DaVita Rx Delivers Five Millionth Prescription

DaVita Rx Filling a Need not met by Traditional Pharmacies

DALLAS, Jul 07, 2011 (BUSINESS WIRE) -- DaVita Rx, the world's first and largest full-service pharmacy dedicated to serving the unique needs of kidney patients, announced today that it has filled five million prescriptions since the company started delivering medications in 2005.

"DaVita Rx[SM] is committed to helping make the lives of dialysis patients easier while at the same time improving the overall quality of care they receive," said Josh Golomb, general manager for DaVita Rx. "Dialysis patients take an average of 21 pills every day, prescribed by multiple physicians. This can result in challenges for patients obtaining their medications through traditional pharmacy options. DaVita Rx was created to make it easier for patients to get the right medications at the right time."

By making it easier for patients to receive the medications they need and better manage their drug regimens with specialized, renal-trained pharmacists, DaVita Rx generally sees improved clinical outcomes and lower hospitalizations in their patients compared to patients who get their medications at traditional pharmacies.

DaVita Rx helps remove barriers for patients to get the medications they need by providing flexible payment options, no-cost delivery, refill reminders, reviews for possible drug interactions, as well as help with health plan paperwork and prior authorizations.

DaVita Rx is widely accessible and patients in many dialysis clinics can take advantage of the multitude of benefits DaVita Rx offers.

About DaVita Rx

DaVita Rx is the first and largest full-service pharmacy created specifically for the unique needs of kidney patients. DaVita Rx makes it easier for patients to get their medications and follow their drug regimens with services such as 24-hour access to specially trained pharmacists, refill reminders, flexible payment options, and no-cost delivery. DaVita Rx also helps patients and providers navigate the changing health care laws and rules. For more information, please visit http://www.davitarx.com.

About DaVita

DaVita Inc., a Fortune 500(R) 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

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