

# The Patriot-News

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## Firm's kiosks teach public about health concerns

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by Azriela Jaffe

The joke was on me. The original column I had slated for Easter Sunday didn't materialize, and I found out a week before this column was due that I'd need to find another subject.

Then I noticed the date: Easter Sunday. Well, I couldn't run just any column on that day. I felt compelled to find a topic that would tie into this major holiday.

A reader wrote to me a while back to recommend a friend, Frank McKee of York, who founded a company called "St. Andrew Development Inc. Fantastic! A company profiled on Easter Sunday named after a saint.

I eagerly sent him an e-mail letting him know he'd been recommended to me. His response was quick, and we spoke by telephone a few days later.

That's when I asked the question: "So, tell me, how is your company related to Saint Andrew?"

He laughed: "Well, no relationship, really. My three former partners and I couldn't come up with a name for our company, but the one thing we all had in common is that we were active in the same parish -- St. Andrew's Church. So, we named our company St. Andrew Development Inc."

His business doesn't relate directly to the church as I had presumed, but I wasn't that far off. McKee is an angel on Earth, doing plenty of good for others, driven by a passion to heal many suffering people. Now, if that isn't a theme appropriate for Easter Sunday, then what is?

Ask McKee to describe his business and at first it sounds like a computer company: "We design and deliver knowledge delivery systems." Huh? Translation: His company makes kiosks that educate the public in a unique and powerful way how to minimize the tragic loss of life due to cancer and tobacco usage. Here's McKee's story:

**"When we did the research, we found that they had gone out with run-of-the-mill literature on cancer, and then they expected the world would beat a path to their door for these services. The content was written at a 11th-grade level, even though most people read at a 5th- or 6th-grade level. When it comes to medical material, about 90 million adult Americans are at a disadvantage because of illiteracy."**

"I co-founded the company in 1987, primarily as a computer programming company. Ten years ago, my partners and I were approached by a client for whom we had developed an application in the behavioral health area. They'd started an initiative to go into an African-American community to prevent cancer by convincing them to have regular mammograms and rectal/prostrate exams.

"They saturated the community with brochures and fliers, offering free exams. Three days later, only two people had showed up. They asked us to evaluate where they had failed.

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"We went back to our client and told them: 'People don't function at the level you expected them to. Interactive learning is the way to go -- a method that offers the public information delivered with a visual read, an auditory paraphrase narration, and a video.'

"That propelled us into the kiosk business to deliver health and human services information the public needs in a way they can digest it and be moved by it toward action."

McKee has seven people actively involved in the company, including two new partners, Dr. Robert Bagian and Marissa Collins, and Mike Goodling, his project manager. His former partners have moved on.

He estimates that his tobacco-prevention kiosk has been in 100 middle and high schools throughout the region. He relates a moment when he knew he was on track:

"The information was derived from focus groups with kids. The biggest compliment was from a school administrator that the content in the tobacco-prevention portal was all MTV fluff. Fantastic! It's not meant for an administrator.

**"This comment is indicative of many educators who evaluate content by how well it is understood by them, instead of looking at what the target audience needs. We have a mantra in our company -- The user is not like me, and they are also probably not as interested in this content as I am."**

St. Andrew Development has set up about 70 kiosks dedicated to wellness and cancer prevention in hospital lobbies, shopping malls, schools and workplaces around the country, as far away as California. York Health System and Harley-Davidson are two local recipients. McKee's newest product, TODAY, stands for "Tobacco, obesity, diabetes, asthma for youth."

I asked why he is dedicated to the cause of cancer prevention. Being a man in his 50s and the father of four, is it as simple as wanting to live to see his grandchildren thrive? Was there a cancer survival story in his past? He replied:

"I was a volunteer 18 years ago in a triathlon in Philadelphia. In the bike leg of the event, they had rugs over railroad tracks. In one place, the rug peeled off and exposed the railroad tracks. Running over the tracks, I took a bad fall and fractured several bones and scrambled my brains up quite a bit.

"People from the cancer society, a sponsor, reached out to me, and I developed a lasting relationship with them. They are the only organization whose stated goal is to go out of business."

St. Andrew Development is a for-profit corporation. But McKee would be thoroughly delighted if the day would come when the world no longer needs his products.

**For more, visit the Web site [www.StAndrew.com](http://www.StAndrew.com).**

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