



## Content Development Process

For over 30 years, the Krames Editorial, Content and Design, and Production teams have been instrumental in maintaining our market leadership position in health, wellness and patient education content. Currently, we employ 60 full-time professionals dedicated to the editorial management, research, review, writing, medical and artistic illustration, quality assurance, design production, manufacturing, inventory management, and IT support of our products for print and electronic content formats.

We have a team of experienced product editors who monitor content areas and specialties, research, conceive, plan, and propose new and revised products and who provide their expert advice from the product idea stage through the entire product development process. The editors also work closely with the writers, illustrators, and designers to develop market-appropriate products. The editors are responsible for developing strategic short-term and long-range plans for their specialty publishing programs keeping in mind key clinical developments, guideline changes and practice trends.

We have an in-house staff of medical writers who are members of the American Writers Association and produce original manuscripts based on primary research provided by our Library department. Our writers are chosen for their ability to produce clear, accurate text that is easily accessible to the average reader. Our writers go through a rigorous interview and testing process. Once hired, they are educated in the Krames brand of instructional design. We also have a full-time Medical Editor, a graduate of Johns Hopkins School of Public Health, who reviews every manuscript for readability and accuracy and is part of the project team.

Armed with a manuscript, our in-house staff of medical illustrators, lifestyle illustrators, and designers creates and produces medical and realistic illustration for all of our products. Each medical illustrator has a Masters in Medical Illustration and is a member of the Association of Medical Illustrators.

Our editorial team works closely with outside medical consultants and reviewers. These healthcare professionals, many of whom are at the forefront of their medical specialty, are chosen for their clinical and technical expertise on the topic at hand. On average, eight to twelve medical professionals will review content during three stages of the development process. Our professional reviewers not only validate the science but they also ensure that our content reflects the patient experience; that the content addresses the concerns of today's patient. This last point is a key differentiator for Krames. We currently have a data base of over 3,000 professional reviewers.

After products are created, content is reviewed on an annual basis to ensure it reflects the latest science and practice standards. We draw upon our reviewer database to provide these reviews. As required by our reviews, content is updated.

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In developing our content, Krames meets the current practice guidelines and standards of care of the prestigious organizations listed below:

### **Cardiology:**

- American Heart Association / American Stroke Association
- American College of Cardiology
- American Association of Cardiovascular and Pulmonary Rehabilitation
- Heart Failure Society of America
- Heart Rhythm Society
- Society for Cardiovascular Angiography and Interventions
- Society of Thoracic Surgeons
- American Association of Thoracic Surgery
- American Society of Hypertension
- Society of Invasive Cardiovascular Professionals

### **Dental:**

- American Dental Association
- American Academy of Periodontology
- American Association of Orthodontists
- American Association of Oral and Maxillofacial Surgeons
- American Academy of Prosthodontists
- American Association of Endodontists

### **Diabetes:**

- American Diabetes Association
- American Podiatric Medical Association
- International Diabetes Center
- National Institute of Diabetes and Digestive and Kidney Diseases
- American Dietetic Association
- American Association of Diabetes Educators
- Endocrine Society
- Juvenile Diabetes Research Foundation
- National Kidney Foundation

### **Gastroenterology:**

- American College of Gastroenterology
- American Cancer Society
- National Comprehensive Cancer Network
- National Digestive Diseases Information Clearinghouse
- American Society of Colon and Rectal Surgeons
- Society of American Gastrointestinal Endoscopic Surgeons

### **OB/GYN:**

- American College of Obstetricians and Gynecologists
- American Association of Gynecological Laparoscopists
- National Academy of Family Physicians
- National Institutes of Health
- American Academy of Pediatrics
- American Society of Reproductive Medicine
- North American Menopause Association
- National Vaginitis Association

### **Oncology:**

- American Cancer Society
- National Cancer Institute
- American College of Obstetricians and Gynecologists
- National Institutes of Health

### **Orthopaedics:**

- American Association of Orthopaedic Surgeons
- National Association of Sport and Physical Education
- North American Spine Society

### **Public Health:**

- Centers for Disease Control and Prevention
- American Social Health Association

### **Pulmonary Disease:**

- American Academy of Allergy, Asthma and Immunology
- Asthma and Allergy Foundation
- American Lung Association
- National Heart, Lung and Blood Institute
- GOLD: Global Initiative for Chronic Obstructive Lung Disease
- American College of Chest Physicians (ACCP)
- American Association for Cardiovascular and Pulmonary Rehabilitation (AACVPR)

### **Urology:**

- American Foundation for Urologic Disease
- American Urological Association

### **Eye Care:**

- American Academy of Ophthalmology
- American Society of Cataract and Refractive Surgery
- Eye Surgery Education Council
- American Academy of Optometry

Krames content is reviewed every 12-18 months. As necessitated by the reviews, content is updated. Additionally, the Krames editorial team is vigilant about keeping abreast of the latest medical developments. If new information necessitates changing content sooner than later, we make those changes immediately. Updates to content are made available to clients on a quarterly basis.

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