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Peritoneal Dialysis online for World Kidney Day

Mykidneyinfo.net

Healthcare professionals and their patients living with renal failure - a disease that claims the lives of more than 45 Australians each day - now have access to an inspirational Peritoneal Dialysis (PD) patient resource, to coincide with World Kidney Day today (March 11, 2010).

Mykidneyinfo.net, an innovative website launched by Baxter Healthcare, now features an uplifting story about PD patient Jean-Louis Clemendot and his solo sail across the Atlantic Ocean.

During the five minute video – *Transatlantic solo ... with peritoneal dialysis* – Clemendot explains the process of PD and how the treatment method has become, for him, synonymous with his independence.

“It would be nice if the public were better informed about this method of dialysis. It [PD] gives you a lot more freedom,” said Clemendot.

This online resource will allow Australian and New Zealand healthcare professionals to simply, accurately and efficiently direct their patients to information about PD and other renal failure treatment options.

An estimated two million Australians are living with symptoms of renal disease.³

As the incidence of diabetes and hypertension – the two most common causes of kidney disease – continue to rise, an increased rate of kidney disease places further strain on the public health system. The quality of life and financial burdens caused by kidney disease highlight the need for patient education about treatment options including home-based treatments.

Recent studies reveal that kidney disease patients who are informed about their treatment options most often choose a home therapy. Studies also show that patients on PD – the most common form of home dialysis – are more satisfied with their care and have fewer interruptions to their day-to-day lives than patients receiving in-centre haemodialysis.^{4,5}

In addition, patients receiving home dialysis are often able to continue work or study and have more time for family or social activities.⁶

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Mykidneyinfo.net also features up-to-date information about kidney function; the risk factors, causes and symptoms of kidney disease; and lifestyle advice.

About kidney disease

One-in-three Australian adults are at risk of developing chronic kidney disease and one-in-seven are already showing at least one sign of its early stages.⁷ Conservative estimates place the economic spend on kidney disease at approximately AU\$670 million each year.⁸

Worldwide, approximately 40 per cent of end stage kidney disease is caused by type 2 diabetes.¹ In Australia, the number of type 2 diabetes patients commencing dialysis increased five-fold between 1993 and 2007.¹

About World Kidney Day

World Kidney Day is a global health initiative of the International Society of Nephrology (ISN) and the International Federation of Kidney Foundation (IFKF) that raises awareness about the importance of kidneys and reducing the frequency and impact of kidney disease and its associated health problems.

Baxter encourages patients with diabetes or hypertension to learn about the symptoms and treatment options for chronic kidney disease.

About Baxter Healthcare

Baxter International Inc., and its subsidiaries, develops, manufactures and markets products that save and sustain the lives of people living with haemophilia, immune disorders, infectious diseases, kidney disease, trauma and other chronic and acute medical conditions.

As a global diversified healthcare company, Baxter applies a unique combination of expertise in medical devices, pharmaceuticals and biotechnology to create products that advance patient care worldwide.

Baxter has been committed to Australian manufacturing for more than 40 years and operations in New Zealand for more than 30 years.

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For more information about *Transatlantic solo... with peritoneal dialysis*, Mykidneyinfo.net or Baxter dialysis products, please contact Kirsten Bruce or Sarah Mathiesen from VIVA! Communications on 02 9884 9011 or m. 0401 717 566 / 0400 712 861.

***Based on Australian deaths in 2008 (143, 900) multiplied by the percentage of deaths caused by or associated with renal failure (11.3%)**

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