



# HOME DIALYSIS CENTRAL

**For immediate release**

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## **In-flight Audio to Raise Awareness of CKD & Home Dialysis for National Kidney Month (March 2011)**

**Madison, Wisconsin**—About one in 9 Americans has kidney disease, but many don't know it. To help alert Americans to the risks of chronic kidney disease (CKD), the nonprofit Medical Education Institute (MEI) is broadcasting a brief audio message on Sky Radio for National Kidney Month. The 3-minute message—an interview with Doris Schatell, MS, MEI Executive Director—describes CKD screening and treatment options for kidney failure, emphasizing *home treatments*. The interview will reach 11.18 million air travelers on Delta and US Airways in March and April.

March 2011, National Kidney Month, is a time to focus on expanding home dialysis options. Most people don't know that life-saving dialysis can be done at home. Patient-friendly home options improve blood pressure, heart health, sleep, and allow for more normal diet and fluid intake. Patients feel better and have more energy. Home treatments are more work-friendly, too—and studies find that longer or more frequent hemodialysis offers survival that is comparable to deceased donor transplant.

### **Learn about Home Dialysis**

To learn more about home dialysis, visit MEI's **Home Dialysis Central** ([www.homedialysis.org](http://www.homedialysis.org)). Order the DVD, *Home Dialysis: Your Life, Your Choice*, to view stories from home patients, their families, and three nephrologists. (<http://shop.homedialysis.org>).

### **About National Kidney Month**

National Kidney Month (and World Kidney Day, March 10, 2011) were started to alert people in the U.S. and across the globe to the alarming increase in CKD, with events to publicize facts about kidney disease. For more information about National Kidney Month, visit the National Kidney Foundation website at [www.kidney.org](http://www.kidney.org) or the National Kidney Disease Education Program (NKDEP) website at <http://nkdep.nih.gov> <http://www.worldkidneyday.org/ov/kidneymonth/>. To learn about World Kidney Day, visit <http://www.worldkidneyday.org/>

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