



Quality Insights Renal Network

Me, too! Campaign Increasing Transplant Referral Campaign for Patients \geq 65 Years Old

Quality Insights Renal Network 4 (QIRN4), under the direction of the Centers for Medicare & Medicaid Services (CMS), assists dialysis and transplant facilities in improving the quality of care they provide to End Stage Renal Disease (ESRD) patients.

- Research has clearly proven that kidney transplantation offers advantages over dialysis for most ESRD patients in both quality of life and survival.
- Network 4 transplant rates show that many fewer patients aged 65 and older are referred to a transplant center to learn about their transplant options.

The purpose of this campaign is to focus attention on improving an identified age disparity for transplant patients in Network 4. For the next two months, facilities will be asked to take part in the **Me, too! Campaign**. The goal of this campaign is to aid those patients \geq 65 years old to take the first step and be referred to a transplant center.

Attachments are provided for weekly activities during the campaign:

| July 2014 | |
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| Week #1 | Patient-to-Patient story – Jack’s story <i>Print out and share with your patients and staff</i> |
| Week #2 | Why Get a Transplant? <i>Patient education handout</i> |
| Week #3 | Paired Kidney Exchange for Kidney Transplanting <i>Article for facility, and may be used for patient education</i> |
| Week #4 | List of Transplant Centers in Network 4 <i>Print out and share with your patients</i> |

| August 2014 | |
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| Week #1 | Patient-to-Patient story – Joseph’s story <i>Print out and share with your patients and staff</i> |
| Week #2 | Impact of ESRD Time on Graft Survival <i>Patient education handout</i> |
| Week #3 | Life Expectancy Transplant vs. Dialysis <i>Staff education handout</i> |
| Week #4 | Schedule a Lobby Day <i>Patient-to-patient booklet to share with patients & staff (will be sent at a later date)</i> <i>Set a referral goal to reach for those patients \geq 65 years old</i> |

Questions?

If you have any questions, please do not hesitate to contact Kou Kha-Moua at **610.265.2418, Ext. 2820** or via e-mail at: kkha-moua@nw4.esrd.net.

