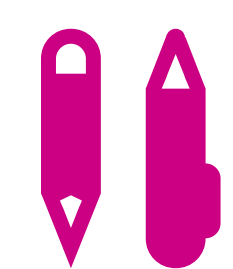




Video-based education that reaches and teaches patients across the care continuum³

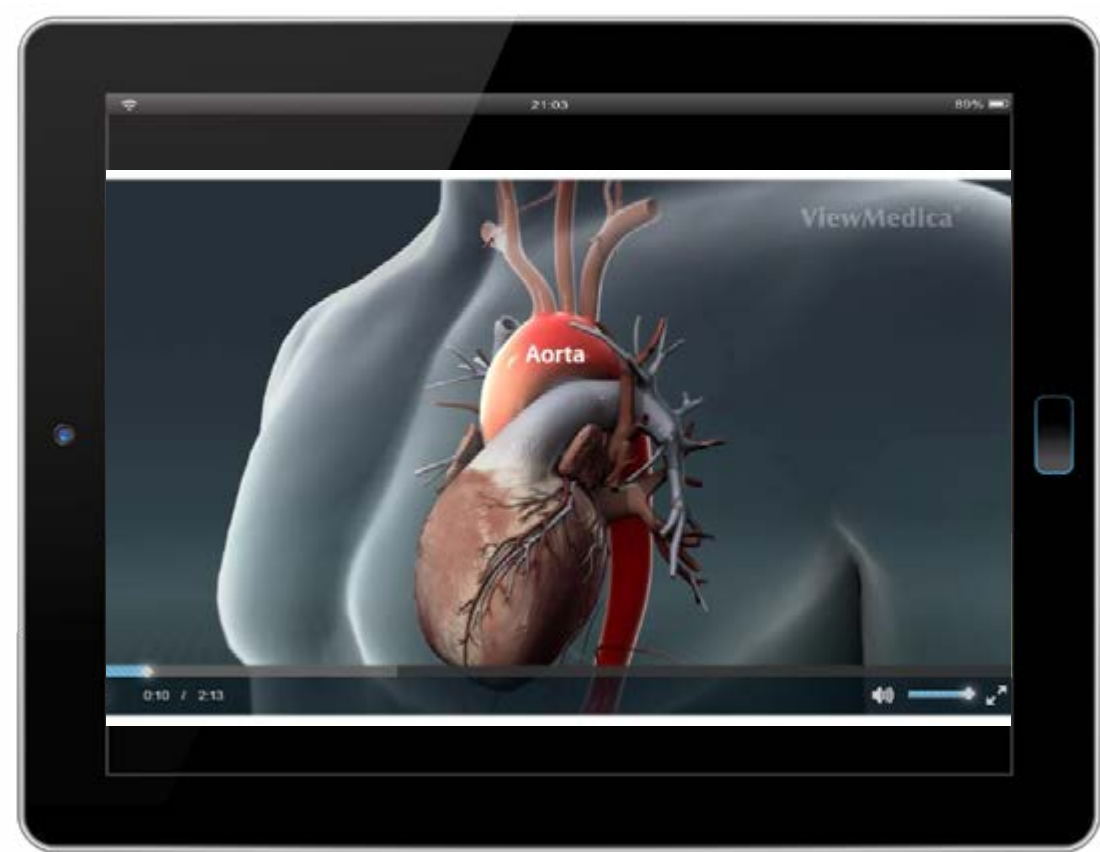
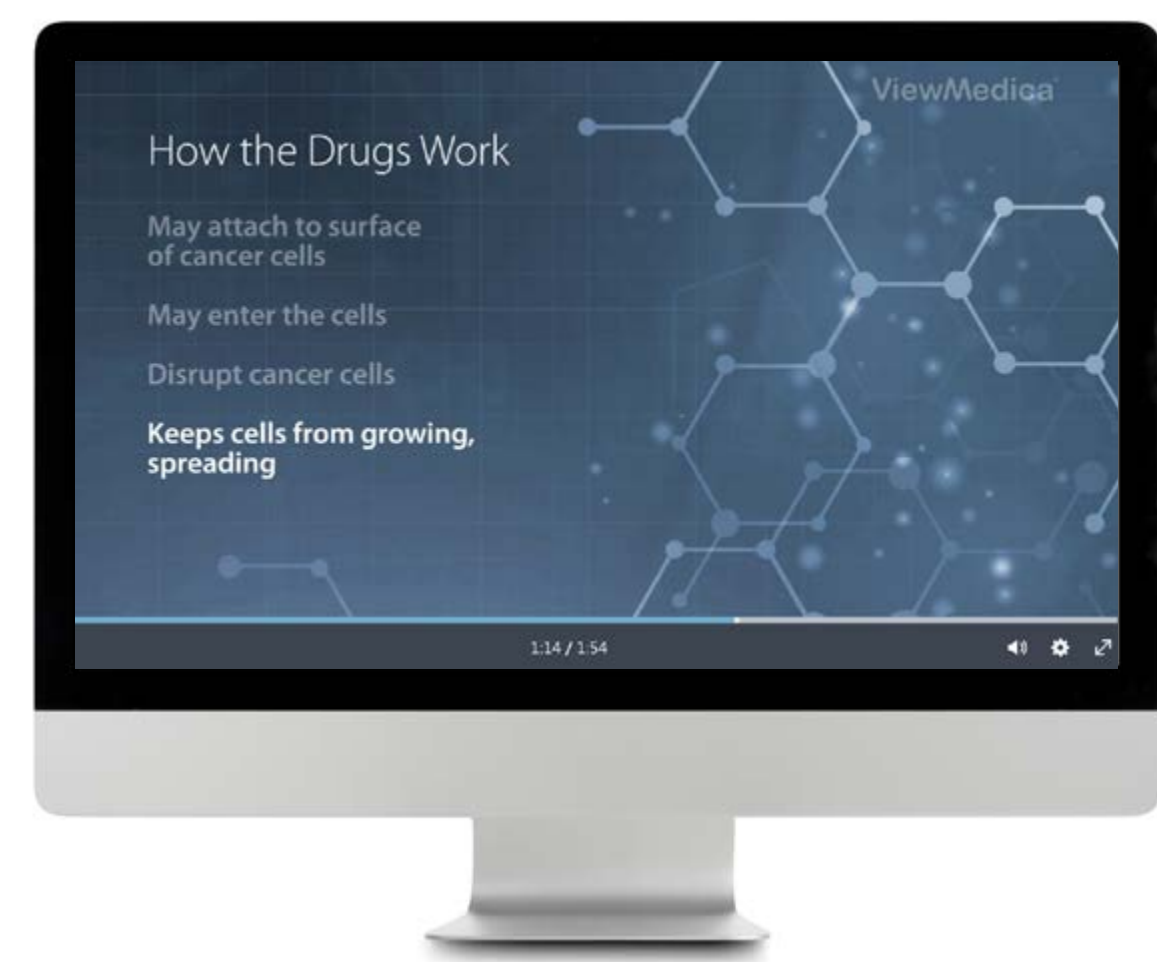
Engage patients while supporting health and driving traffic



 **43%**
of Americans have difficulty comprehending written materials.¹

Videos increase patient knowledge and understanding by as much as  **38%.**²

Using HealthClips,  **91%** of patients stated they took active steps to improve their health as a result of watching hospital tv/health videos.³



As the healthcare industry focuses on delivering patient-centered care, providers are striving to enhance the quality of care they deliver. Healthcare organizations can reinforce this quality with patient education and engagement tools that help patients more easily understand and actively manage their health. Krames is your comprehensive, single vendor solution for premier digital, video, and printed patient education delivered on multiple distribution platforms. We help you reach patients with the right information, in the preferred media, at the right time.

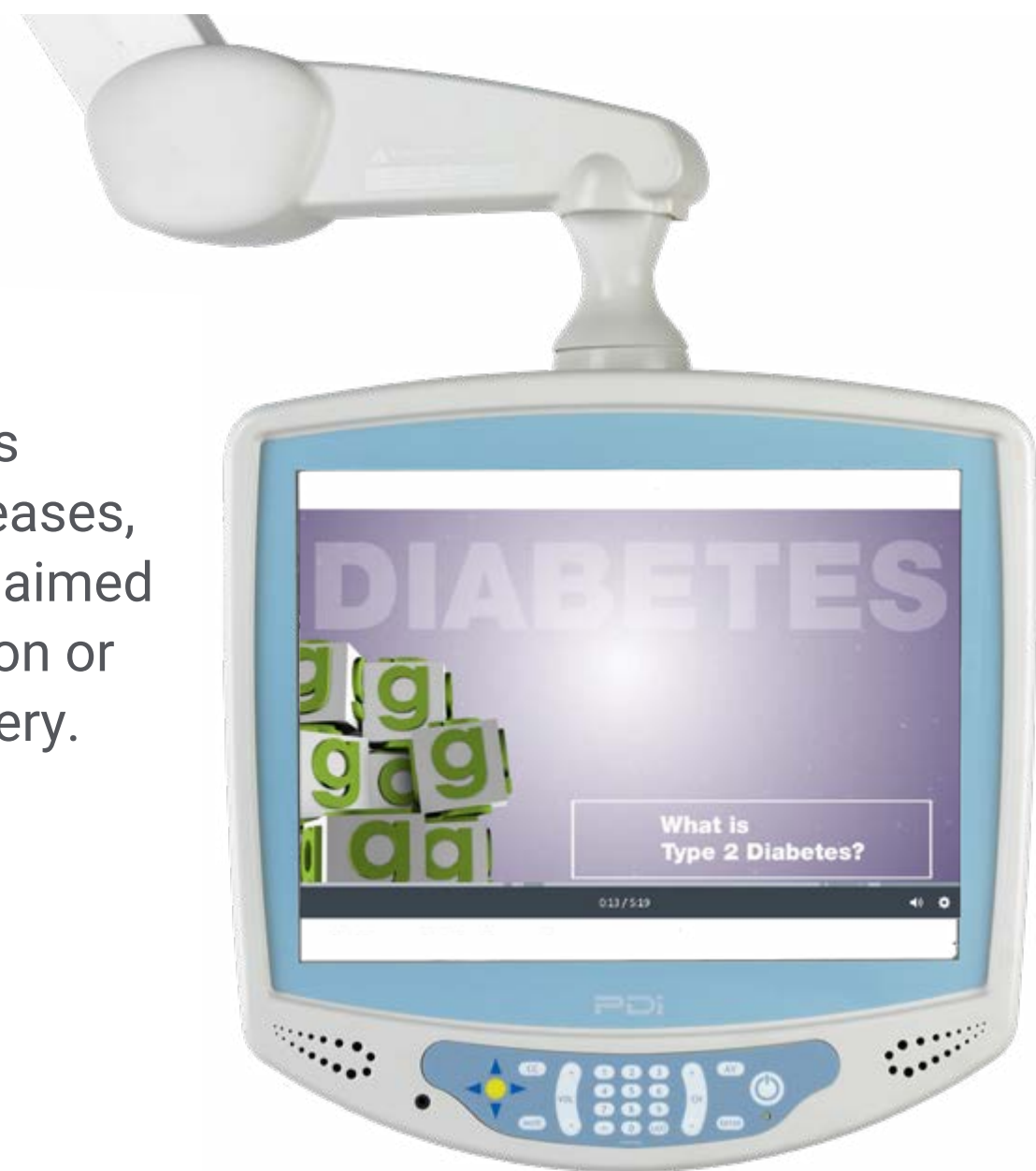
Our comprehensive education solution promotes health literacy and supports a multitude of learning styles. Video brings a powerful value to patient education; it has high popularity among consumers and enables greater levels of comprehension and recall, appealing to learners of all literacy levels. Look to Krames as your single source for consistent, relatable, patient-centric education from discovery through recovery.

Krames patient education video collections include:

HealthClips patient education videos

Our comprehensive HealthClips library includes over 1,500 videos covering the following 23 therapeutic areas covering various diseases, conditions, tests and procedures, and wellness. Our collection is aimed at helping navigate a condition or procedure from initial discussion or diagnosis through treatment, discharge, rehabilitation, and recovery.

- Ambulatory Care
- Cardiology
- Dental Health
- Dermatology
- Diabetes
- Ear, Nose & Throat
- Gastroenterology
- Integrative Medicine
- Medications
- Mental & Emotional Health
- Neonatal
- Nephrology
- Neurology
- Oncology
- Ophthalmology
- Orthopedics
- Palliative & Advance Care Planning
- Pediatrics
- Prenatal & Maternity
- Pulmonology
- Quality of Care
- Wellness
- Women's Health



We employ a variety of styles ranging from graphic checklists and activation clips to on-camera experts, animation, and real patients and clinicians—not actors—telling their stories. The variety helps to support various learning styles while focusing on informing and activating patients and reinforcing learning and comprehension. Additionally, our robust accompanying metadata, including comprehension questions and teach back, support improved patient-provider dialogue and interactions.

Augment your HealthClips collection with any of the following specialty video collections, all of which are available in English and Spanish.

- **Medication Collection** - covers 90% of the top 1,000 national drug codes by volume, and provides pharmacy guidance on medication administration to support patient adherence.
- **Medical Animations Collection** - proven effective in increasing procedure compliance, our 3D medical animation collection effectively explains otherwise complicated concepts related to procedures and treatments.
- **Integrative Medicine** - further supports patients with pain relief, anxiety reduction, improved sleep, and overall peace of mind using techniques such as relaxation, meditation, and guided imagery.
- **Pediatrics** - this expanded library is uniquely designed to help both young patients and their caregivers understand common conditions and procedures, and take positive and healthy action.