

March 2011

**DPC Patient Ambassador Call to Action:**

(Please complete by April 8, 2011)

**Call to Action #1 Background**

March is National Kidney Month, and March 10<sup>th</sup> was World Kidney Day! World Kidney Day (WKD) is a global health awareness campaign. The international campaign focuses on the importance of our kidneys and reducing the impact of kidney disease and its related health problems. Leading up to and during March, we have encouraged you to participate in this important awareness month by educating your community about kidney disease.

**Call to Action #1 Instructions**

Please continue to carry out your National Kidney Month event plans and report back to DPC, if you have not already. We look forward to announcing all of your community events!

**Call to Action #2 Background**

Medicare is re-examining its reimbursement policy for ESAs (*medications to treat anemia in dialysis patients often referred to as "EPO"*).

DPC is fearful that due to recent public meetings held at the Centers for Medicare and Medicaid Services, the internal CMS group responsible for determining ESA coverage based on hemoglobin levels will develop a more restrictive policy that will further hurt patients' ability to receive ESAs and properly control their anemia.

**Call to Action #2 Instructions**

We would like to capture your story in your struggle with anemia and the impact ESAs have had on improving your quality of life. We are looking for short patient testimonials by video or in writing. We need your story urgently! If CMS determines a more restrictive policy for ESA coverage, we want to be able to provide patient feedback to them on how this will impact you. Contact Ben at DPC if you are interested in sharing a video or writing a letter about this issue.

Please don't forget to complete and return the Monthly Call to Action Reporting Form to DPC by **April 8, 2011**. You may also complete this form online at [www.dialysispatients.org/patient-ambassador-resource-page](http://www.dialysispatients.org/patient-ambassador-resource-page).