Lifeline Vascular Access Launches New Platform for Physicians to Share Best Practices and Improve Vascular Access Care

Lifeline Vascular Access(SM), the nation's leading provider of vascular access management services, today announced the launch of the Lifeline Vascular Access Network(SM) - a clinically integrated network for physicians to act as one to deliver quality care and impact industry-wide health-care cost savings. This new program has the potential to ultimately save money for end-stage renal disease (ESRD) patients and the entire kidney care community while promoting quality patient care.

In the current economic and political climate, physicians frequently find themselves working with fewer staff members and decreased resources - necessitating greater industry-wide collaboration on best practices and ideas on how to maintain a high level of care. The Lifeline Vascular Access Network has been designed to help physicians address these issues and cope with the increasing incidence of ESRD through an integrated operational system that defines practice standards, examines and provides feedback regarding practitioner performance, collects and utilizes clinical information to promote practice improvements, and supports better quality and more efficient treatment for kidney care patients.

The Lifeline Vascular Access Network brings physicians together in a proactive, productive forum to share clinical practices, patient outcomes and financial data. Members are encouraged to leverage their clinical strengths and knowledge to deliver quality improvement tools that reveal cost savings and more effectively communicate with other industry stakeholders, including payors.

Lifeline Vascular Access was created 10 years ago to help physicians improve the delivery and coordination of vascular access care to ESRD patients. Through its innovative management, Lifeline Vascular Access has been a catalyst for change in the vascular access industry. The addition of the clinically integrated physician network reinforces Lifeline Vascular Access' commitment to expand services in order to provide better options for patients, physicians and payors alike.

Lifeline Vascular Access and Lifeline Vascular Access Network are trademarks of RMS Lifeline, Inc. All other trademarks are the property of their respective owners.

About Lifeline Vascular Access

Lifeline Vascular Access, previously known as RMS Lifeline, is the nation's leading provider of vascular access management services, working with premier physician practices to develop and manage physician-owned outpatient centers. The centers provide focused, coordinated, outcome-driven vascular access care to patients receiving hemodialysis treatment. Lifeline Vascular Access manages centers in 21 states and Puerto Rico, and its affiliated physicians have had over a quarter million patient encounters. Lifeline Vascular Access has been accredited by the Joint Commission since 2006, receiving the Gold Seal of Approval™. This seal is recognized nationwide as a symbol of quality that reflects an organization's commitment to meeting high healthcare performance standards. For more information about Lifeline Vascular Access, visit www.LifelineVascularAccess.com or call (877) 658-6800.

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