Top DaVita Nephrologists Sharing Expertise Through Social Media

Chief Medical Officer Among DaVita Physicians Who Blog and Tweet

DENVER, Aug 01, 2011 (BUSINESS WIRE) -- DaVita Inc. (NYSE: DVA), a leading provider of kidney care services for those diagnosed with end stage renal disease (ESRD) and chronic kidney disease (CKD), today announced that three of the company's top nephrologists are sharing their nephrology expertise, perspectives and resources through social media.

DaVita's newest bloggers are members of DaVita's Office of the Chief Medical Officer: Allen R. Nissenson, M.D., Mahesh Krishnan, M.D., and Robert Provenzano, M.D.

"We've found that we're able to engage with physicians and the entire kidney care community in a whole new way," said Dr. Allen Nissenson, chief medical officer at DaVita®. "With social media, we have the opportunity to host key conversations online from public policy to the quality of patient care. There just aren't many resources like this for nephrologists or students studying nephrology."

Dr. Allen Nissenson hosts a blog on DaVita's new physician-focused site where he shares his perspectives and expertise on nephrology-specific issues on a bi-weekly basis. Dr. Nissenson also invites industry-leading experts to share thoughts and comments on his blog.

Dr. Mahesh Krishnan, vice president of research for DaVita Clinical Research,® shares a monthly list of his top clinical reads featuring thought-provoking articles from clinical journals and publications, and well-respected nephrology blogs.

Dr. Robert Provenzano, widely known to be an industry specialist on Accountable Care Organizations (ACOs), writes about the impact of ACOs on the renal industry on DaVita's Accountable Kidney Care Collaborative site. Dr. Provenzano also manages his own Twitter account where he tweets primarily about issues related to ACOs and nephrology.

Follow DaVita's top physicians by clicking the following links:

Allen R. Nissenson, M.D., FACP
Chief Medical Officer
Allen's Blog
DaVita.com/Allen

Mahesh Krishnan, M.D.
Mahesh's Top Reads
DaVita.com/Mahesh

Robert Provenzano, M.D., FACP
Dr. Provenzano on Twitter
Twitter.com/DrBobPro
http://accountablekidneycare.org/akccblog

DaVita and DaVita Clinical Research are registered trademarks of DaVita Inc. All other trademarks are the property of their respective owners.

About DaVita

DaVita Inc., a Fortune 500® company, is a leading provider of kidney care in the United States, delivering dialysis services and education to patients with chronic kidney failure and end stage renal disease. As of March 31, 2011, DaVita operated or provided administrative services at 1,642 dialysis facilities, serving approximately 128,000 patients. DaVita develops, participates in and donates to numerous programs dedicated to transforming communities and creating positive, sustainable change for children, families and our environment. The company's leadership development initiatives and corporate social responsibility efforts have been recognized by *Fortune*, *Modern Healthcare*,*Newsweek* and *WorldBlu*, among others. For more information, please visit http://www.davita.com.

SOURCE: DaVita

DaVita
Ginger Pelz, 303-405-2271
Ginger.Pelz@DaVita.com
