

HELPING PEOPLE
Reach New Heights
with
Home Dialysis!

Home Dialysis Central Annual Report | 2023-2024

www.HomeDialysis.org

Prepared by the non-profit
Medical Education Institute, Inc. May 2023



MEDICAL EDUCATION INSTITUTE

Propelling Home HD and PD for 19 Years!

ELEVATE PATIENTS' VALUES

My Kidney Life Plan

Our new treatment matcher changes the modality conversation from, “What treatment do you want?” (None!) to, “What matters to you?”

With this approach, patients



use their values to make an informed choice. Grow your home program by using this free tool. Also, use our new, step-by-step poster and postcards to share *My Kidney Life Plan* with patients and their loved ones.

CLIMBING TO SUCCESS OUR NEWEST ACHIEVEMENTS

- **Our How to Choose a Kidney Treatment video** helps people consider what matters most and points them to *My Kidney Life Plan*.
- **The Kidney Failure Treatment Journey** – A recent study by MEI researchers points to the importance of patient values to modality choice.
 - In addition to our *KidneyViews* blog, social media, and community outreach, we also offered 10 free webinars on travel, emergency planning, home treatments for active lives, PD & lifestyle, new machines, care partners, communication, and more!



HOME DIALYSIS OPENS THE SKIES OF POSSIBILITIES

Home dialysis can give people back the energy to pursue their dreams—from continuing a valued career to seeing new vistas to starting new hobbies.

FLYING HIGH WEBSITE TRAFFIC & SOCIAL MEDIA

Home Dialysis Central traveled all around the web in 2022!

- We had more than **1.2 million** page views from almost **685,000** visitors!
- Our uniquely positive and supportive **7,100+ member** Facebook discussion group is **up 11%**! In addition, Home Dialysis Central's Facebook and Twitter pages grew to more than **3,200** followers—**up 12%**.
- More than **5,800 people** now subscribe to our monthly e-newsletter—**up 7%**.
- We drew more than **131,000** page views to our **52** new *KidneyViews* blog posts.



LEADING THE WAY

OUR 10 MOST POPULAR PAGES

These pages guide patients on their journeys to successful home dialysis—and better lives:

1. Hemodialysis UF Volume & UF Rate are NOT the Same
2. When to Start Dialysis
3. Home Dialysis Basics
4. PD & Home HD Machines & Supplies
5. Peritoneal Dialysis Basics
6. The Peritoneal Equilibration Test for PD
7. How to Cope with PD Cycler Pain
8. Explaining Hemodiafiltration (HDF)
9. Getting On Your Nerves: Neuropathy & Dialysis
10. Everything You Always Wanted to Know About Constipation on Dialysis, But Were Afraid to Ask



EQUIPPED FOR THE JOURNEY

TOOLS FOR SUCCESS

Home Dialysis Central outfits patients with key navigation tools to make their journeys amazing!

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

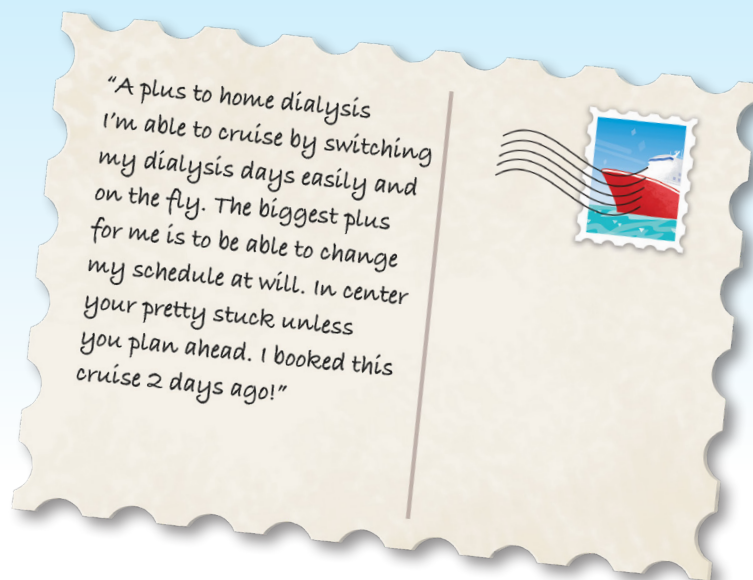


SETTING OUR SIGHTS

GOALS FOR SOARING

Next year's itinerary charts a course for new content, more followers, and increased engagement! We aim to launch:

- Animated treatment option videos linked to **My Kidney Life Plan**
- New modality booklets focusing on PD, home HD, transplant, and comfort care
- More resources for clinics, including mobile-friendly eClasses for CKD and home dialysis, available for licensing
- Expanded social media outreach to empower patients and educate staff



Get ready for take-off

SPONSOR



ELEVATING HOME DIALYSIS TOGETHER

We know that reaching the stratosphere is possible only with the help of generous sponsors like you. Together, we can chart new growth in home dialysis. We empower people to explore a world of possibilities. Your sponsorship propels our mission forward, towards a future of limitless potential. Join us on this journey today!

TAKE FLIGHT WITH HOME DIALYSIS CENTRAL TODAY!

THANK YOU TO OUR 2022-2023 SPONSORS!

Home Dialysis Central—and everything we do—is made possible by the generous contributions of our sponsors!

CHAMPION



PARTNER

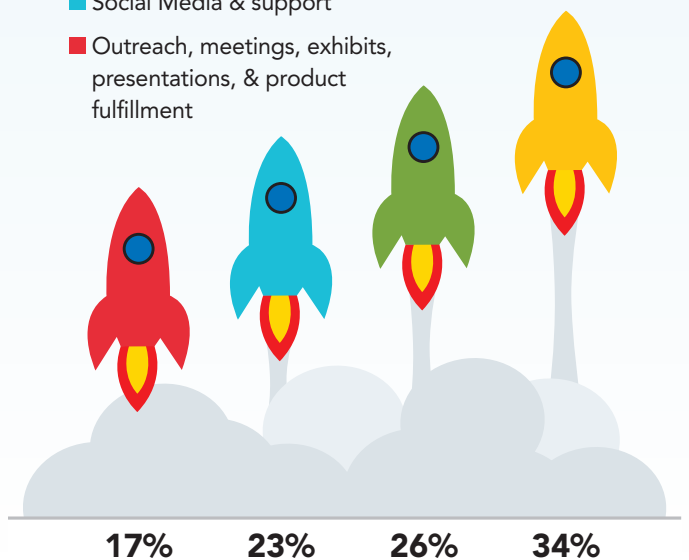


SUPPORTER



BUDGET OVERVIEW 2022-2023

- Program content development & review
- Content, database, & website hosting
- Social Media & support
- Outreach, meetings, exhibits, presentations, & product fulfillment



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Sponsor Benefits

CHOOSE FROM OUR BENEFITS—OR, DESIGN YOUR OWN!

Supporter
\$5,000

Partner
\$10,000

Champion
\$20,000

ENGAGE WITH OUR AUDIENCE

Sponsor or Co-Sponsor up to four webinars (Limited to 12 per year, first come–first served, for Champion Sponsors)			✓
Logo & tagline on <i>Ready-Set-Home eClasses</i> page			✓
Leverage your content – share noncommercial videos, blog posts, and/or patient stories with us, with attribution.			✓
Links to your site from our relevant pages (e.g., Life@Home)		2	4
Ask our Facebook community – we post your question(s); you receive entire (deidentified) discussion threads		1	2
Recruit passionate professionals when we link to your job openings page	✓	✓	✓
Author a <i>KidneyViews</i> blog post	✓	✓	✓
Consultation – Home dialysis insights from our expert team	1 HOUR	2 HOURS	4 HOURS

IMPROVE YOUR HOME DIALYSIS OPTICS

Your Life@Home topic – We write a patient education article to fill a need		1	2
Company name in the footer of every web page		✓	✓
Discount Licensing: <i>My Kidney Life Plan</i> & <i>Ready-Set-Home eClasses</i>	5%	10%	15%
Free <i>My Kidney Life Plan</i> poster samples & discount on additional orders	3 samples 5% off	6 samples 10% off	9 samples 15% off
Your logo on the Home Dialysis Central home page	✓	✓	✓
Corporate Page – we link to your products, videos, contact form, etc.	✓	✓	✓
Sponsor Spotlight – feature <i>your</i> home dialysis highlights	1	2	4
Your company logo on monthly e-Newsletter and weekly blog email	✓	✓	✓

NOT FINDING WHAT YOU WANT? CONTACT US TO:

- Inspire and educate your staff with a webinar, presentation, or CE course
- Make your idea for a patient and/or professional tool a reality
- Design custom patient education – print, video, or online course
- Strategic planning to grow home dialysis

WANT CUSTOM BENEFITS OR MORE INFO ON PROJECTS?

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



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Home Dialysis Central 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.

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



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