GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE (FSS)
PRICE LIST

MULTIPLE AWARD SCHEDULE
Office Management PSC 7610

The StayWell Company, LLC
800 Township Line Rd., Yardley, PA 19067
Phone: 800.333.3032 • Fax: 866.722.4377

kramesstore.com
Large Business

Contract Number: GS-02F-0106Y
Period Covered by Contract: March 23, 2022 through March 22, 2027
Effective through Modification PO-0045 March 23, 2022

Contract Administrator: Natalie Kindt
1-800-333-3032 nkindt@staywell.com

For more information on ordering from Federal Supply Schedules
click on the FSS Schedules button at fss.gsa.gov.

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is: http://GSAAAdvantage.gov.
Partner with the leader in patient education.

CUSTOMER INFORMATION:
1.a. Awarded special item numbers: 511130
1.b. Lowest price item: 11499 $0.39
1.c. Hourly Rates: Not Applicable
2. Maximum order: $1,000,000.00
3. Minimum order: $25.00
4. Geographic coverage (delivery area): 48 contiguous states, DC, AK, HI, PR
5. Points of Production: StayWell, 280 Utah Ave., South San Francisco, CA 94080
6. Prices listed are NET, discount deducted
7. Quantity discounts: See page 5.
8. Prompt payment terms: None. Notification that Government purchase cards are accepted at or below the micro-purchase threshold: Accepted
9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold: Accepted
9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: Accepted
10. Foreign items: None
11.a. Time of delivery: 7-10 business days
11.b. Expedited delivery: All items are available for expedited delivery at an additional fee.
11c. Overnight and 2-day delivery: All items are available for expedited delivery at an additional fee.
11d. Urgent requirements: When the Federal Supply Schedule contract delivery period does not meet the bona fide urgent delivery requirements of an ordering agency, agencies are encouraged, if time permits, to contact the Contractor for the purpose of obtaining accelerated delivery. The Contractor shall reply to the inquiry within 3 workdays after receipt. (Telephonic replies shall be confirmed by the Contractor in writing.) If the Contractor offers an accelerated delivery time acceptable to the ordering agency, any order(s) placed pursuant to the agreed upon accelerated delivery time frame shall be delivered within this shorter delivery time and in accordance with all other terms and conditions of the contract.
12. F.O.B. point(s): Destination
13a. Ordering address: StayWell, 800 Township Line Rd., Yardley, PA 19067.
13b. Ordering procedures: Phone your order 800.333.3032, fax your order 866.722.4377 or visit kramesstore.com
14. Payment address: StayWell, PO BOX 90477, Chicago, IL 60696
15. Warranty provision: 30 days
16. Export packing charges, if applicable: n/a
17. Terms and conditions of Government purchase card: Same as commercial
18. Terms and conditions of rental, maintenance, and repair (if applicable): n/a
19. Terms and conditions of installation (if applicable): n/a
20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): n/a 19a. Terms and conditions for any other services (if applicable): n/a
21. List of service and distribution points (if applicable): n/a
22. List of participating dealers (if applicable): n/a
23. Preventive maintenance (if applicable): n/a
24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): n/a
24b. 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and full details can be found at www.kramesstaywell.com/krames-staywell-508-compliance. The EIT standards can be found at: www.Section508.gov/.
25. Data Universal Number System (DUNS) number: 02-001-8784
26. Notification regarding registration in the System Award Management (SAM) database: Registered

Krames Patient Education, a product of StayWell, has been the leading choice for accurate, accessible and effective patient education since 1974. Today we offer over 600 products in a wide range of formats — from workbooks and booklets to brochures and tear sheets — recognized and awarded for the many ways they empower people to take control of their health.

Health care providers in hospitals and private practices use Krames Patient Education to:
+ Encourage patients to follow through with procedures and comply with self-care instructions
+ Support informed consent for treatment
+ Improve patient satisfaction
+ Comply with Joint Commission standards
+ Save clinical time
+ Reduce costly readmissions and callbacks

Hospital marketing departments use Krames Patient Education to:
  - Build brand recognition throughout the community
  - Demonstrate their facility’s commitment to quality care
  - Generate referrals
  - Enhance physician and patient relationships

Community health centers use Krames Patient Education to:
  - Effectively reach out to people of all health literacy levels
  - Create awareness of important health issues
  - Motivate healthy behaviors within the community

Health plans use Krames Patient Education material to:
  - Increase the satisfaction of their member populations
  - Lower utilization through disease management and population health management programs
  - Build brand preference

They all choose Krames Patient Education for our superior content design, as well as the stringent development and review process.
Built for results

Krames Patient Education, a product of StayWell, 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 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.
Anatomy of Krames Patient Education

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.

IN涉及ING 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.
With a comprehensive patient education library covering the continuum of care in nearly 40 specialty areas and over 600 print products, Krames Patient Education has everything you need to meet your patient education goals. All Krames Patient Education titles are written in plain language in accordance with health literacy design principles. Choose from a variety of formats to meet your specific needs.

**Booklets** guide readers through the continuum of care for diseases, chronic conditions and procedures.

**Brochures** highlight key information at a glance.

**Tear sheets** offer illustrated instructions to improve compliance and outcomes.

See the charts below for government discounts on Krames Patient Education print products.

### Individual Print Titles

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – 499</td>
<td>38.25%</td>
</tr>
<tr>
<td>500 – 999</td>
<td>43.25%</td>
</tr>
<tr>
<td>1,000 – 1,999</td>
<td>48.25%</td>
</tr>
<tr>
<td>2,000 – 4,999</td>
<td>53.25%</td>
</tr>
<tr>
<td>5,000 – 9,999</td>
<td>58.25%</td>
</tr>
<tr>
<td>10,000 +</td>
<td>68.25%</td>
</tr>
</tbody>
</table>

Combine titles to determine quantity.

### Packs/Pads of Print Titles

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 – 199 packs/pads</td>
<td>38.25%</td>
</tr>
<tr>
<td>200 – 499 packs/pads</td>
<td>48.25%</td>
</tr>
<tr>
<td>500 – 999 packs/pads</td>
<td>53.25%</td>
</tr>
<tr>
<td>1,000 + packs/pads</td>
<td>58.25%</td>
</tr>
</tbody>
</table>

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Call 800.333.3032 or shop online at kramesstore.com today.