MEI Launches All-New Life Options CKD Support Website

Madison, Wisconsin—The non-profit Medical Education Institute (MEI) has re-launched its first (1995) and most popular chronic kidney disease (CKD) patient education website: LifeOptions.org. The updated site has a clean, fresh look and all-new navigation that makes information easy to find, and offers HOPE to patients and families for a good life with CKD as well as professional resources.

Dori Schatell, MS, MEI Executive Director, says that the Life Options approach to information about CKD and treatment options is unique. “We wrote Life Options to help CKD patients and family members overcome their understandable fears, find the help they need, and learn how to take the reins and self-manage their disease,” said Ms. Schatell. “As with all MEI patient materials, Life Options starts with hope, is written at a 6th grade reading level, grounded in motivational theory, supports the Chronic Care Model, and is based on published research and reviewed by experts.”

Life Options draws more than 2.8 million unique visitors each year—85% of whom report that they or a loved one has non-dialysis CKD. The site is #1 on Google for “kidney disease symptoms,” and is on page one for many other patient-friendly CKD search terms.

MEI is actively seeking support and sponsorship for Life Options. If your company wants to help and reach out to CKD patients, call us at (608) 833-8033 or email Rob Poehnelt at rpoehnelt@meiresearch.org to learn more.

About Life Options: Life Options is a program of the nonprofit Medical Education Institute, Inc. Founded in 1993, Life Options is dedicated to helping people live long and live well with CKD. All Life Options materials are non-commercial, and have been reviewed by a multidisciplinary panel of experts for accuracy. To learn more about MEI and our programs, visit www.meiresearch.org.

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