DaVita Unveils New Corporate Tagline at Annual 'Nationwide' Event

DENVER, Jun 06, 2011 (BUSINESS WIRE) --

DaVita Inc. (NYSE: DVA), a leading provider of kidney care services for those diagnosed with chronic kidney disease (CKD) and end stage renal disease (ESRD) recently unveiled its new corporate tagline at its annual "Nationwide" meeting. The new tagline, "DaVita: Bringing Quality to Life," reflects the company's primary goal of improving quality of life for its approximate 128,000 patients around the country.

The Nationwide event honors nearly 2,500 of the company's top caregivers and took place in National Harbor, Md.

"Nationwide offered the perfect venue to unveil our new tagline because it's a time when our top caregivers from around the country are being honored for their dedication to our core values," said Kent Thiry, chairman and CEO of DaVita(R). "By offering the most diverse treatment options and consistently achieving clinical outcomes that are the best or among the best in virtually every category, DaVita is committed to bringing quality to life."

DaVita has pioneered multiple clinical and social programs aimed at making patients feel healthier, maximizing treatment schedule flexibility and offering convenient, value-added services such as prescription delivery. Further, DaVita.com houses many resources to help patients take charge of their care such as offering more than 700 kidney-friendly recipes, travel-planning tips and other resources to help dialysis patients find the right treatment plan to fit their lifestyle.

DaVita is dedicated to "bringing quality to life" for its teammates (employees) as well, through an award-winning leadership development curriculum and financial support for teammates in crisis, for their children's and grandchildren's education and for community services projects. For years, DaVita has been recognized for its pioneering corporate culture, most notably by Fortune World's Most Admired Companies, Fortune Top Companies for Leaders, Training Top 125 and WorldBlu Most Democratic Workplaces.

Over 1,600 DaVita teammates submitted ideas for the new tagline and 500 patients, physicians, hospitalists and discharge planners were surveyed on their preferences before DaVita made its final decision.

DaVita and *DaVita: Bringing Quality to Life* are trademarks or registered trademarks of DaVita Inc. All other trademarks are the property of their respective owners.

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 www.davita.com.

SOURCE: DaVita

DaVita
Ginger Pelz, 303-405-2272
Ginger.Pelz@DaVita.com

---

https://davita.mediaroom.com/press-releases?item=122949