

Boost your RFP responses through Krames health education

Differentiate your plan’s winning strategy through quality health content and effective learning tools



At the core is Krames content. It follows guidelines and updates every two years or as needed. When new topics come out, Krames is right on top of it. Education is illustrative and easy to read.

Current client
Manager, disease management, population health solutions, for managed care provider

Krames did a phenomenal job integrating into our care management system. For care managers, the process is easy. They access the material via single sign-in to see folders with approved education.

Solutions at hand that partner with you

Care Manager	Member marketing	Solution	Description
✓		Krames On-Demand	Web-based platform for rising and high-risk member learning
✓		Care Connector	Real-time and follow-up guidance delivered directly from your platform
✓		Go-to-Guides	Interactive workbooks that help members manage major chronic conditions
	✓	Consumer Health Library	Engaging and timely content to reach members online
✓	✓	Custom Content Solutions	Customized print and digital communications and campaigns
✓	✓	Video	Thousands of video topics in English and Spanish
✓	✓	Printed guides	Ready-to-use brochures available to order, customizable for plan name

Multimedia delivery

- Real-Time Coaching

➤ Plan Member Portal

➤ Plan Website
- Direct Mail

➤ Email

➤ In person (clinics, home care)

Health education key to winning RFP submissions

Create a winning request for proposal (RFP) response by integrating Krames health education for your members. Respond to multiple areas in complex RFPs with Krames’ comprehensive, proven content, platforms, and delivery methods. Ease the multi-department lift of an RFP with evidence-based learning programs that fit member outreach to diverse populations, from care management to community health.

Member learning that sets your plan apart

Your RFP team has established win themes that convey your benefits throughout the proposal. With Krames health content and tools, you can support RFPs for Medicaid or Medicare plans, including specific enrolled member services such as drug and behavioral health utilization or long-term services and supports (LTSS). Your care management, marketing, and member education teams can identify the optimum blend of health education programs to include in each section of the RFP, whether it’s early and periodic screening, diagnosis and treatment (EPSDT), outreach, or member services—with measurable results.

Ready to use—by your care managers, marketers and members

Our intuitive platforms enable care managers to pre-organize materials and simplify workflows to reinforce their health coaching. Select from over 18,000 materials that clarify complex medical conditions and medication use for members of all ages. Add interactive guides for members and families on chronic conditions, or easy-to-understand instructions for post-acute care. Marketers can enhance plan websites with content from Krames’ growing collection, adding tools such as health assessments and quizzes.

The assurance of content that’s evidence-based, medically reviewed, and multi-media

Krames education in print, video, and digital formats is grounded in the most recent evidence-based medicine available from clinical databases and research sources, ensuring relevancy, accuracy, and reliability. Clinical subject matter and active content are developed by medical writers and artists, reviewed by experts, then regularly updated every 24 months.

- **HealthSheets™ and Medication Sheets** in standard English at the 6th grade reading level, with collections at 5th grade level and below, in Spanish, and many in up to 15 additional languages
- **HealthClips® videos** that help make medical conditions understandable and relatable with on-camera experts and real patients, not actors. Over 1,500 videos in English and Spanish.
- **Go-to-Guides**, digital interactive ‘flip’ workbooks for major chronic conditions that present engaging lifestyle, nutrition, and health information, including video, in plain language. In English and Spanish, plus print versions.
- **Consumer Health Library**, integrated into a health plan’s web presence, is an additional ‘go-to’ resource for members at any risk level and their families

Custom Content Solutions (CCS) creates unique print, direct mail, and digital programs including fulfillment and delivery. Content is tailored to your plan’s specific requirements, with the same rigorous clinical content development that is part of all Krames materials.

Call on Krames, for the deep resources and expertise that will help reach your plan’s goals and differentiate your plan from others in RFPs.

Learn more about Krames and our complete suite of care management and member wellness programs at krames.com/health-plans. Contact us by clicking “Get In Touch”.



From discovery to recovery, Krames is here to activate health with empowering content, engaging education and marketing, and intelligent, integrated clinical workflow solutions. Visit krames.com to learn more.

