

**For Immediate Release: October 22, 2018**  
Contact: Rob Poehnelt, Marketing Communications Manager  
Phone: 608-833-8033  
[rpoehnelt@mei.org](mailto:rpoehnelt@mei.org)

## MEI Releases New CKD Brochure at ASN Kidney Week

Madison, Wisconsin—The non-profit [Medical Education Institute \(MEI\)](http://www.mei.org) will debut a new tool to help nephrologists talk with patients about chronic kidney disease (CKD) during [ASN Kidney Week](http://www.asn-online.org) in San Diego, CA, October 23–28. **CKD: Take Charge of Your Health**, will help patients understand what CKD is, stages, symptoms to report, and—most importantly—their vital self-management job. Pick up a sample at the MEI booth: #2533 or order at [store.mei.org](http://store.mei.org).

Kristi Klicko, MEI Director of Operations, said the idea for the brochure stemmed from analysis of patient-physician conversations from MEI's *Integrating a Patient Values-based Dialysis Aid into Nephrology Care* study. "When we analyzed the data, we noticed patterns in the conversations, and I thought we could make things easier for nephrologists *and* patients with a new tool," said Klicko. "We observed doctors describing to patients where they were along the path of CKD. This brochure illustrates that progression—and creates a framework for patients to understand, while outlining things they can do at each stage of CKD to feel their best."

**Study findings will be presented at ASN on Friday, October 26<sup>th</sup> at 4:54 p.m. in room 6F by Dr. Akhtar Ashfaq**, now at Opko Pharmaceuticals.

**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 developing evidence-based education to empower patients, families, and health professionals; advocating for patient-centered policies; and doing research. MEI is funded through corporate sponsorships, fee-for-service contracts, product sales, and donations. Make a tax-deductible contribution through MEI's website: [www.mei.org](http://www.mei.org).



###