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**ASN ENDORSES CAMPAIGN TO IMPROVE FIRST-YEAR  
DIALYSIS PATIENT SURVIVAL**

*ASN endorses PEAK campaign by Kidney Care Partners to emphasize national quality  
improve in kidney care through community-wide efforts*

**Washington, DC (Monday, June 15, 2009)** — The American Society of Nephrology (ASN) is pleased to endorse Kidney Care Partners' (KCP) new quality campaign, PEAK, "Performance Excellence and Accountability in Kidney Care," created to improve the first-year survival rates of dialysis patients. KCP has pledged to reduce the mortality rate among first-year dialysis patients by 20 percent by the end of 2012.

"We applaud this effort to reach out to and educate dialysis patients in their first year," said Thomas Coffman, MD, FASN, President of ASN. "As physicians, our members have always focused on high quality patient care, and we look forward to working with KCP to help patients transition to dialysis and improve outcomes. We feel fortunate to be a member of KCP and actively participate in joint efforts to improve patient care. "

Kidney disease affects more than 26 million people nationwide, and the number of Americans with kidney disease is rising steadily due to risk factors including diabetes, hypertension, obesity, and high blood pressure. Approximately 400,000 Americans suffer from kidney failure and must undergo dialysis or kidney transplantation. Transplants are limited due to the shortage of donor organs, so most patients undergo three-to-four-hour dialysis treatments three times a week.

Often, the onset of chronic kidney disease (CKD) is gradual and undetected, leaving patients especially vulnerable by the time the disease is recognized. Helping patients to understand their disease and manage it is an essential ingredient to high quality care for newly diagnosed patients and a central component of the PEAK Campaign.

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Led by Kidney Care Partners, with support from research partners at Brown University and Quality Partners of Rhode Island, as well as experts in the kidney community, the PEAK Campaign will equip health care providers and professionals with tools to help first-year dialysis patients better understand their disease and manage the effects of dialysis on themselves and their families. Campaign participants such as ASN believe PEAK will not only improve and extend the lives of people with kidney failure but also reduce patient hospitalizations and lower Medicare costs.

The PEAK Campaign targets the overall health of dialysis patients in the first year. Research shows that increased emphasis on nutrition, infection prevention, and anemia management can improve survival and will also likely reduce hospitalizations and lower Medicare costs overall.

Kidney Care Partners, founded in 2003, is a coalition of patient advocates, dialysis professionals, care providers, and manufacturers dedicated to working together to improve quality of care for individuals with CKD.

Founded in 1966, The American Society of Nephrology (ASN) is the world's largest professional society devoted to the study of kidney disease. Comprised of 11,000 physicians and scientists, ASN continues to promote expert patient care, to advance medical research, and to educate the renal community. ASN also informs policymakers about issues of importance to kidney doctors and their patients. ASN funds research, and through its world-renowned meetings and first-class publications, disseminates information and educational tools that empower physicians.

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