

### **3/14/05 FOR IMMEDIATE RELEASE**

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#### **Home Dialysis Central Wins National Web Award**

Madison, Wisconsin – Home Dialysis Central—a website of the Medical Education Institute (MEI)—has been selected as a winner of the World Wide Web Health Awards Program. The biannual Awards—given in spring/summer and fall/winter—recognize the best health-related websites for consumers and professionals. The Awards Program is organized by the Health Information Resource Center (HIRC), a national clearinghouse for consumer health information programs and materials.

Home Dialysis Central received a Bronze Award in the Patient Education Information category. The winning entry was among 1,100 entries reviewed by a panel of international health information and Internet experts, and was judged on content, creativity, and overall assessment criteria such as: quality and depth of information, relevance of health information for the target audience, ability to attract and hold users' interest, and significance to overall public health interests.

"We were very honored to be selected as a winner," said Dori Schatell, MS, Executive Director of the Medical Education Institute. "With support from the renal community, Home Dialysis Central has served as an invaluable resource to both people with kidney disease and health care professionals. Having the website recognized by the World Wide Web Health Awards Program helps affirm its value as a service to the renal community."

Designed to serve as a clearinghouse of information for both patients and professionals, Home Dialysis Central aims to raise awareness and use of all home dialysis therapies. Features of Home Dialysis Central include:

- A searchable, up-to-date database of clinics offering various home dialysis Therapies
- Current news on home therapies, courtesy of *NephNewsWire*, provided by renal trade journal and Home Dialysis Central sponsor, *Nephrology News & Issues*
- Information about Medicare reimbursement for a home program
- Downloadable modality information on each of the five home therapies
- Professional slide presentations, how-to documents, assessment tools, and bibliographies
- A legislative tool, allowing visitors to find and e-mail their legislators to request support or sponsorship of home dialysis bills, or write letters to their local media
- Moderated message boards for patients and professionals
- Home dialysis patient stories
- An equipment catalog
- Annotated links

Home Dialysis Central is supported by members of the renal community, including all five of the largest dialysis providers. Current sponsors include: *Nephrology News & Issues*, Fresenius Medical Care, Gambro Healthcare, Aksys, Baxter, B. Braun, DaVita, Dialysis Clinics Inc., the

Forum of End-stage Renal Disease Networks, the Missouri Kidney Program, Northwest Kidney Centers, NxStage, Renal Care Group, RenalSolutions, and WellBound.

Home Dialysis Central is administered by the non-profit Medical Education Institute, Inc. of Madison, WI. For more information about home dialysis; to request a Home Dialysis Central logo to link to your website; to order free, full-color promotional postcards; or to learn more about tax-deductible corporate or center sponsorship; please visit Home Dialysis Central at <http://www.homedialysis.org>, call (608) 833-8033, or e-mail [klicko@MEIresearch.org](mailto:klicko@MEIresearch.org).

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