For the first time since the 1980’s, preview data from the not-yet-released 2012 USRDS ADR show that the percent of dialysis patients at home has grown by 1% nationally. We have moved the bar!

Take a look at what we did this year…

**RESEARCH**
Home Dialysis Central actively investigates factors that impact home treatments.

**Nephrologists’ Attitudes & Training**
Our national survey of practicing US nephrologists showed that:
- Nephrologists lack formal training in prescribing and managing dialysis
- 94% would choose PD or home hemo for themselves
Stay tuned to learn what we plan to do about this.

**Market growth potential**
Telephone survey (April 2011) to assess dialysis clinics’ plans to grow—or start—home programs. Topline results: 95% of clinics with existing home programs planned to grow; (5%) without home programs planned to start a new home program.

**HEALTHCARE POLICY**
Home Dialysis Central speaks up for PD and home HD all year long.

**National Summit on Home Dialysis Policy.** We were invited delegates to advocate for policy changes that favor home dialysis.

**FHN Blog.** We blogged to set the record straight about misleading press coverage of the benefits of more frequent dialysis.

**NEW!** **Coalition of Patient Groups.** Funded by a grant from Amgen, this historic one-day meeting gathered eight dialysis patient groups for the first time! Our purpose? To envision a better future for people with CKD—including home therapies.

**NUMBER OF HOME PROGRAMS**
Our unique database has been tracking the growth of PD and home HD programs since 2004. Look at the growth!

**PD PROGRAMS**
![Graph showing growth of PD programs]

**HOME HEMO PROGRAMS**
![Graph showing growth of home hemo programs]

**TOOLS FOR PROFESSIONALS**

**NEW!** **A How-To Manual: The Art of Teaching Buttonhole Self-Cannulation**
This full-color manual can help staff teach patients to put in their own needles—and overcome one of the biggest barriers to home HD. [homodialysis.org/buttonhole](http://homodialysis.org/buttonhole)

**Postcards.** More than 18,550 sent in the last 12 months!

**PRESENTATIONS**
We are tireless in our efforts to promote PD and home HD, making 13 national and local presentations this year!
PATIENT EDUCATION & SUPPORT

Home Dialysis Central is the premier provider of information about home treatments and where to find them. We won the prestigious 2011 Aesculapius Award for excellence in health communication!

**NEW! Help, I Need Dialysis!**
This is the dialysis options resource people have been waiting for! This book explains, in plain language, how dialysis works, why more is better, and how each option may impact ten elements of lifestyle. [homodialysis.org](http://homodialysis.org)

**NEW! Let's Talk About...Dialysis Options**
A 3-minute movie presents the full spectrum of dialysis options—and encourages people to ask for more information. [homodialysis.org/types](http://homodialysis.org/types)

**Facebook.** New home of our most active discussions, with more than 252 participants.

**Twitter.** Tweet about home treatments, news, and our many resources.

**Message boards.** Peer support for patients and professionals. Plus, Ask the Expert message boards.

OUTREACH, PUBLIC RELATIONS & COMMUNICATIONS

**Journal advertising.** 206,000 ad exposures in NN&I and AAKP Renal Life.

**Book ads.** Full-page, 4-color ad in 10,000 copies of new book.

**Press releases.** We send press releases to a list of 1400+ industry professionals to keep home dialysis topics in the news.

**African American Health Matters.** We reach out to this at-risk population with targeted text messages, website promo, & postcards and bookmarks. We did a radio spot about home dialysis options!

**AKF Kidney Action Days co-promotion.** We send materials to include in on-site packets for attendees of the AKF’s popular seminars. There will be five in 2012.

ARTICLES

Original articles that provide professionals with the latest information about various aspects of home dialysis. Published this fiscal year:


*Educating Dialysis Patients for Self-Management* in *Dialysis History, Development and Promise*. Ing TS, Rahman MA, Kjellstrand CM, eds.


E-NEWLETTERS

Monthly highlights about PD and home HD reach 1,000 subscribers.

**Journal watch.** Quick lit search with brief summaries of recent articles about PD and home HD.

**Life@home.** Original articles about home therapies. Often requested as reprints. In 2011/12 we’ve covered:

- Tips for Managing Home Dialysis Lifestyle
- Your Kidney Treatment? Your Choice
- When to Start Dialysis
- PD Catheter Placement in the X-ray Department
- Dialysis with a Trach or Vent
- Does My Clinic Have to Give Me a Chair for Home Dialysis? Your Equipment and Supply Questions Answered
Looking Ahead

We have big plans—and much work to do—in 2012/2013.

WE’LL BE:

- Studying physician-patient communication & how it affects modality choice.
- Targeting new audiences—specifically case managers, diabetes educators, and discharge planners—with information about home dialysis options.
- Working to help home programs maximize their revenues by publishing information about how to bill for home training services.
- Adding a Blog to keep site visitors up-to-date …and the list goes on!

Sponsors 2011–2012

Home Dialysis Central—and everything we do under its umbrella—is made possible by the generous contributions of our corporate sponsors.

Champions

AAKP
DaVita Inc.
Fresenius Medical Care
Nephrology News & Issues
NxStage Medical, Inc.
Satellite Wellbound

Supporters

Dialysis Clinic, Inc.
Liberty Dialysis, LLC
Multimed Inc.
Northwest Kidney Centers
Renal Advantage, Inc.

Partners

Baxter Healthcare Corporation
Renalogic

Website Stats Report

Still #1 for home dialysis on Google and Yahoo!—7th year in a row. #1 on Bing.com, too!

Website Google Stats (July 1, 2011 – March 30, 2012)

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pages viewed</td>
<td>376,653</td>
</tr>
<tr>
<td>Unique visitors/year</td>
<td>128,899</td>
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<tr>
<td>Unique visitors each DAY</td>
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<td>Used “Find a Clinic” database</td>
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<td>Provider</td>
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<tr>
<td>Manufacturer</td>
<td>44%</td>
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<tr>
<td>Case Management</td>
<td>5.5%</td>
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<tr>
<td>In-kind</td>
<td>17%</td>
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<td>Message board</td>
<td>43.7%</td>
</tr>
<tr>
<td>Postcards, posters, &amp; fulfillment</td>
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