DaVita Releases Top Clinical Priorities for 2009

Over 500 Nephrologists Gathered in Phoenix to Focus on Catheter Reduction and Reduction in First-Year Mortality Rates in Hemodialysis Patients

DaVita Inc., a leading provider of kidney care services, unveiled its 2009 Clinical Priorities to its partnering nephrologists during the Annual Physicians Leadership Meeting in Phoenix, one of the largest gatherings of nephrologists of the year. Continuing DaVita's "Relentless Pursuit of Quality," DaVita Chief Medical Officer, Allen R. Nissenson, MD and his team highlighted DaVita's 2009 Key Clinical Initiatives and provided physician leaders the latest information on industry trends, clinical practices, and business tools to continue to provide superior quality patient care. DaVita treats 1-in-4 dialysis patients in America and is a leader in superior clinical outcomes.

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

Amongst the top ten clinical initiatives announced, DaVita outlined the top two priorities for physician partners: striving for reduction of first-year mortality rates and reducing catheter use. DaVita will continue the success of the CathAway program, in which the entire care team educates and organizes the patients' catheter removal plan. DaVita will also work to lead the entire renal community to decrease first-year mortality in dialysis patients. These two priorities, in conjunction with DaVita's enhanced clinical programs, are just some of the ways partnering physicians can work to transform kidney care across America. A few of the other highlighted programs include:

-- IMPACT™ - A comprehensive patient management effort designed to focus on the first three months of dialysis and to improve the key indicators associated with lower morbidity and mortality.
-- Vaccinations and infection control. In 2009 physician leaders will continue to protect DaVita patients and maintain better outcomes through increased vaccinations.
-- Hospitalizations - Through partnership with DaVita physicians, clinicians will work to reduce the number of avoidable hospitalizations and re-hospitalization.

In 2008, DaVita and its partnering physicians led the nation in arteriorvenous (AV) fistula placement. More than 60 percent of all DaVita patients have a fistula in place. DaVita along with the National Kidney Foundation (NKF), and the Centers for Medicare and Medicaid Services (CMS) consider fistulas the optimal type of access for dialysis. Research studies show fistula patients have the fewest complications, such as infection or clotting, compared to all other access choices.

In 2008, DaVita also set the benchmark for the management of bone and mineral disease associated with dialysis patients. Dr Nissenson states, "By obtaining tighter control of bone and mineral disease, our outcomes continued to improve, allowing our team to set the standard for care in this area."

The message to physicians is not only to continue the Relentless Pursuit of Quality™, but to educate nephrologists on the systems DaVita has in place to provide the best possible outcomes for all patients.

Dr. Nissenson says, "From our technicians to our clinicians and medical directors, we have a foundation of training, information and the tools needed to support our physician partners in this journey to shape the future of kidney care, with the partnerships developed with our physicians leaders, we will not only embrace but lead that journey."

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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 www.davita.com.

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