

Promoting Home Dialysis

METHODS FOR SUCCESS

Kidney Kare Inc.

Objectives

- ▶ Differentiate the different types of home dialysis
- ▶ Understand the various platforms for promoting home dialysis on social media
- ▶ Define the tools that can be used when promoting home dialysis to physicians
- ▶ Promote Home Dialysis to end stage renal disease (ESRD) and chronic kidney disease (CKD) patients
- ▶ Identify points to remember when promoting home dialysis

DIFFERENT TYPES OF HOME DIALYSIS

Home Dialysis Modality Options

- ▶ Self-Care at home
 - Home hemodialysis (HHD)
 - NxStage HHD
 - Peritoneal dialysis (PD)
- ▶ Staff-assisted HHD

Self-Care at Home: HHD



Self-Care at Home: NxStage HHD



Self-Care at Home: PD



Staff-Assisted HHD



VARIOUS PLATFORMS FOR PROMOTING HOME DIALYSIS ON SOCIAL MEDIA

Spreading the Word Via Facebook

- ▶ Facebook page
- ▶ Facebook group page
- ▶ Other Facebook support group pages

Other Platforms for Promoting Home Dialysis on Social Media

- ▶ Instagram[®]
- ▶ YouTube[®]
- ▶ Blogs
- ▶ Podcasts

TOOLS THAT CAN BE USED WHEN PROMOTING HOME DIALYSIS TO PHYSICIANS

Physician-Directed

- ▶ Visit nephrologists and their staff to provide information and education.
- ▶ Offer and encourage the sharing of home dialysis information via brochures that patients can take their time to review.
- ▶ Share your monthly circulation/newsletter with current topics on home dialysis to area nephrologists.

Quality Assessment and Performance Improvement (QAPI) Meetings Are a Great Time to Discuss Home Dialysis



PROMOTING HOME DIALYSIS TO ESRD AND CKD PATIENTS

Patient-Directed

- ▶ Social media platforms are frequently the best way to reach patients directly with information on home dialysis, including:
 - ▶ Facebook®
 - ▶ Instagram®
 - ▶ YouTube®
- ▶ Websites are effective for disseminating home dialysis information to audiences that do not use social media.

Patient-Directed (cont.)

- ▶ Disseminating home dialysis information via patient support groups, e.g., the American Association of Kidney Patients (AAKP), will reach another segment of the population.
- ▶ Health fairs are a great opportunity to share home dialysis options with your community.

Note: Always focus on sharing the benefits of home dialysis.

CKD Patient-Directed

Make an effort to offer CKD information to the patients from your supporting physicians' practice patients.

ESRD Patient-Directed

Promote/educate in-center ESRD patients about home dialysis via:

- ▶ Facility Lobby Day presentations
- ▶ Circulation of handouts with home dialysis facts and information
- ▶ Effective facility staff/patient communication
 - Staff should encourage and offer positive reinforcement to patients considering a change to home dialysis

Physicians Can Encourage Home Dialysis



Social Workers Can Encourage Home Dialysis



Social Workers Can Schedule Lobby Time With ESRD Patients, Too!

POINTS TO REMEMBER WHEN PROMOTING HOME DIALYSIS

Points To Remember When Promoting Home Dialysis to Patients

- ▶ Many patients are successful doing home dialysis
- ▶ Home dialysis provides a tremendous amount of freedom to the patient
- ▶ Home dialysis patients have a support network in the interdisciplinary team
 - A professional is always just a phone call away

Final Thoughts

- ▶ Get your nephrologists to support home dialysis efforts
- ▶ Encourage your patients—This is crucial
- ▶ Share success stories from existing home dialysis patients
- ▶ Provide motivation through education
- ▶ Use all available platforms
- ▶ Involve the social workers
- ▶ Make home dialysis a topic for QAPI meetings.
- ▶ Get your tools in place