

HOME DIALYSIS CENTRAL



admit all

Treatment in Harmony with Life!

Home Dialysis Central
Annual Report

2021-2022

HomeDialysis.org

Report prepared by the non-profit
Medical Education Institute, Inc.

May 2021

SINGING THE PRAISES OF HOME DIALYSIS

Dialysis patients get their rhythm back when their treatments fit their lifestyle and values. **Home Dialysis Central** helps them learn how to tune their treatment to their lifestyle to make a perfect harmony.

Our Newest Hits for the Dialysis Community

Home Dialysis Central added to our catalogue of favorites, making home dialysis hit just the right notes:

- 🎵 **Ready-Set-Home eClasses:** Nine free, mobile-friendly mini-courses to help new and experienced patients learn about treatment options and get answers to common questions.
- 🎵 **Solo Home HD:** New section to give solo performers the information and support they need to succeed.
- 🎵 **Wisdom from Dr. Agar:** Webinars by global dialysis expert, Dr. John Agar. Informative for both patients and professionals. Some offer CE credits for technicians and nurses.
- 🎵 **KidneyViews blog:** 52 published posts in the past year. In 2020, '[Saying No to a Kidney Transplant](#)' was the most engaging post.
- 🎵 **Dialysis Careers page:** Exclusive! We promote your job openings to people interested in home dialysis.
- 🎵 **ETC participating clinics list:** The new ESRD Treatment Choices (ETC) Model aims to increase home dialysis. We offer the only list.



“With home HD, I lead a very busy semi-normal life with full-time work, sons in sports, and a husband. I am less stressed since I can do it on my own time, and I feel so much better!”

Our Growing Audience Tunes in for Hope & Empowerment

Patients and professionals tune in to our program in a number of ways. In the past 12 months, our online and social media channels attracted:

- 🎵 **795,000+ (up 7%)** website and “Ask an Expert” message board visitors
- 🎵 **8,600+ (up 9%)** social media followers, joining in with **60,000+ posts, comments, and reactions.** (Sponsors can tune in, too!)
- 🎵 **5,000+ (up 3%)** subscribers to our monthly e-newsletter

Looking Forward to Tomorrow's Greatest Hits

Home Dialysis Central is always working on new tracks! We love to collaborate with our sponsors to create new classics. Here is some of our lineup for next year:

- 🎵 **A communications guide for professionals:** How to Talk to Patients About Home Dialysis
- 🎵 **Active outreach to social workers** to help them effectively engage patients with ways to learn about and consider home treatment options
- 🎵 **Spanish translations** of Home Dialysis Central's Ready-Set-Home eClasses
- 🎵 **PLUS look forward to a major update to *My Life, My Dialysis Choice* and a new edition of *Help, I Need Dialysis!***



Tooting Our Own Horn

New payment models from CMS took effect this year to reduce costs and incentivize home dialysis. Patient education is more important than ever to get more patients home. Our patient education material makes this easier, because it is:

- 🎵 **Based on published science**
- 🎵 **Hopeful, helping patients get past their fears**
- 🎵 **Easy to understand, written at a 5th-6th grade level**
- 🎵 **Grounded in motivational theory, to promote active self-management**
- 🎵 **Culturally sensitive**
- 🎵 **Low cost or FREE**

Classic Chart Toppers!

Home Dialysis Central has a groove all its own, as patients and professionals keep on rocking to our most useful resources:

- 🎵 **Identify PD & home HD candidates:** MATCH-D
- 🎵 **Ensure gentle water removal during HD:** UFR calculator
- 🎵 **Help patients and care partners divide up home tasks:** PATH-D for PD and home HD
- 🎵 **Master HD needles:** Expert cannulation videos
- 🎵 **Locate PD or home HD:** Find-A-Clinic database
- 🎵 **Medicare start date:** Medicare Calculator
- 🎵 **Teach patients:** Life@Home

"I love the flexibility and control over the time of day I treat. My wife, sons, and daughter-in-law are all trained. I stick and my wife does the machine hookup and cleaning. Treatment is our TV and movie time."

Sponsorship Amplifies Our Work

2020–2021 SPONSORS

Champions

CVS Kidney Care
DaVita
Fresenius Kidney Care

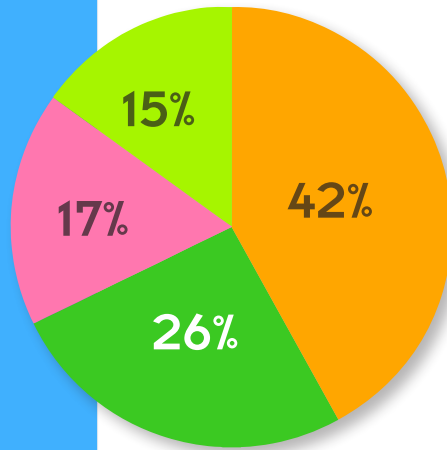
Partners

Baxter
Dialysis Clinic, Inc.

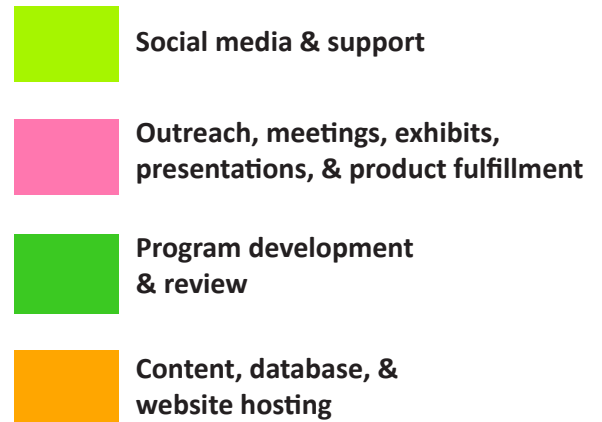
Supporters

Outset Medical
Quanta Dialysis Technologies
RedSense Medical

Sponsorship helps Home Dialysis Central to be a complete outreach and support program. We reach patients and professionals through webinars, multiple social media channels, highly active discussion groups, and we engage with thought leaders by speaking at conferences and through our consulting services.



2020–2021 BUDGET OVERVIEW



“This group [Home Dialysis Central Facebook Discussion Group] really helped me make sense of what I was doing & was a great support when I needed it especially when I started on PD & when I started on HD. This & the main site raised my knowledge levels so that I was able to have meaningful discussions with my team. It's like having a comfort blanket.”

Take Center Stage with Home Dialysis Central

When more contributors, voices, and instruments join our chorus, our anthems of choice, freedom, and quality of life benefit the whole renal community!

Jam with us by Sending in Your Sponsor Form Today!



Sponsor Benefits

Choose the **sponsor package** that best supports your goals or **contact us to customize a plan with your ideas.**

Supporter
\$5,000

Partner
\$10,000

Champion
\$20,000

🎵 SHOW YOUR SUPPORT FOR HOME DIALYSIS

| | | | |
|--|---------------|------------------|-------------------|
| Your logo on the home page | | | |
| Corporate Page – link to products, videos, contact form, etc. | | | |
| Sponsor Spotlight – feature your home dialysis highlights | 1 week | 2 weeks | 4 weeks |
| Your logo on weekly KidneyViews blog and monthly e-newsletter | | | |
| Your Life@Home topic – We write a patient education article to fill a need | | 1 article | 2 articles |
| Company name in the footer of every web page | | | |
| Logo on Ready-Set-Home eCourses landing page | | | |

🎵 ENGAGE WITH OUR AUDIENCE

| | | | |
|---|--|-------------------|--------------------|
| Recruit passionate professionals on our careers page | | | |
| Links to your site from our relevant pages (e.g., Life@Home) | | 2 links | 4 links |
| Ask our Facebook community – we post your question(s); you receive entire (deidentified) discussion threads | | 1 question | 2 questions |
| Expert consultation – insights into home dialysis patient education | | 2 HOURS | 4 HOURS |
| Highlight your content with Featured Links in our monthly e-newsletter | | | 2 links |
| Leverage your content – share noncommercial videos, blog posts, and/or patient stories with us, with attribution. | | | |

WE CAN DO CUSTOM HOME DIALYSIS PROJECTS TO MEET YOUR NEEDS

- 🎵 Let's design a patient and/or professional tool
- 🎵 Inspire and educate your staff with a webinar, presentation, or CE course
- 🎵 Design custom patient education – print, video, or online course
- 🎵 Strategic planning to grow home dialysis

CONTACT US WITH YOUR QUESTIONS AND IDEAS

Email rpoehnelt@mei.org to set up a call.

Sponsorship Agreement

Sponsor Levels: \$5,000 Supporter* \$10,000 Partner* \$20,000 Champion*

Payment Options: Enclosed check (payable to Medical Education Institute)
 Please invoice (use contact info below) Payment plans are available.

PLEASE PRINT

Company Name: _____

Sponsor Contact Person: _____

Sponsor Contact Address: _____

Sponsor E-mail: _____ Sponsor Phone: _____

Billing Contact Person: _____

Billing Address: _____

Billing E-mail: _____ Billing Phone: _____

Signature: _____ Date: _____

Your signature signifies agreement to become a sponsor of Home Dialysis Central at the level indicated.

*Sponsorship of Home Dialysis Central is for one year (July 1, 2021 to June 30, 2022).



Please send this contract to:

Medical Education Institute, Inc.

Attention: Rob Poehnelt

414 D'Onofrio Drive, Ste 200, Madison, WI 53719

Email: rpoehnelt@mei.org | Fax: 608-833-8366