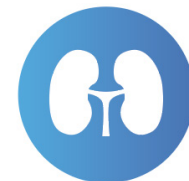




KIDNEY ACADEMY EDUCATIONAL PARTNER

Opportunity for Industry Connection, Engagement & Support



Kidney Academy

Boulder, CO | www.kidneyacademy.org

BECOME AN EDUCATIONAL PARTNER

We invite you to join **Kidney Academy** as an **Educational Partner** with a **one year company partnership**. When you become a **Kidney Academy Educational Partner**, you can:

- **CONNECT in meaningful ways** to the global dialysis access medical audience with **Kidney Academy's** innovative platform offering continuing education, training, connection and collaboration.
- **ENGAGE on the Kidney Academy community** in a compliant and ethical manner in the spirit of improving care for patients that we collectively serve.
- **SUPPORT the mission of Kidney Academy.** **Kidney Academy is an education-based nonprofit recognized under the federal IRS 501c3 designation. Donations are accepted as allowable by law EIN# 47-2578950.**

KIDNEY ACADEMY'S MISSION / VISION

- **WHO:** Kidney Academy is a global, multidisciplinary, clinical community of Physicians (Nephrology, Interventional Nephrology, Interventional Radiology, Transplant Surgery, Vascular Surgery, General Surgery) Nurses, Technologists, and other clinical staff who are dedicated to ESKD patients requiring lifesaving access for dialysis.
- **HOW:** Kidney Academy bridges the knowledge and understanding gaps that exist between medical specialties, global regions, access team roles and positions, as well as between the clinical experts advanced in their careers and the younger trainees emerging as the next leaders. We welcome diversity as well as a growth mindset for the shared goal of improved patient care. Kidney Academy promotes education and collaboration of the multidisciplinary team via CME accredited content and an online discussion forum focused on Cases, Journal Publications, and other topics of interest to the clinical community.
- **WHY:** Kidney Academy's vision is an educated clinical care team who communicates and makes decisions in a coordinated and open fashion centered around the best interest of individual patients.

IMPACT



MEMBERSHIP GROWTH

Year 1 (750 members)

Projected Growth Year 2 (1,500 members)

MEMBERSHIP BY PROFESSION

Physicians (72%)

Registered Nurse (12%)

Industry Representative (7%)

Nurse Practitioner/Physician Assistant (6%)

Technologist (3%)

MEMBERSHIP BY SPECIALTY

Nephrology (34%)

Vascular Surgery (31%)

Interventional Nephrology (12%)

Interventional Radiology (9%)

Transplant (8%)

General Surgery (6%)

MEMBERSHIP BY LOCATION

North America (52%)

Europe (21%)

Asia Pacific (11%)

Middle East/Africa (10%)

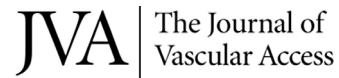
Central/South America (6%)

Over 40 countries in our membership base

LEADERSHIP: CLINICAL ADVISORY COUNCIL



MEMBERS' SELECT AFFILIATIONS INCLUDE:



PROGRAMS & SERVICES



Kidney Academy

ONLINE LEARNING

(ACCME-Accredited Modules)

1. Renal Replacement Therapies (RRT) Integrated
2. Physical Examination
3. Dialysis Access Algorithms
4. AVF
5. Grafts
6. Peritoneal Dialysis (PD)
7. Thoracic Central Vein Obstruction (TCVO)
8. Steal Syndrome
9. Radiation Safety
10. Aneurysms
11. Complex Case Reports
12. CPT and ICD-10 Coding
13. Central Vein Catheters (CVC)
14. Cannulation
15. Ultrasound
16. Percutaneous PD Catheter Placement
17. Dialysis Delivery

ONLINE COMMUNITY

(NON-CME)

Discussion Forums

Open Forum | Case Based Learning | Journal Club |
Cannulation Coach | Patient Experience

Training Calendar

Consolidated listing of dialysis access events

Toolkit

Technology & Device Library for dialysis access

Resource Repository

Directory of technologies and organizations related to ESKD

Marketplace

Exposition of companies & organizations related to ESKD &
dialysis access

www.kidneyacademy.com

A non-profit 501c3 mission-driven entity aimed to deliver education & collaboration to the global multi-specialty dialysis access medical community.

ONLINE COLLABORATION & IDEA SHARING



CORPORATE SPONSORSHIP

| Feature | Trailblazer 100k | Visionary 50k | Leader 25k | Champion 10k |
|--|---------------------|------------------|---------------|-----------------|
| Visibility in Marketplace-Support Level Recognition | ✓ | ✓ | ✓ | ✓ |
| Unique login Credentials, Engagement & Analytics Reports | ✓ | ✓ | ✓ | ✓ |
| Company Listing in Tech & Resource Repository | ✓ | ✓ | ✓ | ✓ |
| Visibility as Featured Educational Partner | ++++ | +++ | n/a | n/a |
| Visibility on KA Marketing Channels | ++++ | +++ | ++ | + |
| Dialysis Access Training Calendar Event Listings (# events) | 24 | 12 | 6 | n/a |
| Visibility in Dialysis Access Toolkit | ++++ | +++ | ++ | + |
| Clinician Only Communities Reports | + | + | n/a | n/a |
| Internal Colleague KA Memberships | 100 | 75 | 50 | 10 |
| Module Seats for Internal Training | 100 | 75 | 50 | 10 |
| Pulls on Clinician-Only Communities | monthly | quarterly | biannually | annually |
| Company Posts on Industry News Forum | monthly | quarterly | biannually | annually |
| Clinical Topic Suggestions | monthly | quarterly | biannually | annually |
| Engagement with Kidney Academy Advisory Councils: Patient Consultation Coach Clinical | ++++ | +++ | ++ | + |

***Relative engagement varies with selected support level:**

- ++++ premium
- +++ high
- ++ moderate
- + basic

Take advantage of our unique promotional opportunities and expand your market reach. Sponsorship provides unique interactions, connection points and information share for clinicians and health advocates across the globe.

Contact us for customization at partner@kidneyacademy.com | www.kidneyacademy.com

ACCOMPLISHMENTS & ENHANCEMENTS

year 1

Select Accomplishments



Organizational Accomplishments

- US Federal nonprofit 501c3 status recognition
- Leadership Development: Board of Directors | Clinical Advisory Council | Mission, Vision, Values



Audience Growth & Engagement Accomplishments

- Broad membership acquisition across global regions and specialties
- Society and Conference engagement
- Engaging Community Discussion Forums



Online Platform & Content Creation Accomplishments

- Launch of 7 ACCME-Accredited learning modules
- Collaborative community development of infographics: Complexity of RRT & Integrated Dialysis Access Team

year 2

Select Plans & Enhancements



Online Platform Enhancements & Content Creation

- Completion of Dialysis Access Toolkit, Technology Repository, & Dialysis Access Training Calendar
- New program topics for Clinician Communities: Case Based Learning and Journal Club Clinical Topics for 2021-22 include: *EndoAVF, Covered Stents, Early Cannulation Grafts, TCVO, Drug Eluting Balloons, Blood Flow Surveillance, Remote Monitoring, Home Dialysis, Patient Reported Outcomes, Cannulation Best Practices, Ultrasound in Dialysis Access, Modified Seldinger PD Placement Technique, and more.*
- Launch mobile App (coming Fall 2021)
- Coordination for Simulation & Hands-On Training
- New CME Modules



Engagement Enhancements

- Launch online communities: Patient Experience, Cannulation Coach, Industry News
- Collaborative Symposiums with Adjunct organization
- Mentor / Mentee Match
- Live clinical conversation sessions: “Knock on the Door” and Journal Club



NEXT STEPS

Ready to become an Educational Partner?

Follow these 3 simple steps:

- 1) **Complete Application.** Complete the 2-minute online application below.
- 2) **Submit Payment.** We will contact your accounting person to collect payment in 24-48 hours of receiving the application.
- 3) **Upload Materials.** We will reach out to your marketing person to collect all marketing materials needed.

[Online Application](#)

Still have questions?

Contact Kidney Academy for a live Zoom demonstration and to answer questions.

Email:

partner@KidneyAcademy.com

Phone:

720.879.8252

[Email Us](#)