

KRAMES



The only choice for
enterprise-wide patient education.

*Your GSA contract number is GS-14F-6126A
(expires 1/31/12, SIN #760 1 and SIN #760 2).*

KRAMES®
PATIENT EDUCATION

General Services Administration

Office of Federal Supply and Services Federal
Supply Schedule

Patient Education

FSC Group: 76 Part 1 FSC Class: 7610, 7630

Contract #: GS-14F-6126A

SIN #760 1 and SIN #760 2

Contractor's Name: Krames/StayWell

780 Township Line Road

Yardley, PA 19067-4200

TEL: 800-333-3032 • FAX: 866-722-4377

Information for ordering activities

1. Table of Awarded Special Item Number(s) with appropriate cross-reference to page number(s).
FSC: 76; SIN(s) awarded: 760-1, 760-2
2. All SIN(s) maximum order: \$1,000,000.00
3. Minimum order limitation: \$25.00
4. Geographic coverage (delivery area): 48 contiguous states, DC, AK, HI, PR
5. Points of Production: Krames/StayWell, 1100 Grundy Lane, San Bruno, CA 94066-3030
6. Discount from list prices or statement of net prices: see charts on reverse
7. Volume discounts: see #6
8. Prompt payment terms: none
- 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
- 11a. Time of delivery: 30 day A.R.O.
- 11b. Expedited delivery: yes, at additional fee
- 11c. Overnight and 2-day delivery: yes, at 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
Ordering address(es): Krames/StayWell, 780 Township Line Rd., Yardley, PA, 19067-4200
Payment address(es): StayWell/Krames, PO Box 90477, Chicago, IL 60696-0477
13. Warranty provision: 30 days
14. Export packaging charges, if applicable: none
15. Terms and conditions of government purchase card acceptance (any thresholds above micro-purchase level): same as commercial
16. Terms and conditions of rental maintenance and repair: n/a
17. Terms and conditions of installation: n/a
18. Terms and conditions of repair parts indicating date of parts lists and any discounts from list price: n/a
19. Terms and conditions for any other services (if applicable): n/a
20. List of service and distribution points: n/a
21. List of participating dealers: n/a
22. Preventive maintenance: n/a
- 23a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduce pollutants: n/a
- 23b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services, and show where full details can be found (e.g. contractor's website or other location.). The EIT standards can be found at: www.Section508.gov/
24. Data Universal Number System (DUNS) number: StayWell - 02-001-8784
25. Notification regarding registration in Central Contractor Registration (CCR) database: CAGE# 66027

A tradition of patient education innovation

Before plain language and health literacy were buzz words, Krames was using these principles to change the way patient education was developed and judged. This expertise is one of the reasons the American Heart Association/American Stroke Association and the American Lung Association have partnered with Krames for their patient education.

Today, Krames remains at the leading edge with innovative patient education and consumer health information solutions utilizing print, electronic and video formats to meet the needs of the markets we serve.

Healthcare providers in hospitals and private practices use Krames to:

- ▶ Encourage patients to follow through with procedures and self-care responsibilities
- ▶ Support informed consent for treatments
- ▶ Increase compliance with recommendations and instructions
- ▶ Improve patient satisfaction
- ▶ Comply with Joint Commission standards
- ▶ Save clinical time
- ▶ Reduce costly readmissions and callbacks

Hospital marketing departments use Krames to:

- ▶ Build brand recognition throughout the community
- ▶ Demonstrate their facility's commitment to quality care
- ▶ Generate referrals
- ▶ Enhance physician and patient relationships

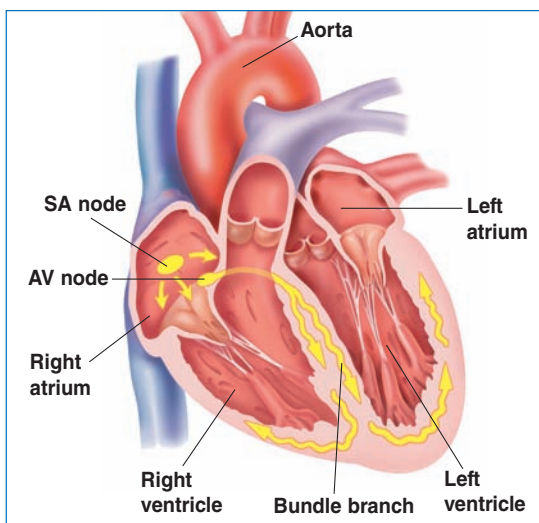
Community health centers use Krames to:

- ▶ 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 to:

- ▶ Increase the satisfaction of their member populations
- ▶ Lower utilization through disease management and population health management programs
- ▶ Build brand preference

It starts with a stringent development and review process that ensures the accuracy, accessibility and effectiveness of all Krames content.



No one creates more effective patient education than Krames.

As you would imagine, quality patient education starts with credible, up-to-date information, however the process of transforming this information into knowledge people can apply is what makes Krames patient education truly valuable. We've perfected the art and science of behavior change through a rigorous four-stage development process.

Stage 1: Determining market need, conducting research

Reaching peers and industry thought leaders at conferences, meetings and trade shows helps us assess the needs of the markets we serve. Formal surveys are also conducted to gather feedback from professionals and end users.

Once product need is determined, library research begins by compiling information from our on-site medical library, government institutions and academies, and interviews and roundtable discussions with medical experts.

Stage 2: Developing peer-reviewed content

As preliminary product research concludes, the Krames team selects experienced medical experts to act as consultants, providing the authoritative voice behind a product. To ensure a product fully addresses the continuum of care and reflects the patient experience, we may also call on content specialists — who have extensive experience in specific subject matter — to help refine the content.

Using the Suitability Assessment of Materials (SAM) as their guide, our award-winning development team transforms this evidence-based information into patient education content that supports the health literacy needs of your audience.

The Suitability Assessment of Materials (SAM)

The SAM scale measures 22 factors of patient education in six categories. While this formula is widely used to evaluate the efficacy of finished material, Krames incorporates these criteria directly into the development process to ensure maximum accessibility and the highest quality products on the market.

Content

- ▶ Purpose is evident
- ▶ Content is about behaviors
- ▶ Scope is limited
- ▶ Summary or review is included

Literacy Demand

- ▶ Reading grade level
- ▶ Writing style, active voice
- ▶ Vocabulary uses common words
- ▶ Context is given first
- ▶ Learning aids via “road signs”

Graphics

- ▶ Cover graphic shows purpose
- ▶ Type of graphics
- ▶ Relevance of illustrations
- ▶ Lists, tables, etc., explained
- ▶ Captions used for graphics

Layout and Typography

- ▶ Layout factors
- ▶ Typography
- ▶ Subheads (“chunking”) used

Learning Stimulation, Motivation

- ▶ Interaction used
- ▶ Behaviors are modeled and specific
- ▶ Motivation — self-efficacy

Cultural Appropriateness

- ▶ Match in logic, language, experience
- ▶ Cultural image and examples

Source: Doak C, Doak L, Root J, *Teaching Patients with Low Literacy Skills* (1996). Second Edition, Philadelphia, PA: J.B. Lippincott Company.



Stage 3: Technical review

At this critical stage, the initial draft of a product is submitted for technical review to 8 – 15 practicing specialists who are:

- ▶ Chosen based on prominence in their specialty fields
- ▶ Associated with the nation's leading universities, teaching hospitals and healthcare organizations
- ▶ From a diverse geographical range, for a balanced representation in the product review

A review team can include experts in several disciplines. For example, the review team for a breast cancer title is likely to include breast cancer specialists, oncologists, radiation oncologists, nurses and breast reconstruction surgeons.

These experts thoroughly review the product for consistency and factual accuracy. The product is revised on the basis of this review and sent back to our consulting team for final approval.



Stage 4: Ongoing review/updates

After a title is published, it is regularly reviewed to ensure it continues to meet market needs.

- ▶ Editors call on practicing specialists to stay abreast of new developments
- ▶ Our in-house library staff constantly monitors medical and regulatory guideline changes
- ▶ End-user feedback is submitted to editors
- ▶ Outcome studies are conducted

During this stage, product titles are also reviewed to ensure that they remain in adherence with specialty practice guidelines. If practice guidelines have been updated, then products are revised to match.

Krames products reflect guidelines and standards of care of organizations such as:

American Academy of Ophthalmology

American Association of Orthopaedic Surgeons

American Cancer Society

American College of Cardiology

American College of Gastroenterology

American College of Obstetricians and Gynecologists

American Dental Association

American Diabetes Association

American Heart Association

American Lung Association

American Podiatric Medical Association

American Urological Association

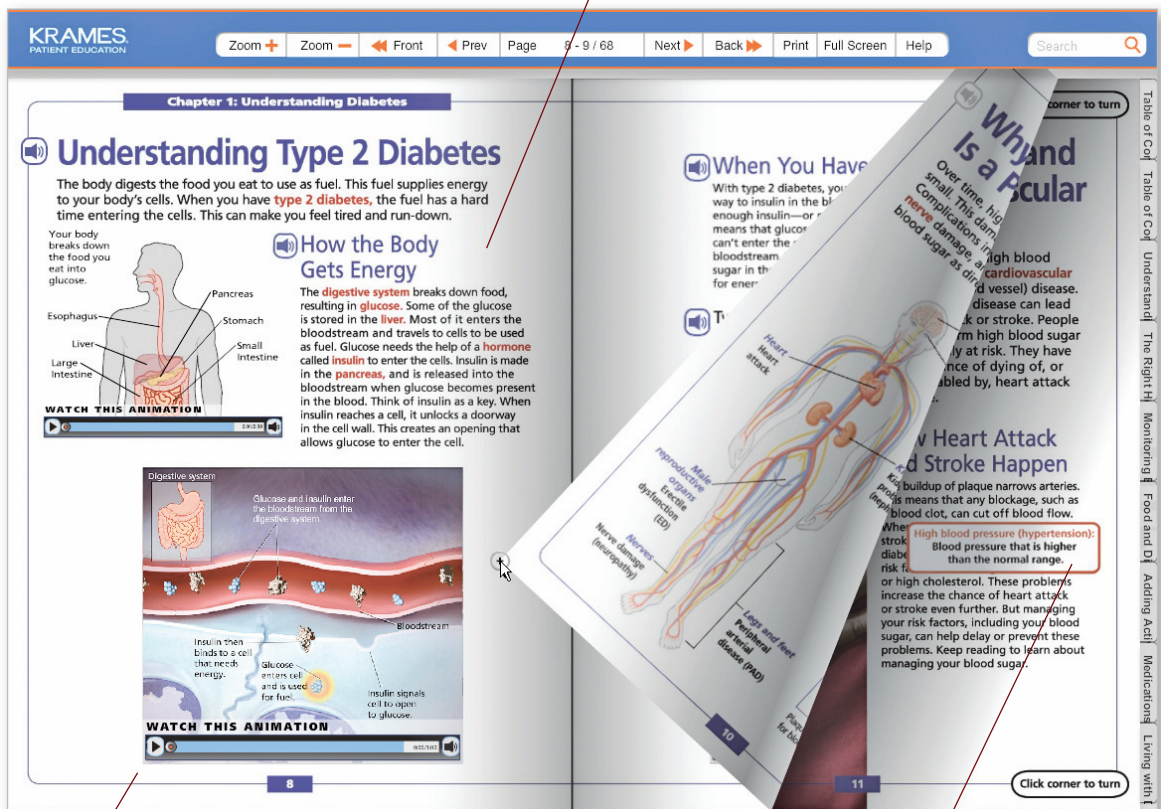
National Heart, Lung and Blood Institute

For a complete listing, call your Krames representative.

The Krames difference is clear.

You won't find more effective resources anywhere. In fact, healthcare professionals, health plans and employers continually rate Krames content as superior to the competition in several important areas such as clarity/readability, graphics/illustrations, presentation and technical accuracy.

Information is organized into concise sections under descriptive headings that make learning manageable.



Krames signature mix of text and visuals helps increase comprehension and improve readability.

Krames content is written in plain language and medical terms are clearly defined.

Published research shows Krames content is proven effective:

The Regional Medical Center of San Jose, California studied the impact of diagnosis-specific discharge instructions on patient satisfaction scores.

As reported in the *Journal of PeriAnesthesia Nursing*, the researcher found an increase in patient satisfaction scores for eight of nine measures after implementing Krames On-Demand, Krames' print-on-demand solution.¹

This could provide a significant financial return. A study at Rush Medical Center suggested that improving patient satisfaction scores one point on the Press Ganey scale could generate repeat business worth \$521 per inpatient.²

¹Lo, Stuenkel, Rodriguez, The Impact of Diagnosis-Specific Discharge Instructions on Patient Satisfaction, *Journal of PeriAnesthesia Nursing*, Vol 24, No 3 (June) 2009; pp 156-162.

²Garman, Garcia, Hargreaves, *Patient Satisfaction as a Predictor of Return-to-Provider Behavior: Analysis and Assessment of Financial Implications*, *Quality Managed Health Care*, Vol 13, No 1, pg 75-80, January-March 2004.

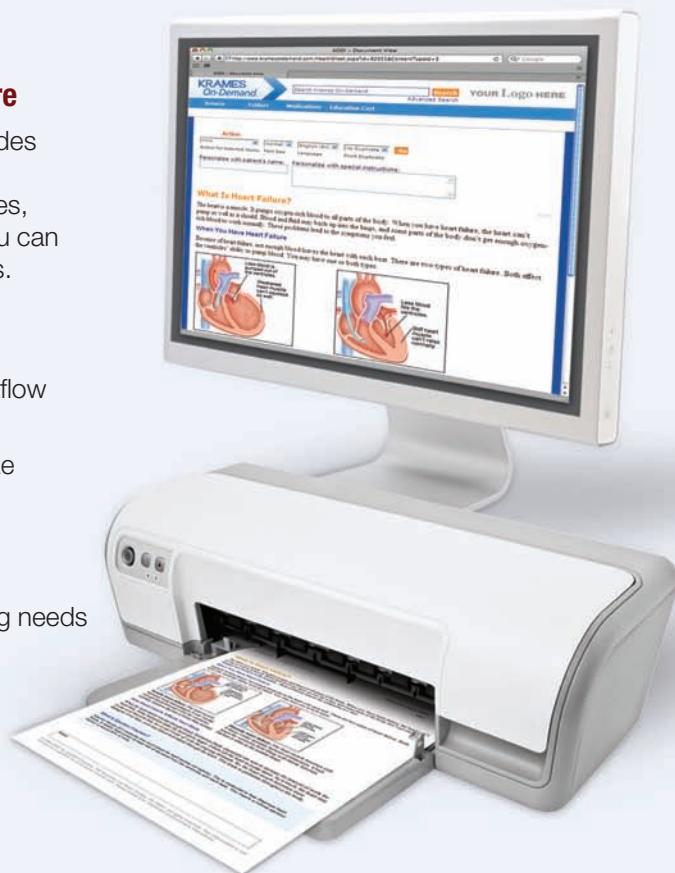
Krames On-Demand®

A complete solution for patient education at the point of care

Our web-based, print-on-demand patient education system provides instant access to thousands of handouts on diseases, conditions, health and wellness topics and medications. Each handout includes, on average, two illustrations to aid in the learning process. And you can personalize printouts with patients' names and special instructions.

Krames On-Demand is a complete solution for patient education at the point of care.

- ▶ An intuitive interface helps lower costs by streamlining workflow and saving staff time
- ▶ Easy-to-use account management features help standardize education across your organization
- ▶ Multiple language options help you serve a diverse patient population
- ▶ Content editing tools help you meet your specific messaging needs
- ▶ An HL7 interfacing option is available to support your EMR investment
- ▶ An additional complementary program featuring a touch-screen interface allows patients and visitors to access content at bedside or in common areas



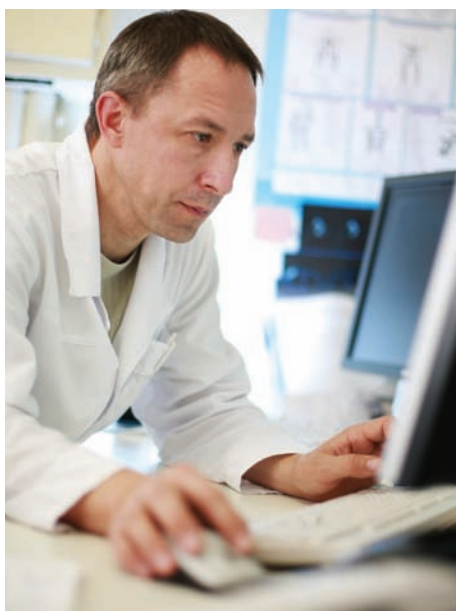
Call 800-920-0870 for more information or a FREE TRIAL.

Krames Exit-Writer®

Discharge instructions and tools for your busy emergency department

Krames Exit-Writer is the industry leader for emergency medicine discharge instructions and tools. Because the software was designed by a practicing, board-certified emergency physician, it functions the way emergency medicine professionals think. It's easy to learn and use, with no formal training required.

- ▶ Select, personalize and print thousands of easy-to-understand discharge instructions from just two main screens
- ▶ Prescription-writing feature improves patient safety and saves time over hand writing prescriptions
- ▶ Medication Reconciliation Tool offers a fast, easy way to document and record patient medication status
- ▶ Fax-to-referral-MD helps enhance continuity of care
- ▶ A content editing feature ensures consistency with your protocols
- ▶ Support your systems investment with an HL7 interface option



Call 800-920-0870 for more information or a FREE TRIAL.

Krames Online™

A complete multimedia patient education solution for your website

Extend care into the home and enhance the patient experience with this content-rich library of health education, including:

- ▶ Thousands of illustrated articles at a 5th- to 8th-grade reading level
- ▶ Hundreds of engaging videos
- ▶ Interactive disease management tools

The attractive, user-friendly interface makes it easy for visitors to find the information they're looking for. A list of related titles enhances learning with additional education. "Print this Page" and "Send to a Friend" features help to generate referrals. And the customizable template supports your brand.

Best of all, Krames Online is affordable and easy to implement with minimal development time and cost. Combine with Krames On-Demand for increased savings and complete standardization across the continuum of care.

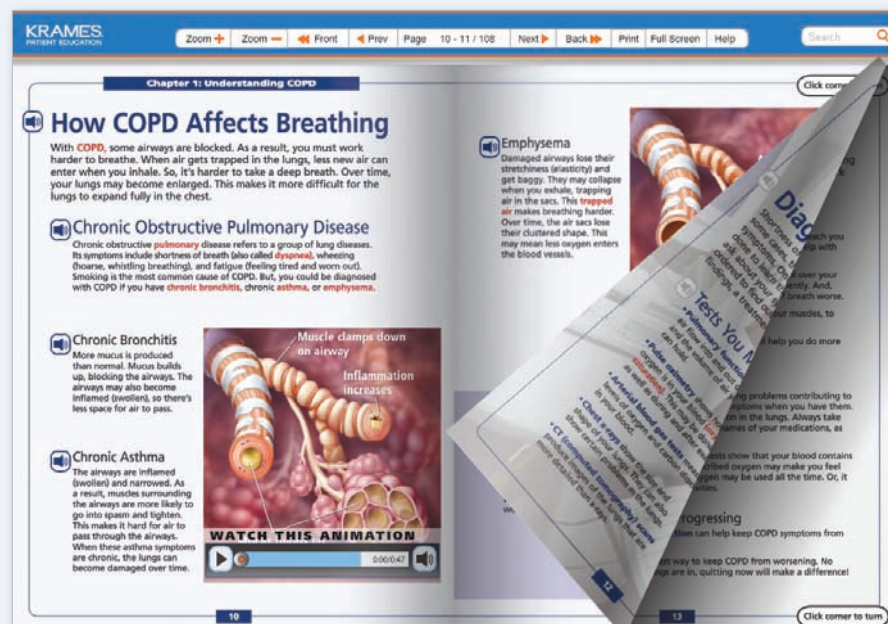


Call 800-920-0870 for more information or a FREE TRIAL.

Krames Go-to-Guides™

Unique interactive learning tools for disease self-management

Each of these innovative self-care workbooks combines text, audio, video and interactive tools into one powerful solution. The unique format and approach make them more effective, engaging and empowering than any tools you've used in the past for **asthma**, **heart disease**, **diabetes**, **COPD** and **heart failure** programs.



- ▶ Comprehensive information and advice help improve outcomes and lower costs
- ▶ Web-based platform affordably delivers education to a wide population
- ▶ Multimedia presentation accommodates diverse learning styles
- ▶ Interactive quizzes provide learning verification

Call 800-920-0870 for more information or a FREE TRIAL.

Subscription Product Pricing

Beds	Krames On-Demand or Krames Online Standalone	Custom Content Builder add-on to Krames On-Demand	Krames Online add-on to Krames On-Demand	Krames Online with Video	Krames Online with Video & 5 Go-to-Guides
1–25	\$2,539.64	\$732.94	\$712.90	\$3,950.40	\$7,573.81
26–49	\$4,035.37	\$1,004.89	\$1,009.33	\$6,189.33	\$10,109.16
50–99	\$6,278.95	\$1,412.81	\$1,570.22	\$8,045.22	\$12,525.96
100–199	\$9,368.27	\$1,974.39	\$2,343.04	\$8,818.04	\$14,071.59
200–299	\$11,459.20	\$2,354.44	\$2,866.26	\$9,341.26	\$15,118.02
300–399	\$12,611.55	\$2,563.84	\$3,154.83	\$9,629.83	\$15,695.17
400–499	\$13,862.28	\$2,791.60	\$3,466.06	\$9,941.06	\$16,317.62
500–599	\$15,242.73	\$3,042.47	\$3,811.65	\$10,286.65	\$17,008.82
600–699	\$16,765.28	\$3,319.18	\$4,192.78	\$10,667.78	\$17,771.06
700–799	\$18,451.71	\$3,625.81	\$4,614.38	\$11,089.38	\$18,614.28
800–899	\$20,273.40	\$3,956.90	\$5,070.29	\$11,545.29	\$19,526.10
900–999	\$22,316.86	\$4,328.80	\$5,579.70	\$12,054.70	\$20,544.91
1000–1999	\$24,539.96	\$4,732.64	\$6,136.93	\$12,611.93	\$21,659.37

Beds	Go-to-Guides per Title	Exit-Writer Standalone or within Krames On-Demand	streamed Video Application	Krames Patient Consent	Krames WebConnect per Specialty
1–25	\$242.81	\$2,492.23	\$3,236.85	\$1,356.35	\$764.05
26–49	\$388.50	\$2,492.23	\$3,236.85	\$3,395.98	\$1,214.06
50–99	\$615.13	\$2,848.35	\$3,236.85	\$6,795.35	\$1,884.23
100–199	\$903.26	\$2,848.35	\$4,208.10	\$9,709.26	\$2,816.63
200–299	\$1,100.75	\$2,848.35	\$4,208.10	\$16,184.26	\$3,438.23
300–399	\$1,204.35	\$2,848.35	\$5,179.35	\$22,659.26	\$3,787.88
400–499	\$1,311.19	\$3,560.60	\$5,179.35	\$29,069.51	\$4,166.66
500–599	\$1,424.50	\$3,560.60	\$6,150.60	\$35,544.51	\$4,574.59
600–699	\$1,554.00	\$3,560.60	\$6,150.60	\$42,019.51	\$5,031.08
700–799	\$1,699.69	\$3,560.60	\$6,150.60	\$48,494.51	\$5,536.13
800–899	\$1,845.38	\$3,560.60	\$7,121.85	\$54,904.76	\$6,080.03
900–999	\$2,023.44	\$3,560.60	\$7,121.85	\$61,379.76	\$6,701.63
1000–1999	\$2,201.50	\$3,560.60	\$7,121.85	\$67,854.76	\$7,362.08

Please note: separate web hosting fees apply via Webhost, LLC to Krames On-Demand, Krames Online, and web-based Krames Video licenses.

Pricing continues on next page.

Subscription Product Pricing (continued)

Fee to add physicians to license	
# of Physicians	Cost per Physician
1	\$854.70
2–5	\$534.19
6–24	\$356.13
25–49	\$178.06

Fee to add non-hospital sites to license	
Surgery Centers	\$696.06
Nursing Facilities	\$696.06
Home Health	\$696.06
Psychiatric	\$696.06
Occupational Health	\$696.06

Video by Title		
Number of Titles	CCTV / Title	Website / Title
1–9	\$51.15	\$96.48
10–19	\$47.92	\$91.30
20–29	\$44.68	\$86.77
30–49	\$41.44	\$81.59
50–475	\$38.20	\$76.41

Please note: separate web hosting fees apply via Webhost, LLC to Krames On-Demand, Krames Online, and web-based Krames Video licenses.

Print products

Ready-to-use, off-the-shelf patient education

With a comprehensive patient education library covering the continuum of care in nearly 40 specialty areas, Krames has everything you need to meet your patient education goals. All Krames 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

Interactive **workbooks** build self-management skills for people with chronic conditions

Durable **FastGuides®** health and wellness tools help promote healthy behaviors while building your brand



Call 800-333-3032 to learn more or request a catalog. Or shop online at www.krames.com today.



When you choose Krames,
you're in good company.

People in the know choose Krames patient education.

The premier provider of patient education since 1974, Krames is a trusted supplier and partner to:

- ▶ Tens of thousands of physicians and nurses in hospitals and private practice
- ▶ 85% of US hospitals
- ▶ Hundreds of employers of all sizes, including Fortune 500 corporations and government agencies
- ▶ Leading health plans
- ▶ Federal, state and local agencies
- ▶ Major pharmaceutical manufacturers

Krames is also the judges' choice, having won over 250 industry awards.

To learn more, call us toll-free at 800-333-3032.

***Your GSA contract number is GS-14F-6126A
(expires 1/31/12, SIN #760 1 and SIN #760 2).***

KRAMES®
PATIENT EDUCATION

A MediMedia Company

780 Township Line Rd.
Yardley, PA 19067-4200
www.krames.com

GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST

On-line access to contract ordering information, terms and conditions, up-to-date pricing, And the option create an electronic delivery order are available through GSA Advantage!

A menu-driven database system. The INTERNET address for GSA Advantage!™ is: <http://www.fss.gsa.gov>

**Schedule Title – Publication Media
FSC Group – :76
FSC Class - :7610, 7630
Contract Number – GS-14F-6126A**

For more information on ordering from Federal Supply Schedules click on the FSS

Schedules button at <http://www.fss.gsa.gov>.

Contract Period: January 31, 2007 thru January 31, 2012

**Contractor: The Staywell Company
780 Township Line Rd.
Yardley PA 19067**

**Telephone No: (800) 333-3032
Fax: (866) 722-4377**

**Contract Administration Source: Victoria Picazo
Business Size: Large**

CUSTOMER INFORMATION FOR ORDERING ACTIVITIES

1. Table of Awarded Special Item Number (s) with Appropriate Cross reference to Page Number(s).

FSC:76 SIN (s) awarded:760-1, 760-2
2. ALL SIN(s) Maximum Order: *\$1,000,000.00.
3. MINIMUM ORDER LIMITATION: \$100.00
4. GEOGRAPHIC COVERAGE (DELIVERY AREA): 48 Contiguous States, DC, Alaska, Hawaii, Puerto Rico
5. Points of Production: Krames Staywell, 1100 Grundy Lane, San Bruno, CA 94066
6. Discount from list prices or statement of net prices:

GSA Discount Schedule

BOOKLETS / FASTGUIDES / MAGNET FASTGUIDES / ALA & AHA Individual Titles

Total Quantity	Discount
1 – 499	38.25%
500 – 999	43.25%
1,000 – 1,999	48.25%
2,000 – 4,999	53.25%
5,000 – 9,999	58.25%
10,000 +	68.25%

BROCHURES / TEAR SHEETS / POSTERS / MAPS/ ALA & AHA Packs

Total Quantity (# of packs or pads)	Discount
1 – 199	38.25%
200 – 499	48.25%
500 – 999	53.25%
1,000 +	58.25%

VIDEOS (Proprietary videos)

Total Quantity	Discount
2 – 4	20.25%
5 – 9	30.25%
10 – 19	40.25%
20 +	50.25%

7. Quantity Discounts: See #6

8. Prompt Payment Terms: none

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:(list items by country of origin) None

11a. Time of Delivery: 30 day A.R.O.

11b. Expedited Delivery: All Items available for expedited at additional fee

11c. Overnight and 2-day Delivery: available 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

Ordering Address(es) Krames/Staywell 780 Township Line Rd. Yardley PA 19067

Payment address(es) Staywell/Krames, PO Box 90477, Chicago, IL 60696-0477

13. Warranty Provision 30 days

14. Export Packaging Charges, if applicable: None

15. Terms and conditions of Government purchase card acceptance (any thresholds above micro-purchase level) Same as commercial

16. Terms and conditions of rental maintenance, and repair N/A

17. Terms and conditions of installation N/A

18. Terms and conditions of repair parts indicating date of parts lists and any discounts from list price. N/A

20a. Terms and conditions for any other services (if applicable) N/A

21. List of Service and Distribution Points: N/A

22. List of Participating Dealers N/A

23. Preventive Maintenance: N/A

24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduce pollutants. N/A

24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.). The EIT standards can be found at:
www.Section508.gov/

25. Data Universal Number System(DUNS) number

Staywell – 02-001-8784

26. Notification regarding registration in Central Contractor Registration (CCR) database:

CAGE# 66027