

## 12/3/07 FOR IMMEDIATE RELEASE

Contact: Dori Schatell  
Phone: (608) 833-8033  
Email: [schatell@MEIresearch.org](mailto:schatell@MEIresearch.org)

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### Home Dialysis Central Wins Award for Excellence in Health Communication

Madison, Wisconsin — Home Dialysis Central (<http://www.homedialysis.org>) is the recipient of a **2007 Aesculapius Award of Excellence** from the non-profit Health Improvement Institute. The award (named after the Roman god of medicine) recognizes excellence in communicating health information on the web.

Home Dialysis Central serves as a clearinghouse of information about home dialysis for both patients and professionals. Launched in July 2004 to raise awareness and use of peritoneal dialysis and home hemodialysis, the site has become a popular resource—with more than 35,000 unique visitors per month and active message boards.

Features of Home Dialysis Central include:

- Moderated message boards for patients and professionals
- Descriptions of the five home modalities, with a comparison chart
- A searchable database of clinics that train people for home therapies
- Original, easy-to-read, topic of the month articles on home dialysis
- Professional slide presentations, how-to documents, assessment tools, and bibliographies
- The new MATCH-D tool to help select appropriate candidates for home treatments
- Support to help clinics start their own home dialysis programs
- CapWiz capability to find and contact legislators and the media
- Patient stories
- A helpful products catalog
- Current news on home therapies, courtesy of *NephNewsWire*

A national panel of physicians who specialize in home dialysis reviewed featured content. “There’s no place like home for dialysis. It gives the best quality of life for patients,” says Home Dialysis Central medical reviewer Christopher Blagg, MD, “and there’s no place like the Home Dialysis Central website for learning about why you should seriously consider home dialysis.”

Home Dialysis Central is supported by the renal community, including all of the largest dialysis providers. Current sponsors include: PRN Family of Companies; AAKP; DaVita at Home; *Nephrology News & Issues*; NxStage Medical, Inc.; Fresenius Medical Care; Dialysis Clinics Inc.; Diversified Specialty Institutes, Inc.; ESRD Networks 13 and 14; the Missouri Kidney Program; National Renal Alliance; Northwest Kidney Centers; Renal Advantage, Inc.; Renal Solutions; and WellBound.

Home Dialysis Central is administered by the non-profit Medical Education Institute, Inc., of Madison, WI. For more information about home dialysis therapies, to order FREE, full-color Home Dialysis Central postcards, or to learn more about tax-deductible sponsorship, please visit Home Dialysis Central at <http://www.homedialysis.org>, call (608) 833-8033, or email [schatell@MEIresearch.org](mailto:schatell@MEIresearch.org).

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