



Media Contact

Matt Longman • PR Manager

214.620.4364

mlongman@staywell.com

staywell.com

Twitter: [@MediaGuy29](https://twitter.com/MediaGuy29)





FOR IMMEDIATE RELEASE

StayWell to Launch Advanced Provider Solutions, Updates at HIMSS

Interactive chat, digital health coaching among top features to launch at the global conference

Yardley, Pa. (March 3, 2020) - StayWell, a health empowerment company, announced today it will showcase its latest advancements in health management solutions at the 2020 HIMSS Global Health Conference & Exhibition. Demonstrating the full range of solutions for providers and health systems, StayWell will premiere its newest updates to its Krames On FHIR™ platform solution.

HIMSS20 is being held March 9-13 at the Orange County Convention Center in Orlando and will be attended by nearly 45,000 healthcare professionals. StayWell will demonstrate its latest achievements in AI, interactive learning, and online health engagement to improve care, enhance provider knowledge, and advance care management. StayWell's appearance will include:

- Exhibit (**booth #3521**) hosted by senior leaders offering advanced product demonstrations and private meetings
- Premiere of the Krames On FHIR interactive chat and closed-loop feedback offering meaningful updates to providers, health plans, and health systems
- Advance preview of its new immersive digital coaching experience and lifestyle management programs.

"As more providers and health systems seek efficient and cost-effective ways to shift to a value-based care model, advanced health platforms and updates to processes present an important component to advancing relationships between physicians and patients," said Nicole Latimer, StayWell CEO. "StayWell supports these efforts with integrated workflows within its popular Krames On FHIR platform and MyStayWell™ platform to create a more connected digital health universe. HIMSS provides an opportunity for key industry players to inform and advance the future of health care technology."

Following a record-setting year in 2019, StayWell is planning major updates and launches throughout 2020 to enable richer, more meaningful patient-provider communications. More than 100,000 users are now active on the StayWell platform, and the company is making significant updates in interoperability and personal health data management to support its growth.

For more than 40 years, StayWell has been a pioneer in patient education and employee well-being solutions that lower risks and reduce costs for providers everywhere. Its high-touch technology and highly personalized services empower providers, employers, and payers with trusted education and support that leverages the science of behavior change.

Those interested in connecting with senior executives at the conference can reserve a spot using its online booking link [here](#).

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About StayWell

StayWell is a health empowerment company that enables populations to improve health outcomes through the science of behavior change. For more than 40 years, the company has been a pioneer in employer well-being and patient education solutions that lower risks and reduce costs. StayWell has earned numerous top industry honors for its population health programs, including the C. Everett Koop National Health Award and the Web Health Award. The company has also received Utilization Review Accreditation Committee (URAC) and National Committee for Quality Assurance (NCQA) accreditation for several of its programs. StayWell is majority-owned by Healthcare Services & Solutions, LLC, a wholly owned subsidiary of Merck & Co., Inc. The company is headquartered in Yardley, Pa., with additional locations including St. Paul, Minn. and Portland, Ore. To learn more, visit www.staywell.com or connect with StayWell on [Twitter](#), [Facebook](#) or [LinkedIn](#).

About Merck

For more than a century, Merck, a leading global biopharmaceutical company known as MSD outside of the United States and Canada, has been inventing for life, bringing forward medicines and vaccines for many of the world's most challenging diseases. Through our prescription medicines, vaccines, biologic therapies and animal health products, we work with customers and operate in more than 140 countries to deliver innovative health solutions. We also demonstrate our commitment to increasing access to health care through far-reaching policies, programs and partnerships. Today, Merck continues to be at the forefront of research to advance the prevention and treatment of diseases that threaten people and communities around the world - including cancer, cardio-metabolic diseases, emerging animal diseases, Alzheimer's disease and infectious diseases including HIV and Ebola. For more information, visit www.merck.com and connect with us on [Twitter](#), [Facebook](#), [YouTube](#) and [LinkedIn](#).

Forward-Looking Statement of Merck & Co., Inc., Kenilworth, N.J., USA

This news release of The StayWell Company, a subsidiary of Merck & Co., Inc., Kenilworth, N.J., USA (the "company") includes "forward-looking statements" within the meaning of the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. These statements are based upon the current beliefs and expectations of the company's management and are subject to significant risks and uncertainties. If underlying assumptions prove inaccurate or risks or uncertainties materialize, actual results may differ materially from those set forth in the forward-looking statements.

Risks and uncertainties include but are not limited to, general industry conditions and competition; general economic factors, including interest rate and currency exchange rate fluctuations; the impact of pharmaceutical industry regulation and health care legislation in the United States and internationally; global trends toward health care cost containment; technological advances, new products and patents attained by competitors; challenges inherent in new product development, including obtaining regulatory approval; the company's ability to accurately predict future market conditions; manufacturing difficulties or delays; financial instability of international economies and sovereign risk; dependence on the effectiveness of the company's patents and other protections for innovative products; and the exposure to litigation, including patent litigation, and/or regulatory actions.

The company undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise. Additional factors that could cause results to differ materially from those described in the forward-looking statements can be found in the company's 2018 Annual Report on Form 10-K and the company's other filings with the Securities and Exchange Commission (SEC) available at the SEC's Internet site (www.sec.gov).

About Vestar Capital Partners

Vestar Capital Partners is a leading U.S. middle-market private equity firm specializing in management buyouts and growth capital investments. Vestar invests and collaborates with incumbent management teams and private owners to build long-term enterprise value, with a focus on Consumer, Healthcare, and Business Services & Industrial Products. Since its founding in 1988, Vestar funds have completed more than 80 investments in companies – as well as more than 200 add-on acquisitions – with a total value of approximately \$50 billion. For more information, please visit www.vestarcapital.com.

Media contact / Matt Longman / 214-620-4364 / mlongman@staywell.com

MEDIA ADVISORY

StayWell CEO Nicole Latimer to Present Next Chapter in Digital Health Partnerships

WHAT: StayWell will reveal its latest advancements in its health management solutions that connect the digital health universe among multiple points of engagement. Using high-touch, high-tech solutions to present a progressive yet balanced approach to managing health risks, StayWell's newest updates integrate the latest achievements in AI, interactive learning, and online health engagement to improve care, enhance provider knowledge, and advance care management.

INTERVIEW

OPPS: Nicole Latimer – StayWell CEO,
Mitch Collier – StayWell SVP, Product Development

WHEN: Wed. March 11, 2020; 1PM

WHERE: HIMSS20; Orlando, Fla.
Orange County Convention Center
9800 International Dr, Orlando, FL 32819

CONTACT: Matt Longman
StayWell PR Manager
214-620-4364

About StayWell

- StayWell is a health empowerment company that enables populations to improve health outcomes through the science of behavior change. Its leadership during the past 40 years has helped to make the company a pioneer in patient education and employee well-being solutions that lower risks and reduce costs for providers everywhere.
- StayWell combines high-touch technology and highly personalized services to empower providers, employers, and payers with trusted education and support that leverages the science of behavior change.
- Through its Krames On FHIR platform, StayWell enables providers to refer to and assign education materials to support patient education and treatment guidance. The latest achievements in its Krames On FHIR solution, the company is helping health systems:
 - Use patient demographics, social determinants of health, and clinical information to suggest the most appropriate patient education
 - Identify whether patients are accessing and using patient education
 - Provide assessments to test patient comprehension and likelihood to adhere to care plans
 - Incorporate utilization and assessment data into the patient record and flagging opportunities for clinical intervention
- With Krames materials available to providers and patients in electronic format, StayWell is removing common barriers to health literacy. These achievements also benefit providers and health systems by:
 - Moving from quarterly content updates to real-time, cloud-based updating – reducing burden on health system IT and providing updated education for clinicians and patients
 - Embedding the assignment of patient education into the clinical workflow – reducing the time necessary for clinicians to provide education
 - Offering more flexible patient education distribution, language, and format options – providing greater access to patients
- StayWell has earned numerous top industry honors for its population health programs, including the C. Everett Koop National Health Award and the Web Health Award. The company has also received Utilization Review Accreditation Committee (URAC) and National Committee for Quality Assurance (NCQA) accreditation for several of its programs.
- StayWell is majority-owned by Healthcare Services & Solutions, LLC, a wholly owned subsidiary of Merck & Co., Inc. The company is headquartered in Yardley, Pa., with additional locations including St. Paul, Minn. and Portland, Ore.

Nicole Latimer, Chief Executive Officer

As chief executive officer of The StayWell Company, Nicole Latimer embodies the company's mission to be the premier provider of lifestyle risk management programs for the entire healthcare ecosystem, leveraging the science of behavior change as the foundation for improving health outcomes.

She has extensive experience in population health management, health system growth strategies, patient and employee education, and SaaS development and delivery – managing workflow and analytics applications designed for patients, analysts, clinicians and executives.



Prior to Staywell, she served in a number of executive leadership roles with the Advisory Board Company's Crimson Clinical Advantage division and specialized in healthcare operations and turnarounds at Deloitte Consulting. Nicole holds Masters' Degrees in business administration and management, and health care management and policy from the University of Michigan, and a bachelor's degree in English from Dartmouth College.

Nicole resides in the greater Washington D.C. area with her husband and two teenage sons. You can see more of her activity and involvement in programs and organizations here:

<https://www.linkedin.com/in/nicole-dupont-latimer-4097078/>

A smooth HIT implementation with continuous communication

Enhancing the workflow for a health system to improve the patient experience

Singing River Health System

Singing River Health System is a community-owned, not-for-profit health system on the Mississippi Gulf Coast. Comprised of one of the state's largest emergency departments, two hospitals, multiple community medical clinics, and outpatient centers, it's the second-largest employer in its county with more than 2,500 employees, physicians, and volunteers.

A healthy need

As part of its mission to improve health and save lives in its communities every day, Singing River holds the core values that its patients are its guests, quality is in its DNA, caring communication is key, and teamwork always wins. To help deliver on these values, its clinicians were seeking to replace their patient education solution from a third-party provider with a solution that would better fit their clinical needs and goals.

Key stakeholders were very interested in StayWell's Krames patient education solutions; and in particular, Krames On FHIR® for enabling:



Our team appreciated the fact that StayWell followed our timelines and let us drive the project for what worked well for our team.

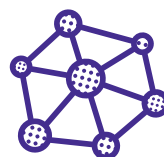
– Janell Goff, project manager at Singing River



Automatic quarterly content uploads



Always-up-to-date education



Integration with their existing EHR workflow



Video modules supporting different learning styles

A rewarding solution

Singing River worked with StayWell to follow a proven, repeatable implementation process for Krames On FHIR, while tailoring the patient education solution to fit its clinical needs. The team ensured the solution's integration with the inpatient clinician workflow, connectivity to the patient portal, and printing capabilities of the after-visit summaries.

They also tested the resource weight on the network and end-user experience in a true clinical application, working through issues, determining the areas for use, and optimizing the system based on their discoveries.

Throughout the implementation, Singing River leveraged StayWell's technical expertise while exemplifying its core value that communication is key by keeping its staff informed along the way. The team educated them on the transition to Krames On FHIR and the application itself before its go-live, and continued to provide training on the system during and after the go-live. The StayWell team also helped the health system develop tip sheets and emails and distribute them to employees.

With this proven process, extensive testing, and ongoing communication, Singing River was able to smoothly implement Krames On FHIR to efficiently deliver user and patient satisfaction, always-up-to-date content, and suggestions and a search library so patients receive the most-relevant information for their care.



Finally, we're moving to a system that's easy for us to use.

– A patient care nurse
at Singing River

Healthy returns

Using Krames On FHIR, Singing River projects:



Positively impacting user and patient satisfaction scores



Optimally educating patients, especially through the solution's helpful suggestions and efficient library searches



Substantially improving the patient and end-user experience with patient education



STAYWELL®

Illuminating the path to better health®

Partner with a health empowerment company that enables providers everywhere to improve health outcomes through solutions applying the science of behavior change. Visit staywell.com to learn more or contact **800.333.3032** to schedule a demo.

A patient education investment with healthy returns

Addressing existing systems that come at a cost

Outdated communication technologies decrease clinician productivity and increase patient discharge times, costing U.S. hospitals more than \$8.3 billion annually.¹

Simplify certain disparate systems that may be costing you more than you think—with Krames On FHIR®. Our solution seamlessly integrates into the EHR and your workflow, allowing you to deliver up-to-date patient education right at the point of care.



These are ways that our solution can align your patient education with your care while increasing the bottom line for your organization:

Current state	Benefits of Krames On FHIR
Patient education uploads that take approximately 30 hours each quarter, occupying IT resources that could be used for other important projects	Eliminates the need for content uploads
Out-of-date patient education potentially causing medical error; ² and resources planned, researched, and designed by staff	Automates updates to always offer the most current evidence-based patient education, reducing medical malpractice liability and readmission rates, while helping improve patient outcomes and satisfaction. Streamlines content creation, with the ability to use in-line editing and incorporate Krames artwork.
Multiple patient education vendors	Offers a comprehensive collection of patient education for inpatient, outpatient, and emergency discharge—from a single source, reducing costs
Inability to access patient education when the EHR system is down	Offers online access as a standalone patient education module during EHR downtime
Separate patient portal	Integrates with your patient portal, featuring a dashboard that allows you to monitor a patient's care plan progress. In turn, reduces your consultation times, while enhancing patient engagement and satisfaction to improve compliance and outcomes. 81% of patients are most satisfied at the time of hospital discharge when they receive instructions. ³
Contextual search by keyword or clinical codes	Features an intuitive user interface, with folders for organization, filtering, and tagging for favorites—enabling you to easily and quickly access resources, to spend more time with patients
Print- or PDF-only patient education	Provides patient education including videos in the clinical workflow and patient portal, which you can use to improve learning, compliance, and outcomes
Limited interoperability for data sharing and collaboration	Enhances access to shared decision-making tools, health risk assessments, and other patient evaluation tools
Limited contact with an account manager dedicated to patient education	Promotes collaboration between you and a dedicated, experienced account manager, saving you time

References

- 1 Ponemon Institute study finds that outdated communication technologies cost U.S. hospitals more than \$8.3 billion annually. May 7, 2013. <https://www.imprivata.com/company/press/ponemon-institute-study-finds-outdated-communication-technologies-cost-us-hospitals>. Accessed February 13, 2019.
- 2 Makary MA, Daniel M. Medical error—the third leading cause of death in the US. *BMJ*. 2016;353.
- 3 Hospital discharge instructions boost patient satisfaction. June 6, 2011. <https://www.fiercehealthcare.com/healthcare/hospital-discharge-instructions-boost-patient-satisfaction>. Accessed February 18, 2019.



Illuminating the path to better health

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On-point patient education, at the point of care

Helping you more efficiently guide patients with enhanced care

Krames On FHIR® is a flexible application that enables you to deliver up-to-date patient education at the point of care. Using SMART on FHIR® technologies, it integrates seamlessly into the EHR and directly into your workflow—while allowing you to provide content based on the patient's profile and current clinical encounter. You can also use it to deliver content through your patient portal or in print, helping your patients understand their condition and learn the skills they need to improve their own health.

Benefits for your clinical team

- Access continuously updated patient education developed using Krames best-in-class and evidence-based methodologies.
- Deliver Krames On-Demand® patient education to your patients through your patient portal or in print.
- View the dates of the education materials that the patient has previously received.
- Customize the user experience per your preferences.
- Implement workflow enhancements, such as content suggestions per the patient's health history, resource or favorite tagging, and folder access.

Coming soon!
Patient portal and program integration, enabling you to prescribe programs and view patient portal activity using Krames On FHIR.

Benefits for your IT team

- Eliminate quarterly uploads of patient education, reducing the technical resources needed for maintenance and support.
- Adhere to the latest industry standard SMART on FHIR API standards.
- Facilitate implementation using our preapproved app.
- Meet Meaningful Use requirements, as the application securely reads patient data from and writes data back into the EHR.

A functionality comparison for IT, clinical, and patient education stakeholders

Function	Current integration	Krames On FHIR®
Meaningful Use — patient education credit	✓	✓
Contextual search — by keyword	✓	✓
Contextual search — by clinical codes	✓	✓
Print education	✓	✓
Workflow integration	✓	✓
Customer branding with logo	✓	✓
Patient portal publishing	✓	✓
Filtering of education by age and gender		✓
Hosted education (quarterly upload not required)		✓
Print optimization		✓
Printed education, portal sharing, or both		✓
Custom folders for resource organization		✓
Tagging of education as favorites		✓
Font-size modifications (including in video transcripts)		✓
Optimized user interface		✓
Custom Content Builder (add-on)		✓
Market-leading video content (add-on)		✓
Patient-specific document editing		✓



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