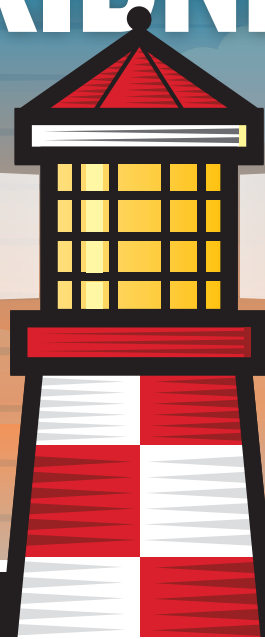


BE A BEACON OF HOPE: SUPPORT KIDNEY SCHOOL



INFORMATION WITH A PURPOSE: PATIENT SELF-MANAGEMENT

“As I’m getting closer to dialysis it seems like I can’t think of anything but dying. I feel like no one understands what I go through and I’ve lost control of my life and emotions.”

No one should have to feel alone and scared when they have chronic kidney disease (CKD). Kidney School offers HOPE and information to help people with CKD live as well and fully as possible.

The non-profit Medical Education Institute needs your support to keep this credible, unbiased resource FREE and up-to-date for patients.

SUPPORT HOPE AND EMPOWERMENT FOR PATIENTS

Become a Kidney School Sponsor today! Read on to find out how your company can benefit.

KIDNEY SCHOOL FAST FACTS

- 🔗 16 interactive, tailored modules— with lively content, patient quotes, photos, graphics & animations, pre- and post-tests, a user evaluation, and a certificate of completion
- 🔗 Offered as full-color, large-print PDFs (in English and Spanish) for patients who can’t use the Internet—and MP3 audio files for those who don’t see or read well
- 🔗 FREE—no registration or log-in required
- 🔗 Easy to understand—written at a 6th grade reading level
- 🔗 Designed using motivational theory
- 🔗 Free promotional postcards— approximately 50,000 mailed each year to CKD and dialysis clinics



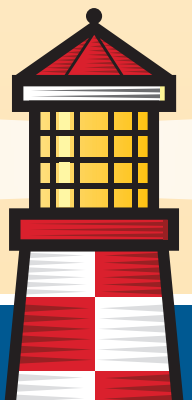
WHY KIDNEY SCHOOL SPONSORSHIP MAKES SENSE

Obviously, Kidney School is an important and useful resource for patients, their family members, physicians, and clinical staff, but WHY SHOULD YOUR COMPANY CONSIDER SPONSORSHIP?

Kidney School provides unique returns on your investment that may be lacking in your current marketing strategy. Benefits derived from your support of Kidney School include:

- ☞ Increased visibility and goodwill among patients and the renal community
- ☞ Enhancing your company's reputation of corporate generosity and caring for patient interests
- ☞ Smarter, more engaged, and active patients are more likely to follow their treatment plans, which will help YOUR bottom line
- ☞ Patients will know and appreciate that you stand behind Kidney School, providing them with credible, quality education (written at a 6th grade reading level)
- ☞ Target your marketing. Choose to sponsor only the modules that fit your strategy
- ☞ Informed patients may choose YOUR product or service

SPONSOR ONE OR TWO MODULES—OR EVEN ALL 16!—FOR EVEN GREATER EXPOSURE AND RECOGNITION FROM PATIENTS AND THE RENAL COMMUNITY!



“I learned so much from these modules and they were presented in a way that was easy to understand. Kidney School is positive and encouraging!”



KIDNEY SCHOOL ATTRACTS ENGAGED HEALTH INFORMATION SEEKERS

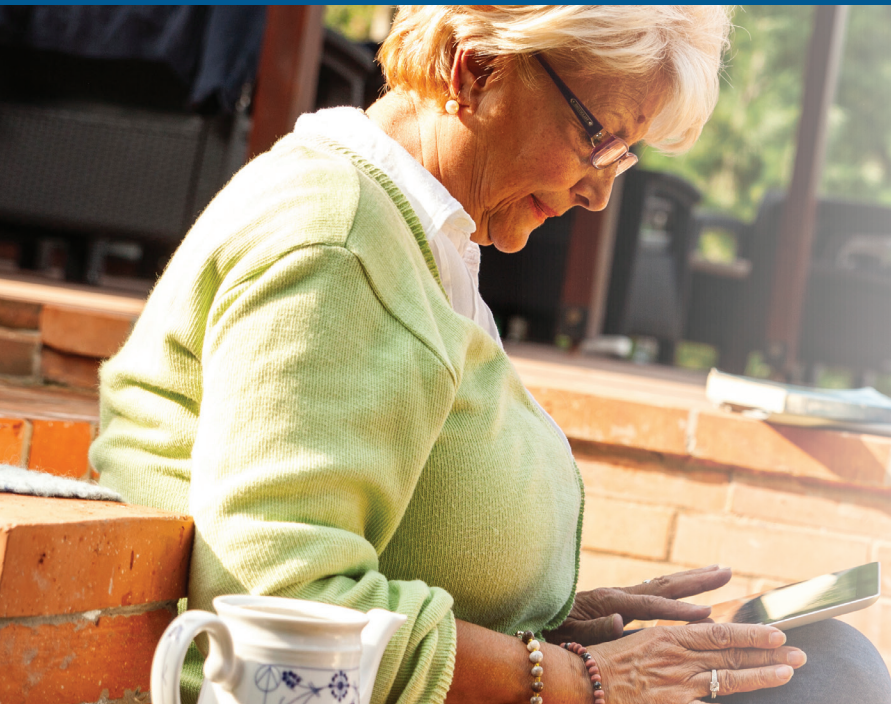
Kidney School users are the highest quality audience for a healthcare website. They are committed to learning all they can about their disease, as well as how and why to follow their treatment plans. **Our visitor and download statistics back that up.**

APRIL 2017 through MARCH 2018

Total Page Views	610,593
Users	53,232
PDF Downloads	27,088
Audio Downloads	3,600
Postcards Distributed	49,205
Licensing Agreements	4 agreements for 5,250 copies
Social Media Reach	2,432

- 🔍 **People search for Kidney School by name:** 13 of the top 15 search terms used to find it contain the words “kidney” and “school.”
- 🔍 **Kidney School is “sticky.”** Visitors view many pages and spend lots of time per session. Sponsors can enhance their brand identity and build interest in products and services.
- ✓ **Average of 6 minutes per session** (vs. 1.5 minutes for other health sites)
- ✓ **Average of 8 pages viewed per session** (vs. 1.8 for other health sites)
- ✓ **Bounce rate of only 46%** (vs. 72.4% for other health sites)





“I am so grateful and excited about Kidney School, I can’t put my iPad down. It is great! I am learning so much; it is unbelievable. Thanks so much for the excellent work. I will go through the entire set of modules.”

WHAT PATIENTS SAY ABOUT KIDNEY SCHOOL:

“Thank God for this site—it has changed my life! All the information I learned helped alleviate my fear of dialysis.”

“I saw a counselor, but those sessions found me wandering aimlessly in the dark forest of my anxieties. But the ‘Coping’ module of Kidney School gave me a lot of structure that I found to be extremely helpful. It provided very practical tools to construct effective coping mechanisms.”

“These Kidney School modules were very easy to understand and take you step by step in understanding kidney disease, treatment options, and barriers faced by those living with it. I really appreciate all this information.”

WHAT PROFESSIONALS SAY ABOUT KIDNEY SCHOOL:

“I love Kidney School, direct patients to it, hand out the postcards, and copy the modules.”

“THANK YOU!! Your program has been a blessing to my patients.”

“Kidney school is an outstanding resource for patients, family, and professionals. Clear and concise information. Well organized. Up to date.”

PATIENTS AGREE OR STRONGLY AGREE KIDNEY SCHOOL:

97%

Helped me learn more about kidney disease

95%

Is useful to me in my life

95%

Makes me feel more able to manage kidney disease

PROFESSIONALS AGREE OR STRONGLY AGREE THEIR PATIENTS:

100%

Increased knowledge and understanding of CKD

Increased understanding and control of diet and fluids

Informed of treatment options

98%

Improved understanding of why to take medications as prescribed

95%

Reduced fear of dialysis and the future

93%

Improved attitudes about life and disease



SPONSORSHIP BENEFITS & LEVELS

Kidney School sponsorship is per year, by module (\$5,000).

Sponsor more than one—or all 16—to maximize your benefits:

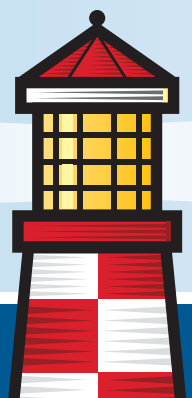
BENEFITS FOR YOUR COMPANY	Number of Modules			
	1	2-3	4-8	ALL 16
AWARENESS AND RECOGNITION				
Raise awareness of your product or service	✓	✓	✓	✓
Support motivational education to help patients follow their treatment plans and produce better health outcomes	✓	✓	✓	✓
GAIN WEBSITE EXPOSURE				
Your logo on the sponsor page of your module(s) with a live link to the URL of your choice.	Small	Med	Large	Large & listed at top
Your name/logo on the Order Free Postcard page		Small	Med	Large
GAIN PRINT EXPOSURE				
Your logo on the inside cover of your module(s) PDFs		Small	Med	Large
Your logo on 50,000+ per year Kidney School Postcards				✓
Your company recognized in MEI press releases				✓

ABOUT THE MEDICAL EDUCATION INSTITUTE (MEI)

MEI is a non-profit 501(c)(3) public charity dedicated to helping people with chronic diseases learn to manage and improve their health, with a focus on CKD. We:

- Conduct health behavior research to better understand the patient experience and interactions between patients and their healthcare teams.
- Create educational materials—based on research and adult education principles—to empower patients to manage their health.
- Distribute these educational resources at little or no cost to maximize their availability.
- Advocate for patient-friendly, rehab-friendly policy.

The MEI team includes researchers, writers, editors, web developers, social workers, and patient education experts with decades of experience in CKD.



SIGN ME UP!

Choose to sponsor modules that fit your marketing strategy:

- 1. [Kidneys: How They Work, How They Fail, What You Can Do](#)
- 2. [Treatment Options for Kidney Failure](#)
- 3. [Working with Your Health Care Team](#)
- 4. [Following Your Treatment Plan](#)
- 5. [Coping with Kidney Disease](#)
- 6. [Anemia and Kidney Disease](#)
- 7. [Understanding Kidney Lab Tests](#)
- 8. [Vascular Access: A Lifeline for Dialysis](#)
- 9. [Nutrition and Fluids for People on Dialysis](#)
- 10. [Getting Adequate Dialysis](#)
- 11. [Sexuality and Fertility](#)
- 12. [Staying Active with Kidney Disease](#)
- 13. [Heart Health and Blood Pressure](#)
- 14. [Patient Rights and Responsibilities](#)
- 15. [Alternative Treatments](#)
- 16. [Long-term Effects of Dialysis](#)

SPONSORSHIP PRICING

Number of Modules	Percent Discount	Annual Cost Per Module
1 – 3 modules	–	\$5,000
4 – 7 modules	25%	\$3,750
8 – 15 modules	35%	\$3,250
All 16 modules	50%	\$2,500

SPONSORSHIP AGREEMENT

Number of modules _____

Total sponsorship cost _____

Payment Options:

- Check (payable to Medical Education Institute) enclosed
- Please invoice (use contact info below)
Payment plans are available.

Company Name _____

Billing Contact Name (please print) _____

Billing Address _____

Billing Email _____ Billing Fax _____

Sponsor Benefits Contact Name _____ Email _____

Signature _____ Date _____

Your signature signifies agreement to become a sponsor of Kidney School as indicated. Sponsorship of Kidney School is for one year.

Please send this contract to: Medical Education Institute, Inc.
414 D'Onofrio Drive, Suite 200, Madison, WI 53719
Email: Klicko@meiresearch.org | Fax: 608.833.8366

414 D'Onofrio Drive, Suite 200 | Madison, WI 53719 | 608.833.8033 | FAX 608.833.8366 | www.meiresearch.org



SPONSOR RECOGNITION

The amount of visibility your company receives depends on the number of learning modules your company supports. For example, when a visitor opens a sponsored learning module, there is a splash page, where:

Companies that sponsor ALL 16 modules get a LARGE logo displayed FIRST (or at top). Companies that sponsor 4–8 modules get a LARGE logo display.

Companies that sponsor TWO or THREE modules get a MEDIUM sized logo (on the modules they sponsor).

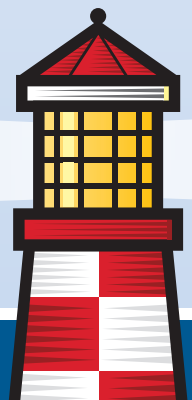
Companies that sponsor ONE module get a SMALL sized logo.

The screenshot shows the 'Kidney School' splash page for 'Module 6 Brought to You By:'. It features a navigation bar with links for Learning Modules, Audio Book, Resources for Renal Professionals, About Kidney School, Help, and Home. A search bar is present with the text 'I would like to search Kidney School for:'. Below the navigation, there are three columns of sponsorship options, each with a 'Continue to Module 6' button.

Sponsorship Level	Logo Size (pixels)	Number of Logos
Level 1 & 2 sponsorships	200 x 200 pixels	3
Level 3 sponsorship	165 x 165 pixels	3
Level 4 sponsorship	125 x 125 pixels	5

Each logo placeholder includes the text: 'Your Company Logo', 'Your Company Name', and 'A short tagline for your company goes here'.

At the bottom of the page, there is a footer with the text: 'Kidney School is a program of the Medical Education Institute, Inc., a 501(c)(3) organization, © 2002-2016. All Rights Reserved. Questions or comments? Contact us. This website is XHTML strict-compliant.' and a Facebook icon.



SPONSOR RECOGNITION

Companies that sponsor more than one Kidney School module also get recognized on our FREE promotional postcard order page. We distribute approximately 50,000 postcards annually.

Kidney School™

Learning Modules | Audio Book | Resources for Renal Professionals | About Kidney School | Help | Home

I would like to search Kidney School for:

Order Free Kidney School Postcards

Use our FREE postcards to share Kidney School with patients. Complete this form to order your free postcards. **We do not ship outside of the United States.** If you'd like to order postcards from outside the U.S., please call (608) 833-8033.

Mandatory fields marked with *.

DELIVERY DETAILS

Name *

Clinic name

Address *

City *

State *

Zip *

Phone *

Email *

ORDER DETAILS

Quantity *

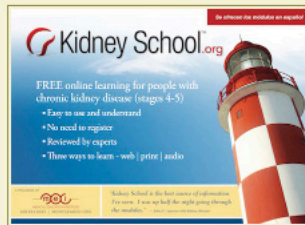
How you heard about us

If other, how you found out about Kidney School

Questions? Trouble placing your order? Please feel free to contact us at any time about your order.

Kidney School is a program of the **Medical Education Institute, Inc.**, a 501(c)(3) organization, © 2002-2015.

All Rights Reserved. Questions or comments? **Contact us.** This website is **XHTML** strict-compliant.



Your Company Logo
Level 1 sponsorship
200 x 200 pixels

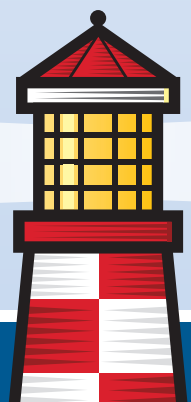
Companies that sponsor ALL 16 modules get a LARGE logo displayed here.

Your Company Logo
Level 2 sponsorship
165 x 165 pixels

Companies that sponsor 4-8 modules get a MEDIUM Logo displayed here.


Your Company Logo
Level 3 sponsorship
125 x 125 pixels


Companies that sponsor 2-3 modules get a SMALL sized logo displayed here.

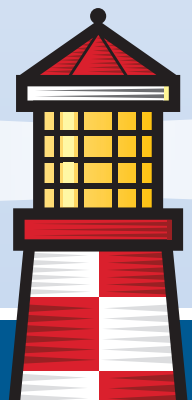


SPONSOR RECOGNITION

Companies that sponsor more than one Kidney School module are listed on the inside cover of the PDF files of the modules they sponsor. Kidney School PDF modules are downloaded approximately 40,000 times each year.

	
<p>Module 6 Supported by:</p> <div data-bbox="349 613 652 913"><p>Your Company Logo Level 1 sponsorship 2.75" x 2.75"</p></div>	<p>Companies that sponsor ALL 16 modules get a LARGE logo displayed here.</p>
<div data-bbox="393 934 630 1171"><p>Your Company Logo Level 2 sponsorship 2.25" x 2.25"</p></div>	<p>Companies that sponsor 4–8 modules get a MEDIUM Logo displayed here.</p>
<div data-bbox="418 1207 600 1390"><p>Your Company Logo Level 2 sponsorship 1.75" x 1.75"</p></div>	<p>Companies that sponsor 2–3 modules get a SMALL sized logo displayed here.</p>

6-2 



SPONSOR RECOGNITION

Companies that sponsor ALL 16 MODULES of Kidney School are recognized on our FREE promotional postcards. We distribute approximately 50,000 postcards annually.

KIDNEYSCHOOL.ORG



Kidney School is sponsored by:

YOUR LOGO HERE

WHAT YOU CAN LEARN

INTRO	Living Successfully with Kidney Disease Vivir de manera exitosa con una enfermedad renal
MODULE 1	Kidneys: How They Work, How They Fail, What You Can Do Riñones; cómo funcionan, cómo fallan, lo que usted puede hacer
MODULE 2	Treatment Options for Kidney Failure Opciones de tratamiento para la insuficiencia renal
MODULE 3	Working with Your Health Care Team Colaboración con su equipo de atención médica
MODULE 4	Following Your Treatment Plan Seguir el plan de tratamiento
MODULE 5	Coping with Kidney Disease El manejo de la enfermedad renal
MODULE 6	Anemia and Kidney Disease La anemia y la enfermedad renal
MODULE 7	Understanding Kidney Lab Tests Comprensión de los exámenes de laboratorio de riñón
MODULE 8	Vascular Access: A Lifeline for Dialysis Acceso vascular, un recurso vital para la diálisis
MODULE 9	Nutrition and Fluids for People on Dialysis Nutrición y líquidos para personas que se realizan diálisis
MODULE 10	Getting Adequate Dialysis Obtención de una diálisis adecuada
MODULE 11	Sexuality and Fertility Sexualidad y fertilidad
MODULE 12	Staying Active with Kidney Disease Seguir activo con la enfermedad renal
MODULE 13	Heart Health and Blood Pressure Salud del corazón y presión arterial
MODULE 14	Patient Rights and Responsibilities Derechos y responsabilidades del paciente
MODULE 15	Alternative Treatments Tratamientos alternativos
MODULE 16	Long-term Effects of Dialysis Efectos a largo plazo de la diálisis

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CE Credits For Professionals

