



FOR IMMEDIATE RELEASE
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Dialysis Patient Citizens Endorses Kidney Community Campaign to Improve Survival Rates of First-Year Dialysis Patients

DPC Pledges Support for Kidney Care Partners "Promoting Excellence and Accountability in Kidney Care" (PEAK) Program

WASHINGTON, D.C. (June 8, 2009) – Dialysis Patient Citizens (DPC) – a national, non-profit, patient-governed organization dedicated to improving quality of life for all dialysis patients – today endorsed the recently launched national health care program “Promoting Excellence and Accountability in Kidney Care” (PEAK) Campaign, established by Kidney Care Partners (KCP). Participants in the new voluntary quality improvement campaign have pledged to reduce mortality among first-year dialysis patients by 20 percent by the end of 2012, which, if successful, could extend the lives of 10,000 patients.

“DPC remains steadfast in our mission to always look for new ways to improve the patient experience in dialysis care, and as a member of KCP, we are pleased to support this important initiative that holds much promise for doing so,” said Chad Lennox, Executive Director of DPC. “The kidney care community is already engaged in providing high-quality care and support for patients. The Peak Campaign will help dialysis patients better understand their disease and manage the effects of dialysis on themselves and their families, which should result in healthier dialysis patients.”

Led by Kidney Care Partners, with support from its research partners as well as experts in the kidney care community, the PEAK Campaign is expected to equip health care providers with tools to help first-year dialysis patients better transition to dialysis and improve their health and survival.

“We have seen through our patient members’ experiences that education about how to manage your kidney disease is vital, and DPC’s delivery of important dietary information, risk assessments and general tips for healthy living to our members have been particularly valuable to patients just entering dialysis,” said Lennox. “We wholeheartedly support the provision of more information and increased emphasis on care during this time of transition for dialysis patients. We are optimistic that PEAK will result in a more empowered, healthier dialysis patient population.”

To learn more about the PEAK initiative, visit www.kidneycarequality.org.

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About Dialysis Patient Citizens

Dialysis Patient Citizens (DPC) is an independent, nationwide, non-profit, patient-governed dialysis patient organization dedicated to improving dialysis patients' quality of life by developing awareness of dialysis-related issues, advocating for dialysis and pre-dialysis patients, improving the partnership between patients and caregivers, and promoting favorable public policy. DPC provides comprehensive information on kidney disease treatments, legislative policies and patient resources at www.dialysispatients.org.