DaVita Highlights Benefits for Dialysis Patients Who Work

Week-long social media push will emphasize benefits of staying employed while on dialysis

DENVER--(BUSINESS WIRE)--Dec. 9, 2013-- DaVita®, a division of DaVita HealthCare Partners Inc. (NYSE: DVA) and a leading provider of kidney care services, will highlight the benefits of maintaining employment for dialysis patients this week through a social media campaign spanning several platforms.

The United States Renal Data System (USRDS) shows that 50 percent of all dialysis patients are of working age, yet only one in five of those patients work. Additionally, a study showed that two out of three patients who were working in the year prior to dialysis quit their jobs within the first four months of beginning dialysis treatments, a result likely driven by outside pressure and the fear of the unknown.

But, for some patients, that isn't the case.

"When I learned I had to go on dialysis, I was working at the time. I never even thought that I would stop working," said Julie Spreckelmeyer, marketing and communications professional and DaVita peritoneal dialysis patient. "My goal was to keep working and to keep up my regular lifestyle."

DaVita aims to raise awareness of the benefits of continuing to work because research has shown that patients who remain employed are happier, healthier and more likely to get a kidney transplant:

- Dialysis patients who continue to work after starting treatment are 21 percent less likely to have depression (source)
- In a study measuring Patient Reported Outcomes, employed ESRD patients scored higher than those who were unemployed in many areas (source)
- Dialysis patients who maintain employment are twice as likely to get a kidney transplant (source)

Additionally, patients who continue to work also typically describe themselves as more financially secure.

"Social media is yet another channel where we, as a dialysis provider, can educate patients about the benefits of maintaining employment," said Allen R. Nissenson, M.D., chief medical officer at DaVita. "The benefits of continuing to work are great and with this effort we can help shift the end stage renal disease program back to one of rehabilitation and health, rather than solely maintaining a chronic illness."

During the week of Dec. 9 through 14, DaVita will be highlighting these benefits through the following social media tactics:

Google+ Hangout On Air

On Thursday, Dec. 12, at 6 p.m. MST, DaVita will host a Google+ Hangout discussing the topic of working and dialysis called Stay Employed, Stay Healthy – Tips for Dialysis Patients. Speaking on the video panel will be Allen R. Nissenson, M.D., chief medical officer at DaVita; Tommie Reese, DaVita dialysis patient and campus police dispatch supervisor at University of Alabama - Birmingham; Julie Spreckelmeyer, DaVita dialysis patient and marketing and communications professional; and Shelley Murphy, renal social worker at DaVita.

Facebook

Every kidney disease story is different, so it is good to hear many. Join DaVita's Facebook community to hear personal stories from DaVita patients and Facebook community members regarding their personal experiences with balancing work and dialysis.

Pinterest

Follow DaVita on Pinterest for quick and easy recipes posted each day; these recipes are perfect for dialysis patients who must prepare dinner after work for themselves or their family. DaVita's recipe boards also include nutritious, yet quick to prepare, breakfast ideas.

Instagram

DaVita will release a series of "instagraphics" (Instagram-sized infographics) on their Instagram account throughout the week. Follow DaVita on Instagram to see the colorful, graphic representations of statistics related to working and dialysis.

Twitter

DaVita will be sharing facts and statistics about benefits of maintaining employment for dialysis patients on Twitter using hashtag #WorkWithCKD.

For more information on working and dialysis, please visit DaVita.com/WorkingPatients or call 1-888-405-8915.

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About DaVita

DaVita is the dialysis division of DaVita HealthCare Partners Inc., a Fortune 500® company that, through its operating divisions, provides a variety of health care services to patient populations throughout the United States and abroad. A leading provider of kidney care in the United States, DaVita delivers dialysis services to patients with chronic kidney failure and end stage renal disease. DaVita strives to improve patients' quality of life by innovating clinical care, and by offering integrated treatment plans, personalized care teams and convenient health-management services. As of Sept. 30, 2013, DaVita operated or provided administrative services at 2,042 outpatient dialysis centers located in the United States serving approximately 166,000 patients. The company also operated 66 outpatient dialysis centers located in 10 countries outside the United States. DaVita supports numerous programs dedicated to creating positive, sustainable change in communities around the world. The company's leadership development initiatives and social responsibility efforts have been recognized by Fortune, Modern Healthcare, Newsweek and WorldBlu. For more information, please visit DaVita.com.

Source: DaVita

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