



HOME DIALYSIS CENTRAL

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MEI Updates Home Dialysis Central Website

Madison, WI, March 21, 2011 — The non-profit Medical Education Institute (MEI), has completely redesigned Home Dialysis Central (www.homedialysis.org). “We’ve refreshed and re-organized to make it easier for visitors to find what they want,” said MEI Executive Director, Dori Schatell. The updated site, which went live on March 15, incorporates new graphics, new navigation, and user-friendly content organization.

Improved navigation

“We have so much content on this site, and it’s all valuable,” said Web Manager Brian Frick. “We utilized a content management system that organizes the information by dialysis type, which we believe will help both patients and professionals.” The re-organization requires fewer clicks, and offers new drop down menus within topic areas.

Unique features

Home Dialysis Central is the first—and most popular—website offering noncommercial information about ALL forms of home dialysis plus in-center nocturnal. It includes:

- Descriptions and pictures of all types of home dialysis, with pros and cons
- “Ask the Expert” and patient message boards
- “Find a Clinic” database & coverage maps
- Patient stories from each type of treatment
- Original, referenced, easy to read “Life@Home” articles
- Professional tools, like the MATCH-D and a how-to manual to teach self cannulation

Award winning home dialysis information

MEI launched Home Dialysis Central in July 2004 as a one-stop clearinghouse to raise awareness and use of PD and home hemodialysis. The site is ranked Number 1 in Google, MSN.com, and Yahoo! for “home dialysis,” and has received multiple awards, including the Aesculapius Award and Health on the Web. In 2010, the site attracted 18,000 unique visitors each month. In addition more than 12,500 people used the “Find a Clinic” function to search for clinics that offer home dialysis training.

About the Medical Education Institute

MEI is a nonprofit, 501(c)3 private foundation dedicated to helping people with chronic diseases learn to manage and improve their health through evidence-based patient education, research, and outreach. To learn more, visit www.meiresearch.org.

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