DaVita Launches 'Flu Fighter Program' in Support of National Influenza Week

New Initiative Aims to Provide For Continued Commitment to Superior Clinical Outcomes and Processes

DaVita Inc., a leading provider of kidney care services for those diagnosed with chronic kidney failure and disease (CKD), continues to push the Flu Fighters initiative which takes place during the month of December to complement the events of National Influenza Week, Dec. 8 - 14.

(Logo: http://www.newscom.com/cgi-bin/prnh/20020729/DAVITALOGO)

The National Influenza Week kicks off this week and is designed to raise awareness of the importance of continuing influenza (flu) vaccination, as well as foster greater use of flu vaccine in December, January, and beyond.

DaVita® strives to educate every patient on the benefits of the flu vaccine and hopes to ensure at least 90 percent of patients at every center get vaccinated. Vaccination is one of the most effective interventions available to save lives and prevent hospitalization in dialysis patients. Dialysis patients who already suffer from End Stage Renal Disease are at high risk for the flu, and DaVita hopes this initiative will combat those odds.

Allen R. Nissenson, MD, Chief Medical Officer at DaVita said, "Each year more than 200,000 people are hospitalized for influenza-related complications. Influenza vaccinations are of the highest clinical focus in our company. We want our patients to be as healthy as possible and vaccinations are an opportunity to prevent illness before it starts. It is just one more way to provide for quality patient care and put our patients first."

The flu vaccinations are available at no cost to all DaVita patients and are covered by Medicare. The DaVita Flu Fighters immunization standards are in sync with the Centers for Medicare and Medicaid Services initiative called Healthy People 2010. DaVita expects that more than 90 percent of its patients, as well as direct patient case employees, will be vaccinated to decrease the chances of spreading disease across the dialysis center and to optimize the health of its patients.

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About DaVita Inc.

DaVita Inc., a FORTUNE 500® company, is a leading provider of kidney care in the United States, providing dialysis services and education for patients with chronic kidney failure and end stage renal disease. DaVita manages more than 1,400 outpatient facilities and acute units in more than 700 hospitals located in 43 states and the District of Columbia, serving approximately 110,000 patients. As part of DaVita's commitment to building a healthy, caring community, DaVita develops, participates in and donates to numerous programs dedicated to transforming communities and creating positive, sustainable change for children, families and our environment. For more information about DaVita, its kidney education materials, and its community programs, please visit http://www.davita.com/.

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