

WWW.HOMEDIAALYSIS.ORG

Climb with Us to the TOP!

Help Bring Home Dialysis
to New Heights



HOME DIALYSIS CENTRAL SPONSORSHIP REPORT | 2017-2018

Prepared by The Medical Education Institute, Inc. | April 2017

An Independent Guide Leading the Way!



“While home treatments require extra effort, it is soooo worth it to get independence and control back in your life. Just be patient, go easy on yourself, you will get into the “groove” as I call it and wonder why you didn’t do it years ago.”

GETTING TO THE TOP IS A TEAM EFFORT!

Home Dialysis Central is all about leading the way for patients to have rewarding lives on dialysis. We advocate relentlessly for better patient education and treatment options awareness. *We keep home dialysis on the map!* Patients reap the rewards, and **our sponsors benefit when more patients choose (and thrive on) PD and home HD.**

“My wife puts in her own needles. Who better to know about her own fistula? We work together on everything else.”

DID YOU KNOW?

The newest USRDS Annual Data Report shows that home HD is at the highest level since 2005, and PD is at its highest level since 1998!

BRAND NEW CONTENT!

- 52 new blog posts, with more than 300 reader comments
- 12 months of e-newsletters, with 15% subscription growth since last year to more than 2,100 recipients!

A COMPASS FOR PATIENTS & FAMILIES

Home Dialysis Central continues to mark the trail for patients on their home dialysis journeys. We provide content, like:

- **Patient stories** – Visitors can see which option people like them chose to make their lives work!
- **Detailed info** – All about home dialysis (and in-center nocturnal HD), machines & supplies.
- **Life@Home** – Dozens of easy-to-read, referenced articles for patients and care partners!
- **Weekly blog** – Kidney Views had nearly 70,000 page views this year: a 26% increase!
- **Ways to stay current** – E-newsletter, journal watch, and the latest news articles to stay current.

Also in the past year, we have distributed more than 10,000 free Home Dialysis Central and Decision Aid postcards.

“Be patient with yourself in training. They give you plenty of time to learn everything. Once you get home, remember you will make errors once in a while. Don’t panic, and it will all be just fine. Soon you’ll get to a point where you can do it in your sleep, literally. Nocturnal is the best!”

INNOVATIVE GEAR FOR PATIENTS AND PROFESSIONALS

My Life, My Dialysis Choice decision aid – Helps patients pick a treatment option that fits their values. **Now also available in Spanish**, it’s mobile friendly and can be used offline!

UFR Calculator – See what a gentle rate of water removal during hemodialysis looks like—and adapt the treatments to be safer.

Partner Agreement on Tasks for Home Dialysis (PATH-D) Help patients and care partners sort out “who will do what” with PD or home HD.

Method to Assess Treatment Choices for Home Dialysis (MATCH-D) – Used across the nation by clinicians to assess candidates for home treatments.

Clinic Finder – Seek options in any zip code! Coverage maps show the reach of home treatments in the U.S., and **premier listings call attention to YOUR clinics.**

“I just finished my second week at home. It’s had its up and downs, and it’s getting better. If I couldn’t have asked questions in this group, I would have gone back to in-center. They helped me through training and the days I wanted to quit. So, ask tons of questions and vent if needed—it helps!”

ORIENTEERING WITH SOCIAL MEDIA TO HELP PEOPLE STAY HOME

Our very active closed Facebook discussion group, moderated by our Executive Director, supports more than 3,000 patients and care partners—and helps them stay home. (We have a Facebook identity page, too.) This year, Home Dialysis Central social media has drawn **16,000+ comments and 15,000+ likes by 3,700+ followers.**

MORE CLIMBERS THAN EVER: Site Traffic Keeps Rising!

Per our Google Analytics, in the past year, Home Dialysis Central:

- Had more than 205,000 visitors (up 10%)
- Was visited 251,000+ times (up 11%)
- Had 761,000+ unique page views (up 9%)

MORE CLINICS OFFERING HOME PROGRAMS

IN-CENTER NOCTURNAL HD	155 CLINICS
NOCTURNAL HOME HD	294 CLINICS
CONVENTIONAL HOME HD	894 CLINICS
DAILY HOME HD	981 CLINICS
PD	2458 CLINICS



HOME DIALYSIS CENTRAL NEEDS YOUR SUPPORT!



More than 100,000 people each year are diagnosed with kidney failure, and many might never find out that home dialysis is an option—if not for Home Dialysis Central. With your help, we can continue to EMPOWER LIVES THAT CAN BE LIVED TO THE FULLEST!

Your sponsorship dollars support our mission of taking home dialysis higher and further than ever before!

Your company will be recognized in the renal community for your generosity and commitment to empowering people with ESRD. **Please sign and return your sponsor form today!**

NEW SUMMITS TO CLIMB FOR HOME DIALYSIS CENTRAL

In the next year we plan on blazing new trails through new content and updates. Here's what's on the horizon:

- **eGFR Equivalence Calculator** - How much kidney function does dialysis replace? It depends on the treatment. Since more is better, we are working on building a tool to help clinicians and patients understand how much dialysis is being prescribed.
- **Fluid Compartments Video** - It's impossible to understand water removal in dialysis without knowing about the intracellular, extracellular, and intravascular compartments and how water shifts between them. We aim to show, not tell, and make this mysterious process easily seen!
- **New Life@Home articles** - Topics about organ stunning, PD pain, and more.
- **Forum update** - We will reorganize and design our Forums to make more of our content accessible to people who need it.

ALWAYS SEEKING NEW ADVENTURES

"I travel from Europe to the US on home dialysis 3-4 times a year. I am on my first trip this year right now and have at least two more planned."

Much more than a website, Home Dialysis Central is an advocacy movement for home-friendly dialysis messages and policy. In the past year, we put home dialysis on the program agenda for 14 national and regional meetings, and had an exhibit booth at seven.

SPONSORS 2016-2017

CHAMPIONS

American Association of Kidney Patients
Fresenius Kidney Care

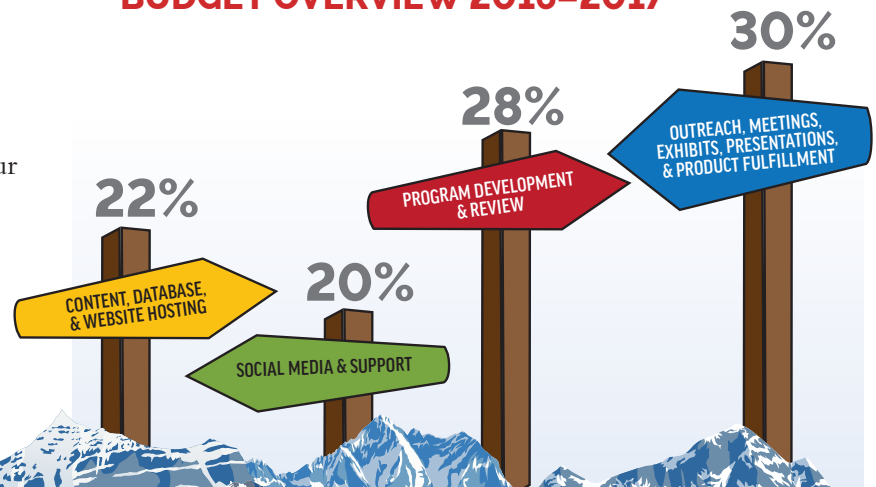
PARTNERS

Baxter
Dialysis Clinic, Inc.
NxStage Medical
Satellite Wellbound

SUPPORTERS

Merit Medical
Northwest Kidney Centers
Quanta Fluid Solutions
Redsense Medical
Renalogic
The Rogosin Institute
Nephrology News & Issues
National Renal Administrators Association
ESRD Networks 3, 4, 6, 7, 12, 13, and 15

BUDGET OVERVIEW 2016-2017



Home Dialysis Central Sponsorship Benefits

	CHAMPION	PARTNER	SUPPORTER
Raise Awareness of Your Product or Service	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Your Own Corporate Page on Home Dialysis Central (with a link to your website)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Contact Us Form on Your Corporate Page to Respond to Inquiries	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Link to a List of Your Clinics From Your Corporate Page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Opt-in Email Addresses (site visitors can choose to get email from you)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Post Corporate Press Releases on Your Corporate Page	12	6	3
Your Company Logo on the Home Page (logo size based on sponsorship level)	Large	Medium	Small
Your Company Name in the Footer on Every Home Dialysis Central Web Page	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Landing Page with Sponsors Listed (logo size based on sponsorship level)	Large	Medium	Small
List Your Products on the Home Dialysis Central Product Page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Designate Clinics for Premier Listings in the "Find a Clinic" Database	20	10	5
Provide content for week-long "Sponsor Spotlight" on Home Page	4 weeks	3 weeks	1 week
Discount on <i>Help, I Need Dialysis</i> Book Orders - Minimum 25 books (shipping not included). Order by phone and request discount.	50% (\$7.50/book)	35% (\$9.75/book)	25% (\$11.24/book)
Discounted Rate on EXTRA Premier Clinic Listings	\$10/clinic	\$20/clinic	\$40/clinic
Play a Pivotal Leadership Role in Growing Home Dialysis	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Sponsorship Agreement

Sponsorship Levels: **CHAMPION:** \$20,000/year* **PARTNER:** \$10,000/year* **Supporter:** \$5,000/year*

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

Company Name: _____

Sponsor Contact Person (please print): _____

Sponsor E-mail: _____ **Sponsor Phone:** _____

Billing Address: _____

Billing Contact Person (please print): _____

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, 2017 to June 30, 2018).

Please send this contract to: Medical Education Institute, Inc. | 414 D'Onofrio Drive, Ste 200, Madison, WI 53719
Email: Klicko@meiresearch.org | **Fax:** 608-833-8366

