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DATE: May 19, 2008
Contact: Brian Frick, Web Manager
Phone: (608) 833-8033
Email: bfrick@meiresearch.org

New Home Dialysis Poster from Home Dialysis Central

Madison, Wisconsin—The nonprofit Medical Education Institute (MEI) announces a new home dialysis poster to raise awareness of PD and home HD. “Research shows that the number one reason why more people don’t choose home dialysis is that they don’t know about it,” explained MEI Executive Director Dori Schatell. “We want to ensure that every patient knows it is possible to dialyze at home.”

The full-color, 24 x 36” poster features the slogan, “Be stronger, healthier, more in control, and better able to keep your job when you take your treatments home!” from MEI’s popular Home Dialysis Central website www.homedialysis.org, and displays the website URL to direct viewers to this one-stop source of information about PD and home HD. The poster is suitable for framing and display in dialysis centers, doctors’ offices, and clinics.

“This is a great time to put up a home dialysis poster,” Schatell noted, “since the newest clinical performance measures (CPMs) released by CMS in April 2008 require that ALL dialysis patients be taught about ALL treatment options, including transplant, PD, and home HD. Displaying this poster is a great first step in a program to inform patients about their treatment choices.”

The poster is available from the Home Dialysis Central store at www.homedialysis.org/store; the \$5.50 price includes shipping and handling. Other items—refrigerator magnets, an educational DVD entitled “*Home Dialysis: Your Life, Your Choice*,” and light-up home dialysis pens—may also be purchased. Free postcard handouts for patients and family members are also available.

About Home Dialysis Central

MEI launched the award-winning Home Dialysis Central website in July 2004 as a one-stop clearinghouse for accurate information about PD and home HD. Ranked #1 on Google, MSN.com, and Yahoo! for “home dialysis,” Home Dialysis Central attracts more than 30,000 unique visitors each month. The site is supported through sponsorship from equipment manufacturers, dialysis providers, and educators in the renal community.

MEI is a nonprofit, 501(c)3 private foundation dedicated to helping people with chronic disease learn to manage and improve their health. To learn more, email: info@meiresearch.org.

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