



HOME DIALYSIS CENTRAL
Annual Report

CREATING HOME-FRIENDLY DIALYSIS POLICY

Prepared by The Medical Education Institute, Inc. | May 2009

LEADING EFFORTS TO CHANGE POLICY & INCREASE ACCESS

The nonprofit Medical Education Institute launched Home Dialysis Central in 2004 to raise awareness and use of PD and home HD. Why? Because we believe that home dialysis is better—for patients, families, professionals, and U.S. healthcare.

We have advocated for home dialysis at every opportunity, and our work has produced tremendous results. 2008 was a landmark year! New home-friendly policies are now in place, and we are poised to usher in a *new era of clinical practice with an emphasis on home*.

NEW! PATIENTS GAIN THE RIGHT TO KNOW ABOUT HOME DIALYSIS

For the first time ever, patients have the written, legal right to know about all dialysis modalities, including home dialysis options.

The Conditions for Coverage, published by CMS in April 2008 and effective October 2008 state that:

“The patient has the right to: Be informed about all treatment modalities and settings, including but not limited to, transplantation, *home dialysis modalities (home hemodialysis, intermittent peritoneal dialysis, continuous ambulatory peritoneal dialysis, continuous cycling peritoneal dialysis)* and in-facility hemodialysis *...receive information for dialysis modalities not offered by the facility*, including alternative scheduling options for working patients.” §494.70 (a) (7)

Home Dialysis Central played a critical role in urging policy-makers to include these rights in the new Conditions for Coverage. Research shows that a high percentage of patients who know about home treatment options will choose to dialyze at home.

NEW! FACILITIES MUST DOCUMENT WHY PATIENTS ARE NOT AT HOME

New CMS policies are decidedly home dialysis friendly. Not only do the Conditions for Coverage require that dialysis patients be told about home options and where to find them, they also require patients' care teams to:

- » Evaluate the interest and suitability of every patient for home dialysis
- » Document modality education activity
- » Document the reason in-center patients are not at home

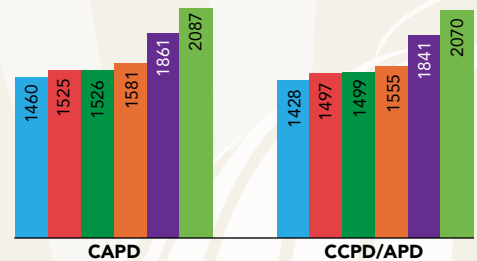
Facilities can meet the evaluation assessment requirement by using our **MATCH-D** (Method to Assess Treatment Choices for Home Dialysis), a tool developed by the Medical Education Institute especially for Home Dialysis Central.

FURTHER GROWTH IN HOME PROGRAMS

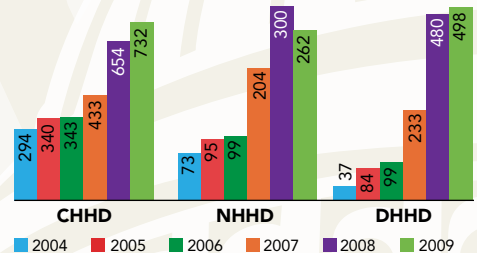
The number of home programs continues to grow, giving patients more access than ever to the convenience and quality of home dialysis. And now, new regulations require that patients be told where they can find home dialysis.

Home Dialysis Central is mentioned—by name—in the Interpretive Guidance for CMS Surveyors as a resource facilities can use to meet this requirement! (IGV458)

» PD PROGRAMS



» HOME HEMO PROGRAMS



HOME DIALYSIS: YOUR LIFE, YOUR CHOICE DVD WINS NATIONAL AWARD

Our 30-minute DVD received a 2008 National Health Information Award! The award, for videos in the patient education category, recognizes the nation's best consumer health information programs and materials.

The video features profiles of six people who chose to do their dialysis at home using:

- » Peritoneal dialysis
- » Daily home hemodialysis
- » Nocturnal home hemodialysis

We have distributed almost 7,000 copies of this video in just 2 years.

RAISING AWARENESS ABOUT PD AND HOME HD

We spend a great deal of time and energy telling patients, families, and professionals about home dialysis in all its forms. Here are the highlights from 2008-2009:

NEW! WEBINARS FOR PATIENTS. We've experimented with several online formats, and hosted six webinars last year. Our volunteer presenters are experts in their fields and passionate advocates for home therapies. Topics were:

- » *How Dialysis Works: Fluid and Wastes - Part 1* (presented by Dr. John Agar)
- » *How Dialysis Works: Fluid and Wastes - Part 2* (presented by Dr. John Agar)
- » *How to Live a Good Life with Kidney Failure: Advice from a 42+ Year Patient* (presented by Nancy Spaeth)
- » *Renal Bone Disease* (presented by Dr. Stuart Sprague)
- » *Touch Cannulation* (presented by Stuart Mott)
- » *Home Dialysis Q&A* (hosted by Dr. John Agar)

NEW! STREAMING VIDEO. We now feature streaming videos of home hemodialysis patient Bill Peckham: self-cannulation, and personal experiences with home dialysis, with more videos to come!

CUTTING-EDGE TOPICS. We write original, easy-to-read, fully referenced articles for patients and about home therapies. This year's topics were:

- » *What to look for in a home dialysis clinic* (April 2009)
- » *What is an ejection fraction, and what does it mean to you?* (March 2009)
- » *Changes to Medicare rules can improve dialysis care* (February 2009)
- » *To sleep, perchance to dream—with home dialysis* (December 2008)
- » *Leaving on a jet plane: Flying with a PD cyclor or NxStage System One* (October 2008)
- » *Dialysis, the flu, and you* (September 2008)
- » *Dialysis and dental health: What you need to know* (July 2008)
- » *Peritoneal dialysis Q&A* (January 2009)
- » *Hernias and peritoneal dialysis: What you need to know* (August 2008)

ANNOTATED ABSTRACTS. Each monthly email includes quick, point-of-view summaries of the most up-to-date research findings in PD and home HD, and we archive them—by topic—for easy reference later: www.homedialysis.org/resources/reading/

EXHIBITS. Our booth has been at many national meetings, including ADC, ASN, ANNA, and NKF.

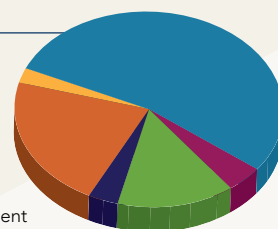
ADVERTISING. Bi-monthly ads (150,000 exposures/year) promoted Home Dialysis Central, plus we sent out 20,000 free postcards.

PRESENTATIONS. We made 4 presentations at the **Annual Dialysis Conference**, including Health-related quality of life and home HD; Geographic disparities and home dialysis options; Online patient education resources; and Effective patient education in home HD. A special, pre-conference meeting focused entirely on home HD. The excitement is growing!

2008-2009 BUDGET SUMMARY

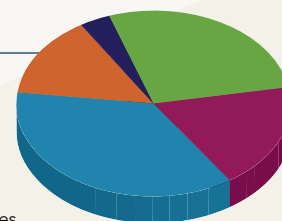
REVENUE

- Provider
- Education
- Manufacturer
- Case Management
- In-kind
- DVD



EXPENSES

- Office expenses
- Outreach & Public Relations
- Website Content
- Database Maintenance
- Message Board Admin



“I have quite a bit more energy, and my blood numbers are better than they were before.”

— Willis, PD patient



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WEBSITE STATS REPORT

Still #1 on Google and Yahoo for "home dialysis"

Unique visitors: 417,500 in the last 12 months, with an average of nearly 35,000 per month! Plus, message board traffic is up more than 20% over last year.

Home Dialysis Central has maintained continuous Health on the Web certification since 2005

» WWW.HOMEDIALYSIS.ORG

MANY THANKS TO OUR 2008-2009 SPONSORS

for making Home Dialysis Central—and home treatments—one of their top priorities. **Your support makes our achievements possible!**

» CHAMPIONS

DaVita at Home
Fresenius
NN&I
NxStage

» PARTNERS

Wellbound

» SUPPORTERS

AAKP
DCI
ESRD Network 14
Greenfield Health Systems
Liberty Dialysis
Missouri Kidney Program
Multimed Inc.
Northwest Kidney Centers
PRN Family of Companies
Renal Advantage, Inc.



"For anyone who is active or doesn't want to quit their job, home dialysis is great. You can live life like a normal, healthy person!"

— Eric; daily home hemo patieint



"Home dialysis grants me more freedom than I ever had in-center."

— Judy; daily home hemo patieint