



FOR IMMEDIATE RELEASE:

April 14, 2008

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**DaVita Patient Citizens (DPC) Patient-Led Board of Directors Announces
Dialysis Patient Citizens as New Name**

Nation's Largest Dialysis Patient Organization Selects New Name to Reflect Independent Spirit of Group Representing More than 22,000 Dialysis Patients and Family Members Nationwide

Washington, DC (April 14, 2008) – The patient-led Board of Directors of DaVita Patient Citizens (DPC) – a national non-profit patient organization dedicated to improving all dialysis patients' quality of life – announced today that in order to better represent the organization's independent spirit of governance and diversity of membership, it will now be known as Dialysis Patient Citizens.

“Over the past four years acting as the voice of dialysis patients of all modalities and backgrounds across the United States, we have grown to become the largest patient-led organization advocating on behalf of improved dialysis care nationwide,” said Chad Lennox, Executive Director of Dialysis Patient Citizens. “Our Board carefully selected this new name so that dialysis patients, family members and the public alike will better understand our mission as we provide a unified voice for all dialysis patients.”

DPC was established in 2004 to create a strong, united voice in working on behalf of dialysis patients and those who suffer from kidney disease. Originally founded with an educational grant from dialysis provider DaVita Inc., DPC – which now represents more than 22,000 dialysis patients and family members nationwide – is currently funded by a variety of organizations who support the advancement of kidney care initiatives.

“We are glad to share our new name, which better highlights and emphasizes the dialysis patient, who is truly the driving force behind DPC,” said Patricia Orna, President of DPC. “We work together each day to create new educational programs, advocacy efforts and training initiatives



that help all of us become better champions for our own care. The name Dialysis Patient Citizens more fully represents who we are, who we serve, and what we do.”

Since its inception, DPC members have led a number of initiatives to improve dialysis care at the national and state levels, including:

- Enrolling more than 360 DPC Patient Ambassadors, who advocate on behalf of dialysis patients by building partnerships with caregivers and legislators, educating patients about issues that may affect their care, and sharing information about DPC with those who may benefit from joining
- Helping patients become better and more informed advocates by leading Patient Ambassador Leadership Seminars (PALs) throughout the year
- Holding more than 225 patient meetings in 2007 with Members of Congress and their staffs on Capitol Hill to discuss matters important to dialysis care
- Establishing and recognizing annual DPC Heroes, those who have gone beyond the call of duty in serving the dialysis community

“We hope that our new name of Dialysis Patient Citizens, along with our ongoing outreach efforts through the kidney care community, will help us encourage more dialysis patients to become active participants in improving their kidney care,” said Lennox. “We look forward to continuing to work with patients so that they can learn more about preserving and advancing the way their care is received, while becoming a part of a larger community creating real change.”

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About Dialysis Patient Citizens

Dialysis Patient Citizens (DPC) is a nonprofit patient organization dedicated to improving dialysis patients’ quality of life by developing awareness of dialysis issues, advocating for dialysis patients, improving the partnership between patients and caregivers, and promoting favorable public policy. To learn more about DPC, please visit www.dialysispatients.org.