

RESEARCH BRIEF



The impact of Krames StayWell patient education: customer insights from the hospital market

In today's health care marketplace, ROI is critical. Saving clinical time and money is near the top of every hospital's priority list. Knowing the effect your patient education has on clinical workflow can help you measure its value. To that end, Krames StayWell, one of the nation's leading sources of health information solutions, is proud to present this summary of our most recent hospital customer survey.

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The market has spoken.

To objectively judge the effectiveness of Krames StayWell patient education products, we rely on feedback from the professionals and consumers using them. Market surveys make up one aspect of this ongoing effort.

The survey detailed in this report was designed to:

- + Quantify the time and cost savings hospital customers realize using Krames StayWell materials
- + Determine perceived effectiveness of Krames StayWell's features as compared to competitive materials

Methodology

The survey was emailed to a diverse mix of hospital personnel including but not limited to RNs, Directors, Clinical Coordinators, Nurse Educators, Managers, C-level Executives, Administrators and Buyers/Purchasing Officers and was conducted using Survey Monkey.

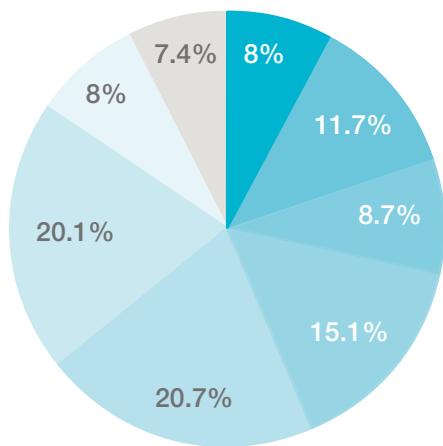
The results were calculated from the response of 438 Krames StayWell customers who participated in this survey.



Health care professionals use Krames StayWell patient education **throughout the continuum of care.**



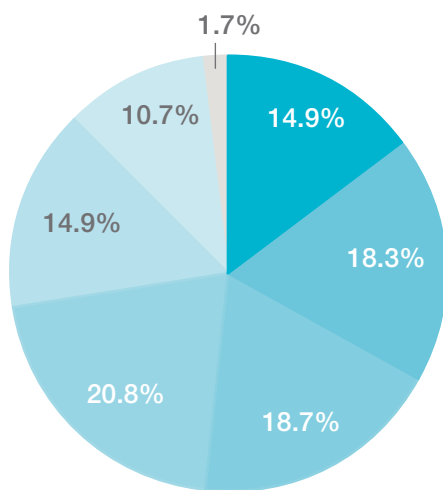
Much of the time nurses spend with patients is devoted to education.



How much total time do nurses spend with an average patient per day?

0-10 minutes	8%	1:01-3 hours.	20.7%
11-20 minutes	11.7%	3:01-6 hours.	20.1%
21-40 minutes	8.7%	6:01-9 hours.	8%
41-60 minutes	15.1%	More than 9 hours	7.4%

Average = 3.3 hours per patient

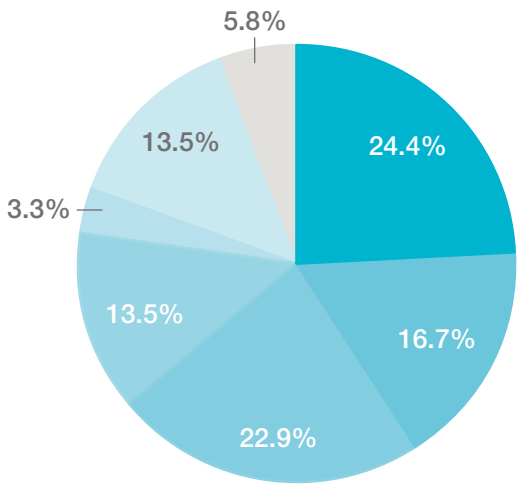


How much total patient education time do nurses and other educators spend with an average patient per day?

0-10 minutes	14.9%	1:01-3 hours.	14.9%
11-20 minutes	18.3%	3:01-6 hours.	10.7%
21-40 minutes	18.7%	More than 6 hours	1.7%
41-60 minutes	20.8%		

Average = 1.3 hours per patient

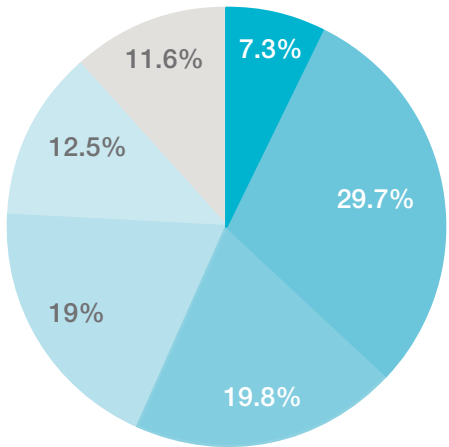
Krames StayWell Patient Education streamlines education encounters.



How much time is spent with a patient (or patient's family) going over Krames StayWell materials when they are handed out to the patient (or family)?

0-5 minutes	24.4%	31-45 minutes	3.3%
6-10 minutes	16.7%	46-60 minutes	13.5%
11-20 minutes	22.9%	More than 1 hour	5.8%
21-30 minutes	13.5%		

Average = 32.2 minutes per patient



How much time do nurses save when only Krames StayWell materials are given to a patient, compared to if that patient had not been given any Krames StayWell materials?

No time	7.3%	21-40 minutes	19%
1-10 minutes	29.7%	41-60 minutes	12.5%
11-20 minutes	19.8%	Over 1 hour	11.6%

Average time saved = 37.2 minutes per patient



Krames StayWell customers identified several ways our patient education saves time and money.

Please review the following patient benefit statements and identify those impacted by Krames StayWell education solutions in terms of cost and time savings for your caregivers or organization.

More confident about personal ability to do self-care



More likely to assist in his/her recovery



Less likely to call for further instructions



More likely to take medications properly



Able to make better informed decisions



Less likely to be admitted/readmitted to the hospital



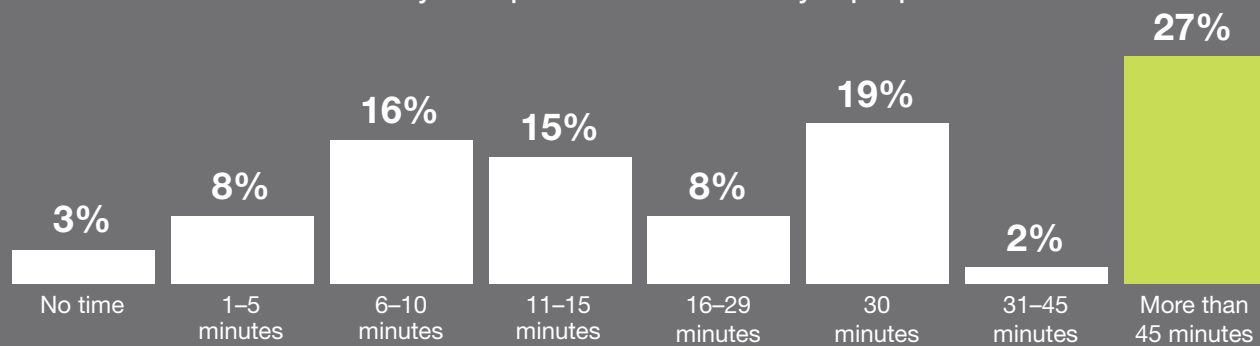
More likely to follow instructions



Cost Time

Krames StayWell patient education saves nearly an hour and over \$26 per patient.

Considering all the time saved directly or indirectly with a patient (if any), approximately how much time does Krames StayWell's patient education save you per patient?



Average time saved = 53.6 minutes

According to Payscale.com, the national hourly rate for a Hospital RN ranges from \$19.67-\$39.12. Applying the median rate of \$29.40 per hour, the time savings above equates to an **average savings of \$26.26 per patient.**



Our customers choose Krames StayWell patient education for its **patient-centered approach**, which incorporates health literacy design principles.

Krames StayWell patient education is rated superior to the competition.

How much more effective are Krames StayWell's features in helping educate your patients compared to features in other products you have purchased?

92.8% rated the art, graphics and illustrations as better

89.7% regard the color to be better

92.3% deem the layout/presentation for patients as better

89.2% determined that the technical accuracy is better

85.6% declared languages and translations to be better

88.8% indicated that the depth of content is better

92.2%

indicated that the clarity and readability for patients is better

Experience the time- and money-saving benefits of Krames StayWell for yourself. Call your Krames StayWell representative today.

About Krames StayWell

Krames StayWell is the consolidation of two leading authorities in the health care field. Formerly sister companies, Krames Patient Education and StayWell Custom Communications united in 2011 with the goal of building on the combined strengths of both organizations to allow clients to more easily benefit from a wider breadth of products, custom solutions, consultative services, and innovative technology applications. Serving hospital, health care professional, health plan, employer, retail pharmacy, government and association clients, Krames StayWell is now the largest provider of interactive, print and mobile patient education solutions, consumer health information, and population health management communications in the country.

As a joint entity, Krames StayWell has an unparalleled range of health care content and design assets, a huge breadth and depth of fully integrated multimedia product and service offerings, and unmatched knowledge and expertise available to our clients. Our incomparable market presence includes over 360 employees located in more than seven offices across the country. Put it all together, and Krames StayWell is proud to offer solutions that touch more than 80 million health care consumers every year, and deliver measurable results for our clients.



ONE DESTINATION FOR EVERY HEALTH COMMUNICATION NEED.

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