

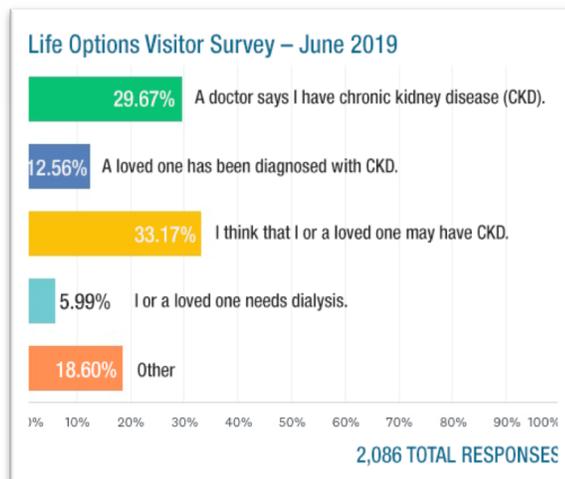
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Surveys Show Life Options Visitors Have Personal Interest in Kidney Disease



Madison, Wisconsin—Recent LifeOptions.org surveys find that 75% of site visitors have a very personal interest in chronic kidney disease (CKD). The CKD patient education site from the nonprofit [Medical Education Institute \(MEI\)](http://Medical Education Institute (MEI)) attracts 3+ million annual visitors who want to learn how to preserve kidney function, have a good life with CKD, or learn about treatment options for kidney failure. Life Options offers resources for kidney professionals as well.

In just 2 weeks, 2,000+ visitors answered the most recent surveys. Of these, 42% said they or a loved one *have been diagnosed* with CKD, while 33% *believe* they or a loved one may have the condition. In an earlier survey, 13% with a diagnosis had stages 1 or 2 CKD, 39% had stage 3, 21% had stages 4 or 5, and 27% did not know.

“Life Options has been a credible source of hope, inspiration, education, and empowerment for kidney patients since it first launched in 1995—but over the years, its audience shifted from mainly dialysis to non-dialysis CKD.” said MEI Executive Director, Dori Schatell, MS. *“People with stages 1-5 CKD who are not on dialysis have always been very difficult to find. Our new surveys help us to verify that Life Options truly is reaching millions of these individuals with vital content that can empower them to slow the progression of their disease.”*

Life Options is generously sponsored in part by Fresenius Medical Care North America. Donors and organizations interested in sponsorship to support CKD education and outreach to people with non-dialysis CKD can contact MEI at (608) 833-8033 or rpoehnelt@mei.org to learn more.

About MEI: Founded in 1993, MEI is a national 501(c)(3) public charity dedicated to helping people with chronic diseases learn to manage and improve their health. MEI fulfills its mission by conducting research, developing evidence-based education for consumers and health professionals, and advocating for patient-centered policies. MEI is funded through corporate sponsorships, fee-for-service contracts, product sales, and donations. Make a tax-deductible contribution at www.mei.org.