

The Medical Education Institute

About MEI

The Medical Education Institute (MEI) is a mission-driven, not-for-profit foundation dedicated to helping people with chronic diseases learn how to manage and improve their health.

What we can do for you

Create and produce high-quality health education

- For patients
- For providers

Change clinical practice patterns

- Strategic planning and goal-setting
- Program development
- Opinion leader networking
- Peer-reviewed publications
- Ongoing program administration

Plan and conduct health behavior research

- Qualitative and quantitative methodology
- Subject recruitment
- Study design and analysis
- Publishable papers

Manage projects efficiently

- Health-related communications
- Research implementation

Our business

Founded in 1993, the Medical Education Institute has extensive experience working with a variety of *Fortune 500* and smaller companies and government agencies.

The Medical Education Institute accepts projects on a fee-for-service or contract basis.

Some MEI projects are funded by unrestricted educational grants.

Selected clients

- Amgen Inc.
- Baxter Healthcare
- Centers for Medicare & Medicaid Services (CMS)
- DaVita
- Forum of ESRD Networks
- Fresenius Medical Care–North America
- Gambro Healthcare
- International Society of Hemodialysis (ISHD)
- The Kidney Trust
- Northwest Kidney Centers
- National Kidney Foundation
- NxStage Medical, Inc.
- DCC, Inc.
- Research Triangle Institute
- Scios

Experts in Kidney Disease and Dialysis

Our vision is to create a world where people with chronic kidney disease are knowledgeable, active partners in their medical care, using treatment options that allow them to live full, productive lives; a world where healthcare professionals take pride in empowering patients to live as independently as possible.

We will put our expertise and knowledge to work for you.

The MEI team brings you

- In-depth knowledge of kidney patients
- Demonstrated ability to change clinical practice in nephrology
- A network of contacts with nephrology opinion leaders in all disciplines
- Understanding of dialysis care delivery and reimbursement

Proven experience in nephrology

- Conducting 26 research studies with kidney patients and professionals
- Designing CQI tools for dialysis professionals
- Managing a national program (The Life Options Rehabilitation Program)
- Presenting at national meetings, including ANNA, Renal Physicians Association, NKF Spring Clinicals, Forum of ESRD Networks, and others
- Publishing 25 articles in peer-reviewed nephrology journals
- Serving on national advisory boards, including the NKUDIC Coordinating Panel, the National Kidney Disease Education Program, the National Kidney Foundation, and ANNA committees
- Structuring and managing the original NKF-DOQI™ process
- Creating and managing KDQOL COMPLETE™- a web-based tool for scoring the kidney disease health-related quality of life survey (KDQOL-36™)

Specific expertise

- Adherence/compliance
- Anemia management
- Dialysis treatment modalities
- ESRD symptom management
- Quality of life measurement
- Renal bone disease
- Renal rehabilitation & exercise
- Vocational rehabilitation & employment

Changing Clinical Practice

The Medical Education Institute has experience changing clinical practice in nephrology. MEI has had leadership roles in several national programs: the NKF-DOQI™ Clinical Practice Guidelines, Life Options, Home Dialysis Central, and KDQOL Complete™

We can help you

- Strategize about vision and goals
- Assemble a multidisciplinary panel of national thought leaders
- Develop a comprehensive communications plan
- Coordinate a scientifically-sound research program
- Write and edit publishable papers
- Plan and host advisory panel meetings
- Provide administrative support & materials fulfillment
- Create and maintain innovative websites

Proven approach: Life Options for Kidney Disease (www.lifeoptions.org)



Life Options was founded in 1983 to help clinicians, providers, and patients learn how to improve rehabilitation outcomes for people with chronic kidney disease. This innovative program has changed both the theory and practice of renal rehabilitation.

Life Options has:

- Defined rehab and created a vocabulary
- Described a rehab process with multiple dimensions
- Conducted research and published papers on rehab topics
- Created a new paradigm of ESRD treatment that includes rehab
- Offered a rehab model with specific interventions.

Remarkable Results: Rehabilitation interventions grew from less than 1% in 1993 to almost 97% in 2009; interest in

rehab—measured by the number of published papers—doubled in 16 years.

Today, this multi-faceted program continues to provide free, non-commercial information about chronic kidney disease, including:

- Education—a comprehensive array of patient and professional materials.
- Award-winning website
- Helpline—a toll-free helpline offering support to patients and professionals.

Measurable impact: KDQOL Complete (www.kdqol-complete.org)

In 2008, the Centers for Medicare and Medicaid Services (CMS) published a new rule requiring all dialysis centers to assess their patients' health-related quality of life using the KDQOL-36™ survey. Scoring the survey responses was a cumbersome process for social workers. The Medical Education Institute responded by creating KDQOL Complete, a web-based service that:

- Scores, stores, and manages the survey data
- Rates each score based on patient demographic info
- Trends patient data over time
- Provides feedback to the patient - patient report
- Provides clinic level data reports



Measurable impact: Home Dialysis Central (www.homedialysis.org)



This nationwide, coordinated communication effort includes:

- Presentations - at patient and professional meetings across the country
- Exhibits - displays and booths at national renal meetings
- Peer-reviewed articles - Original articles in nephrology journals
- Postcards - distributed free (more than 16,000 in 2010)
- Press releases - announcing new resources for patient education
- Original articles - with up-to-date information about home dialysis and patient lifestyles

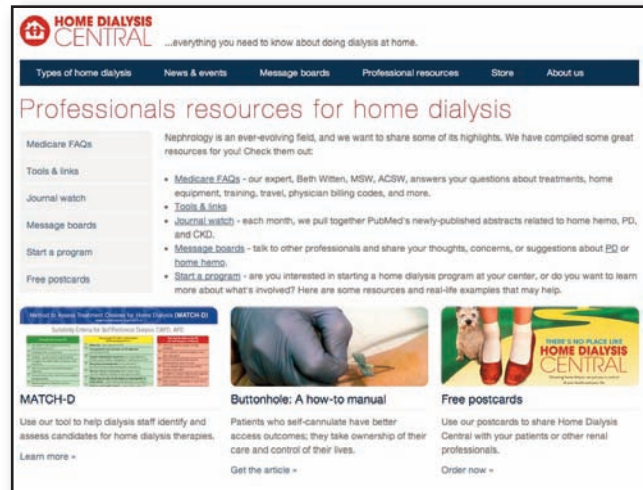
MEI continues to work hard to increase the use of PD and home hemodialysis therapies.

Home Dialysis—PD and home hemo—helps patients feel better, live more fully, and keep their jobs. It also costs less and uses fewer nursing staff. Home dialysis can be a “win-win” for patients, providers, and payers—but U.S. access to home dialysis has been limited.

In July 2004, MEI launched Home Dialysis Central to raise awareness and use of PD and home hemodialysis therapies. In just two years, we succeeded in creating the premier source of credible, unbiased information about PD and home hemo for patients and professionals.

Highest-ranked home dialysis website.

- Ranked #1 on Google, Yahoo! and MSN.com for “home dialysis” for six years running.
- Web traffic—more than 329,000 unique visitors in 2010.
- Message boards—support for patients and professionals...plus a team of experts.
- Find a clinic—database search helps people locate programs that offer home dialysis options.



Patient Education

For more than 18 years, the Medical Education Institute has focused on developing high-quality health education that aims to improve patient outcomes.

◆ A unique approach

The Medical Education Institute's approach to patient education is unique. Using principles of adult education, self-determination theory, and learning readiness, we know how to develop education materials that do more than just provide facts. Our education programs teach people with chronic diseases what they want to know—how to regain control of their lives and their disease.

We work with you as a team to develop accurate content, appropriate messages, and effective, user-friendly patient education materials.

◆ We can help you

- Identify needs and fill gaps in your patient communications
- Assess your existing materials for appearance, reading level, and content, using patient education standards developed by the National Institutes of Health and the National Cancer Institute
- Reach your target audiences and populations
- Create, write, edit, design, and produce quality educational materials
 - ◆ Multimedia
 - ◆ Websites
 - ◆ PowerPoint presentations
 - ◆ Webinars
 - ◆ Interactive curricula
 - ◆ Facts sheets, newsletters, manuals

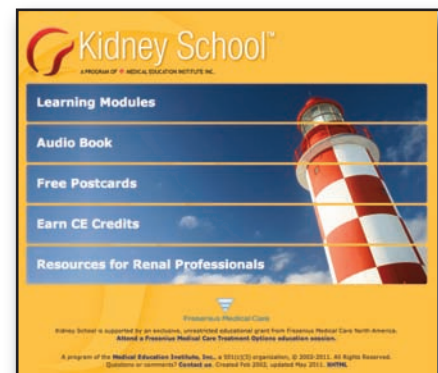
◆ Innovative Media

Kidney School™ is an online, interactive learning center that can be accessed free, 24 hours a day, at www.kidneyschool.org. It was designed to motivate, educate, and inspire patients.

Sixteen interactive modules address a wide range of topics from treatment options and anemia to nutrition and exercise. Each module has easy-to-read text, a pretest/ posttest; photos, and patient quotes; an evaluation; and a certificate of completion. Users can provide information on their goals and challenges to create a confidential Personal Action Plan.

Since its launch in 2002, Kidney School has become the largest stage 3-5 CKD education program in the world, with approximately 5,000 visits/month in 2010 plus more than 30,000 downloads of PDF modules and learning tools.

More than 95% of patients who completed online evaluations said that Kidney School was interesting, useful, easy to understand, and “will help me work more effectively with my healthcare team.”



Let's Talk About...

Let's Talk About... is a series of lively, 3-minute multimedia movies to help dialysis professionals start important conversations with their patients.

Professional Education & Tools

The Medical Education Institute creates practical, high-quality educational materials for healthcare professionals.

◆ Effective, user-friendly communication

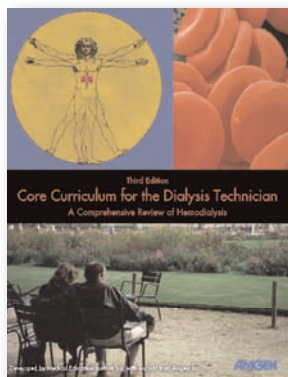
- Presentations, seminars, and in-service programs
- Training materials in multimedia formats
- How-to manuals and guidebooks
- Continuing Education curricula
- Meeting abstracts
- Speaker's bureau

**We create the tools
that help professionals
take action.**

◆ We can help you

- Design training materials in multimedia formats
- Create successful MS PowerPoint® presentations
- Plan seminars and in-service programs
- Develop functional how-to manuals and guidebooks

◆ Proven results



The Core Curriculum for the Dialysis Technician, 4th Edition A Comprehensive Review of Hemodialysis

The technicians who provide “hands-on” care to more than 350,000 in-center dialysis patients in the U.S. play a key role in delivering safe, effective medical treatments. Yet, many have little or no formal training.

To address the pressing need for practical, easy-to-use technician training materials, the Medical Education Institute created *The Core Curriculum for Dialysis Technician* in 1993. Funding was provided by an unrestricted educational grant from Amgen.

Now that technician certification is mandated by CMS, the demand for technician training materials is greater than ever. This comprehensive training guide was reviewed by a multidisciplinary advisory board of dialysis experts, including experienced technicians and trainers, nephrology nurses, physicians, patients, and clinic administrators. The result was an authoritative reference for new dialysis technicians that was adopted by clinics across the country. In the years since it was published, it has become Amgen's single most-requested educational publication.

The Medical Education Institute has coordinated all four editions, and proudly features the *Core Curriculum* on its website home page.

Imagine that you've just been diagnosed with kidney disease. What kind of education do you need? Chances are, you are not ready for any kind of education. You just want to know what your life is going to be like from now on.

And, that's why we created a totally new kind of CKD education program—one that starts with lifestyle FIRST, and fills in the details second.

How to Have a Good Future with Kidney Disease includes six presentations with scripts, learning objectives, quizzes, and a brief user guide. They are designed to be used (and edited) by healthcare providers in a variety of settings. All content is MIPPA-eligible. The series can be downloaded FREE at www.lifeoptions.org/goodfuture.

How to Have a Good Future with Kidney Disease



Health Behavior Research

The Medical Education Institute has extensive experience planning and conducting both qualitative and quantitative research studies.

Targeted investigations, published results

We have conducted 26 research studies since 1993, generating more than 26 peer-reviewed published papers.

Research methods

- Focus groups
- Web surveys
- Telephone surveys
- In-depth, personal interviews
- Quantitative, written surveys
- Market research
- Integrated series of related studies

Research populations

- Chronically ill patients
- Family members and caregivers
- Physicians
- Nursing staff
- Administrators
- Social workers
- Dietitians
- Technicians

Research topics

- Adherence/compliance
- Symptom management and reporting
- Quality of life
- Clinician attitudes
- Physical and mental functioning
- Patient attitudes and coping strategies

... and many more.

We can help you

- Develop research design
- Obtain IRB approval
- Recruit research subjects
- Collect study data
- Enter and code data using SPSS, Excel, NUD*IST
- Analyze research data
- Summarize research results
- Write and submit publishable, peer-reviewed papers

A complete list of MEI research projects is available upon request.

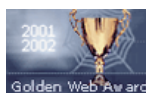
Award-winning Health Information

The Medical Education Institute creates award-winning consumer health information.

◆ Life Options Rehabilitation Program — www.lifeoptions.org



- National Health Information Award 2003 - These awards recognize the nation's best consumer health information materials and programs! Life Options received a prestigious gold category for our comprehensive patient education materials.



- Golden Web Award 2002 & 2003 - for excellence in web design and navigation.



- Golden Nephron Award 2002 - awarded for advancements in the field of nephrology through the Internet.



- HealingWell.com Editor's Choice Award 2001 - selected for offering resources to help people live long and live well with kidney disease.



- HONcode 2001-2004 - this certificate confirms recognition of the site by the HONcode Team on July 9, 2004. Life Options pledges to honor the eight principles of the HON code of Conduct (HONcode).



- NN&I Quality of Life Award 1997 - presented for improving the quality of life of patients with ESRD.

◆ Kidney School™ — www.kidneyschool.org



- Aesculapius Award of Excellence 2010 - recognition for excellence in communication of health information



- Golden Web Award 2003-2005 - awarded for advancements in the field of nephrology through the Internet.



- HONcode 2005- confirms recognition of the site by the HONcode Team.

◆ Home Dialysis Central — www.homedialysis.org



- World Wide Web Health Award 2004 - these awards recognize the best health-related websites for consumers and professionals.



- Golden Web Award 2003-2004 - awarded for advancements in the field of nephrology through the Internet.



- HONcode 2005- confirms recognition of the site by the HONcode Team.

The Medical Education Institute Team

The Medical Education Institute team includes experienced researchers, writers, editors, designers, social workers, and patient education experts with decades of experience in healthcare communications.

We are

Dori Schatell, MS

Executive Director

Dori brings a lifelong interest in chronic disease, a passionate commitment to patient self-management and more than 20 years in the renal industry to her role. An experienced medical writer/editor with more than 200 peer-reviewed articles, abstracts, booklets and books, fact-sheets, and other pieces to her credit, she is also a national speaker and a policy advocate. She directs Life Options, Kidney School™, and Home Dialysis Central; staffed the first DOQI Anemia Guideline; produced four editions of the *Core Curriculum for the Dialysis Technician*; and evaluated CMS's Dialysis Facility Compare website. She has a BA in Psychology and History of Medicine, and an MS in Child & Family Studies from the University of Wisconsin-Madison.

Johan Kellum

Systems Developer

Johan started with MEI in 2010 after working for over 10 years as a software engineer and application developer. He has a BS in Atmospheric and Oceanic Sciences from the University of Wisconsin-Madison.

Carol Pruess, CPA

Business Manager

Carol brings 20+ years of accounting experience to the MEI team. She has a BBA in Accounting from the University of Wisconsin-Madison.

Paula Stec Alt, MBA

Marketing Director

Paula has worked with the MEI since 1993 as a contributing writer, project manager, and marketing director. Prior to joining MEI, she worked as an account executive and medical writer for pharmaceutical and medical device advertising agencies. Paula's MEI projects include the original Life Options Exercise Program, the first NKF-DOQI™ work group process, the *Renal Rehabilitation Report, In Control*, and several published peer-reviewed articles. She has a BS in Communications from the University of Illinois and an MBA in Marketing from Loyola University of Chicago.

Brian Frick

Web Systems Manager

Brian joined MEI in 2004, and has worked for more than 15 years as an HTML, database, and web programmer. Currently he focuses on XHTML and CSS standards, and Section 508 website compliance. He has a BS in Chemistry from the University of Wisconsin-Madison.

Kristi Klicko

Senior Project Manager

Kristi has 10+ years of MEI experience managing all facets of research, from IRB submission to subject recruitment, data collection, and peer-reviewed journal articles. She has a BS in Community Health Education from the University of Wisconsin-LaCrosse.

Meg Wise, PhD

Research Consultant

Meg is an Assistant Scientist at the Center for Health Enhancement Systems Studies at the University of Wisconsin-Madison. Her research focuses on how patients and families learn to cope with the medical, practical, and psychosocial challenges of chronic and life-threatening illness. Dr. Wise has worked with MEI on assessing Internet use among renal patients, disease self-management behaviors among people with CKD, and on exploring how home dialysis affects patients and caregiver quality of life. She holds a BS in Anthropology and PhD in Adult Education & Lifespan Development, both from the University of Wisconsin-Madison.

Beth Witten, MSW, ACSW

Resource & Policy Associate

Beth, a renal social worker since 1978, has worked with the MEI team since 1993 as a contributing writer, researcher, technical consultant, and community outreach expert. Beth worked on the NKF-KDOQI™ Clinical Practice Guidelines for CKD. She has expertise in employment issues for patients with chronic disease. Beth holds an MSW from the University of Kansas.

Sharon Sahr

Office Manager

Sharon has been on the MEI team since 1993. She answers the phone, provides office and administrative support, and manages fulfillment.

...plus additional associates in research, design, production, IT systems, and communications.

MEI Board of Directors, 2001-2011

MEI Chair

John H. Sadler, MD

President and CEO, Independent Dialysis Foundation, Baltimore, MD

Practicing clinical nephrologist, retired Associate Professor of Medicine and Head of the Nephrology Division at the University of Maryland School of Medicine. Co-investigator from 1994–99 on the CHOICE Study, a 5-year ESRD Patient Outcomes Research Team funded by the Agency for Health Care Policy and Research (AHCP, now AHRQ); member of the Institute of Medicine ESRD Program Study Committee 1988–91; chair of the ESRD Health Status Outcomes Group, 1995–97. Published author of many studies on dialysis effectiveness, anemia management, and innovations in vascular access.

Betty Chewing, PhD

Associate Professor, University of Wisconsin-Madison School of Pharmacy

Director of the Sonderegger Research Center, University of Wisconsin-Madison School of Pharmacy, Madison, WI

Recipient of many state and federal grants, including: “Pharmaceutical Care Outcomes: The Patient’s Role,” funded by AHRQ; Early Head Start Program Evaluation; and studies on individuals with chronic health conditions. Author of numerous publications, including a book promoting client self-management in chronic disease patients. Four-time recipient of the Teacher of the Year Award from the School of Pharmacy and the UW-Madison Medical School, Department of Preventive Medicine.

H. Keith Johnson, MD

Chairman of the Board, Dialysis Clinic, Inc., Nashville, TN

Nephrologist and retired faculty member, Vanderbilt University. Former president of both SEOPF and UNOS, the transplant registries and education organizations. Author of several peer-reviewed articles in nephrology. Medical Director of the Renal Transplant Program at Vanderbilt University Medical Center from 1990-99; Medical Director of the Renal Transplant Section of the Veterans Administration Medical Center, Nashville from 1972-99.

Michael J. Klag, MD, MPH

Dean, Johns Hopkins School of Public Health, Baltimore, MD

Internist, epidemiologist, and specialist in preventive medicine. Director of the Precursors Study, a prospective study of 1,337 Johns Hopkins University medical students that began in 1946; a co-principal investigator on the CHOICE study (the AHRQ patient outcomes study of ESRD); team leader of several continuing NIH grant-funded projects. Editor-in-chief of the “Johns Hopkins Family Health Guide,” member of the Editorial Board of the American Journal of Medicine, and editorial consultant to the American Journal of Epidemiology.

Al W. Kraus

Strategic Business Consultant and Manager, Devon, PA

Former Vice President and Integration Manager for Baxter Healthcare Corporation, former President and CEO of Althin Medical, a medical device manufacturer with 900 employees. Former President and CEO of Victor Technologies, a PC and office products company. Former U.S. Manager and COO for Gambro, manufacturer of hemodialysis, cardiovascular, and intensive care equipment.