DaVita.com Launches Physician Website

The Site is Dedicated to Nephrologists and Their Practices

DaVita Inc., a leading provider of kidney care services for those diagnosed with chronic kidney disease (CKD) and kidney failure, continues to enhance DaVita.com to make it an effective tool in managing patient care as well as a valuable resource for patient education. DaVita.com/physicians is a new microsite geared towards physicians who treat people with chronic kidney disease and can be found online at http://www.davita.com/physicians. Nephrologists and other physicians will find a variety of tools to assist their practices and their patients.

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

The DaVita.com physician website (http://www.davita.com/physicians) offers kidney specialists, primary care physicians and other specialists resources such as: patient educational handouts (http://www.davita.com/physicians/resources/index.cfm), coding and billing information (http://www.davita.com/physicians/resources/?id=2151), links to DaVita® services, medical and clinical news relevant to their practices, and information on medical conferences (http://www.davita.com/physicians/resources/?id=2150). In addition, renal doctors will also find a number of clinical tools such as a GFR calculator that measures glomerular filtration rate to determine a patient's stage of CKD and a KTV calculator, which indicates adequacy of dialysis or how effective dialysis is at cleaning a patient's blood.

DaVita Chief Medical Officer, Allen R. Nissenson, M.D., F.A.C.P., F.A.S.N. and Emeritus Professor of Medicine at the David Geffen School of Medicine at UCLA states, "DaVita is committed to improving the lives of patients with kidney disease. DaVita.com's physician website is another tool to enable our dedicated team of nephrologists to continue to maintain our outstanding clinical outcomes. It is a resource to help the nephrologists and thus maintain quality care for our patients."

Jason Walker, Director of DaVita.com, understands the need for a dedicated physician site and says, "We set out to build this new area on DaVita.com because there are so few centralized sites on the web to make the life of the busy nephrologist easier and provide the tools needed in their practice."

DaVita.com is the premier online source for kidney disease and dialysis information. DaVita.com provides educational articles about chronic kidney disease (http://www.davita.com/kidney-disease), dialysis (http://www.davita.com/dialysis), diet and nutrition (http://www.davita.com/diet-and-nutrition); videos (http://davita.feedroom.com/), more than 500 kidney-friendly recipes (http://www.davita.com/recipes) and tools like DaVita Diet Helper (http://www.davita.com/diethelper), an online interactive meal planner for kidney patients, to learn about the disease and optimize their lives with chronic kidney disease and on dialysis.

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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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