



KidneyWise National Summit Combats Nationwide Health Crisis

Chronic Kidney Disease Consumes One-Quarter of all Medicare Expenses

For Immediate Release

June 14, 2010

Washington, DC – Several members of the U.S. Congress, a former U.S. Surgeon General, and thought leaders from corporate, Non-Profit and Government convened at the KidneyWise National Summit to address the critical need to re-think prevention of Chronic Kidney Disease (CKD) as unprecedented rising healthcare costs and the devastating toll of disease claims 50 million Americans.

“By bringing this group of thought leaders together with a focus of stopping CKD dead in its tracks, we are able to leverage powerful and collective expertise to help solve one of the greatest public health burdens of all time,” said KidneyWise Executive Director Leigh Reynolds said. “KidneyWise will deploy programs that engage millions of Americans at the community level to literally change the definition of health, resulting in lasting benefits to our economy, educational system and government.”

The group met at the U.S. Capitol with the mission to curb the national epidemic, which consumes one-quarter of all Medicare expenses (\$57.5 billion in 2007) and according to the National Cancer Institute, is more prevalent each year than all cancers combined.

Former U.S. Surgeon General Dr. Kenneth Moritsugu pointed out during his presentation, “We are largely a health illiterate society, and this KidneyWise platform is significant to help solve the ‘how’ as it relates to this epidemic of chronic kidney disease.”

Captain Robert Tosatto, Director of the Medical Reserve Corps, said, “Chronic Kidney Disease and related illnesses are taking a heavy toll on this country, and that will continue if nothing is done to stop it. KidneyWise, and the ‘WiseCommunities’ platform, is the type of organization we want to work with to prevent disease and build community resilience.” [please see comment to the right about this quote]

KidneyWise is backed by the strength and bandwidth of highly regarded organizations such as: America’s Promise Alliance, The Aspen Institute, the CDC, Health Occupations Students of America, Health Resources and Services Administration (HRSA), Independent Insurance Agents/Brokers, The National Council of LaRaza, the Society for Human Resource Management, and Several Members of The U.S. Congress.

KidneyWise will launch its premier program, WiseCommunities, in July, 2010 in cities such as Dallas, New York and Los Angeles. Through social networking, on-the-ground events and other unique community-building events, WiseCommunities is expected to address CKD by building social capital and creating more healthy Americans.

About KidneyWise

The PKD Foundation organized KidneyWise in response to the growing need of more than 50 million Americans affected by CKD. KidneyWise uses open innovation to redefine prevention, laying the ground work for this initiative with medical, ethnographic, and sociological studies in real communities across the country – through a program called WiseCommunities.

For more information please contact: Leigh Reynolds 816-863-5577 – leighr@kidneywise.org

Visit – www.kidneywise.org

###