



National Kidney Foundation®

NKF Town Hall

Town Hall

July 18, 2019

The Advancing American Kidney Health Initiative

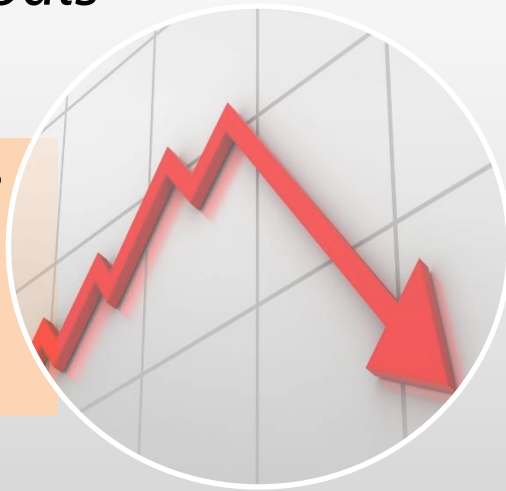
July 18, 2019



Launch of the Advancing American Kidney Health Initiative

Three Goals

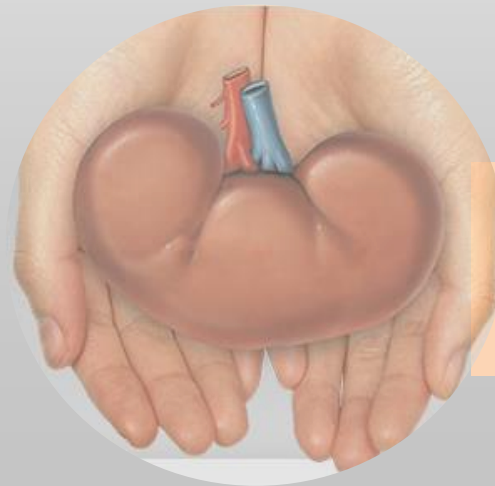
Reduce the Risk of Kidney Failure



Improve Access to Treatment Options for Kidney Failure



Increase Access to Kidney Transplants



Launch of the Advancing American Kidney Health Initiative

New kidney care policies from:

- Executive Order on Advancing American Kidney Health
- Department of Health and Human Services paper, *"Advancing American Kidney Health"*
- Five kidney care payment models from CMS Center Medicare & Medicaid Innovation (CMMI)



Executive Order on Advancing American Kidney Health

By the authority vested in me as President by the Constitution and the laws of the United States of America, it is hereby ordered as follows:

Section 1. Purpose. My Administration is dedicated to advancing American kidney health. The state of care for patients with chronic kidney disease and end-stage renal disease (ESRD) is unacceptable: too many at-risk patients progress to late-stage kidney failure; the mortality rate is too high; current treatment options are expensive and do not produce an acceptable quality of life; and there are not enough kidneys donated to meet the current demand for transplants.

Executive Order on Advancing American Kidney Health

Defines priorities & sets timelines:

- Kidney disease awareness initiative
- Development of artificial kidney
- New payment models
- Supporting living donors
- Reducing kidney discards
- Enhance OPO metrics



The Advancing American Kidney Health Initiative

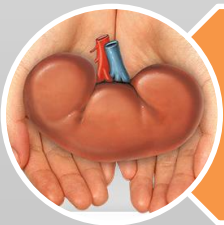
Three bold goals



Reduce the number of Americans developing ESRD by 25% by 2030



Aim for 80% of new American ESRD patients in 2025 receiving either home dialysis or a transplant



Aim to double the number of kidneys available for transplant by 2030

The Advancing American Kidney Health Initiative

Defining Objectives

Reduce risk of kidney failure

Advance public health surveillance & research to identify populations at risk

Encourage adoption of interventions to delay or stop progression

Improve access to and quality of treatment options

Improve access to patients preferred range of treatment options for kidney failure

Introduce payment models

Catalyze development of wearable or implantable artificial kidney

Increase access to kidney transplants

Increasing organ recovery and reducing the organ discard rate

Removing disincentives for donation and ensuring appropriate support

The Advancing American Kidney Health Initiative

Payment Models

- 5 CMMI payment models
- 4 optional, 1 mandatory (ERSD Treatment Choices (ETC) Model)
- ETC Model published as proposed rule on July 10



GOALS

- Increase transplant (kidney and kidney-pancreas) and home dialysis rate across the country
- Better manage CKD 4 and 5 patients' transition to dialysis: promote later and better dialysis starts

Payment Models

Mandatory Model – ETC Model

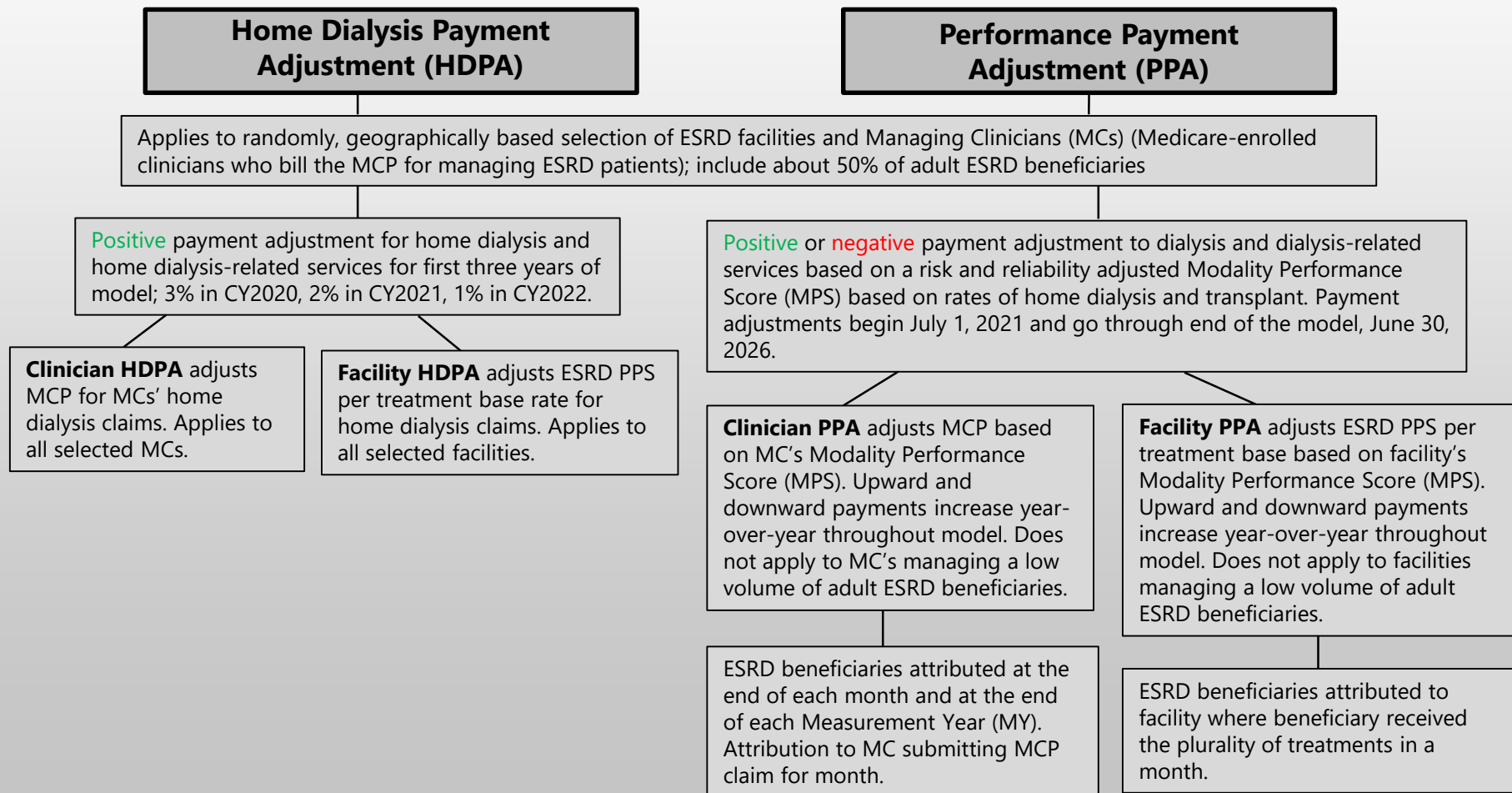
ETC Model

- **Goal to increase transplant and home dialysis rate**
- Mandatory for 50% of dialysis facilities and nephrology providers billing Medicare for dialysis patients
- 2020 – mid 2026
- 2 payment adjustments to incentivize increased home dialysis and transplant rates:
 - Home Dialysis Payment Adjustment (HDPA)
 - Performance Payment Adjustment (PPA)

We will comment to CMS but want to hear from you first! Email Tonya Saffer (tonya.saffer@kidney.org) with your questions & thoughts.

Payment Models

Mandatory Model – ETC Model



Payment Models

Optional Models



- Payment incentives to better manage transition of CKD 4 and 5 patients to dialysis
- Bonus payment for successful transplantation
- 2020 through 2023
- 4 optional models:
 - **Kidney Care First** model (1) → nephrologists and nephrology practices
 - **Comprehensive Kidney Care Contracting** models (3) → larger groups of nephrology providers
- ***More information from CMS coming soon!***



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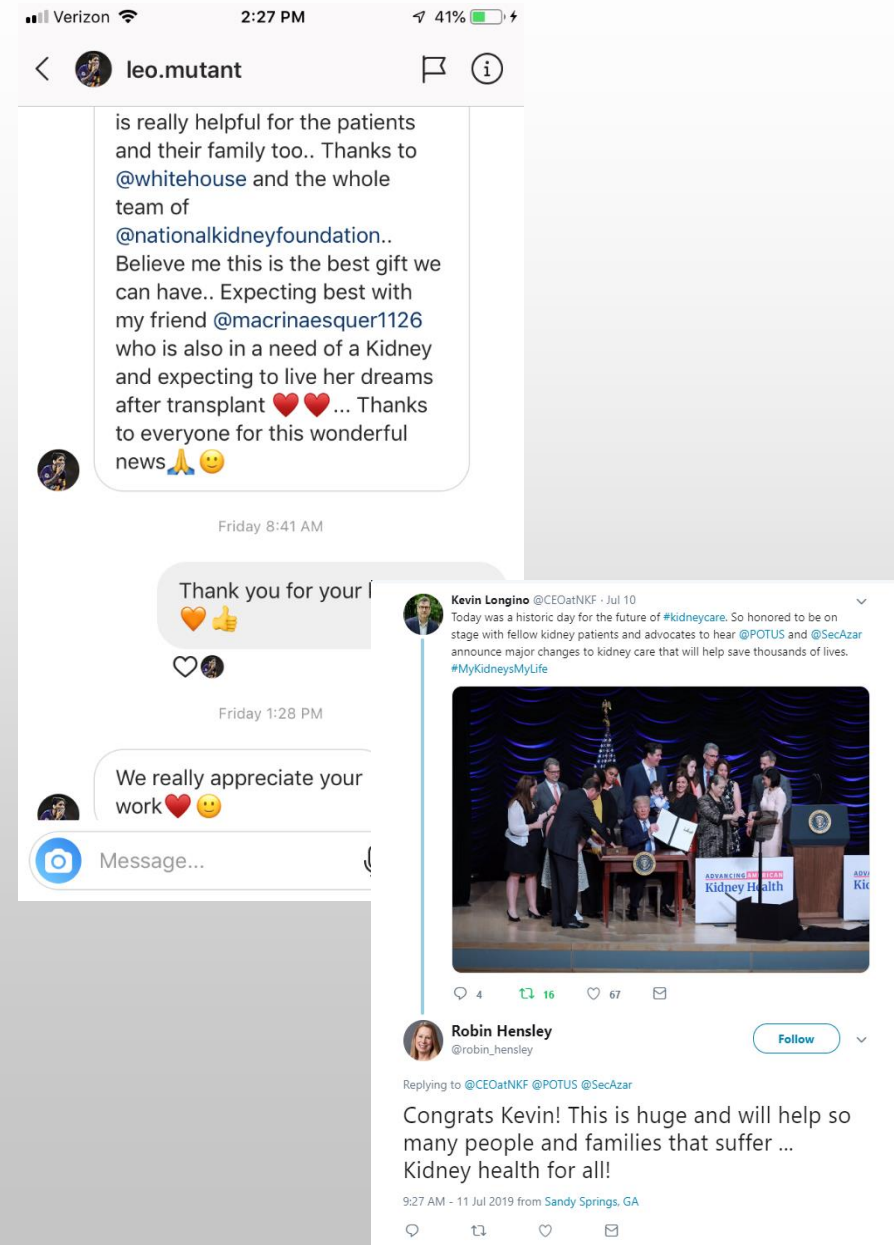
Marketing & Communications

Town Hall

July 2019

Social Media Coverage

- Social media impressions on the day of the event were **207K** – that is a **600%** increase over an average day.
- We also received a record number of about **400** comments in a single day across all social media platforms.



The image shows a screenshot of social media coverage. On the left, a text message from 'leo.mutant' is displayed, dated Friday 8:41 AM. The message reads: "is really helpful for the patients and their family too.. Thanks to @whitehouse and the whole team of @nationalkidneyfoundation.. Believe me this is the best gift we can have.. Expecting best with my friend @macrinaesquer1126 who is also in a need of a Kidney and expecting to live her dreams after transplant ❤️❤️... Thanks to everyone for this wonderful news 🙏😊". Below this, a reply says "Thank you for your i" with a thumbs up and heart emoji, dated Friday 1:28 PM. Another reply says "We really appreciate your work ❤️😊". On the right, a tweet from Kevin Longino (@CEOatNKF) dated Jul 10 is shown. The tweet text is: "Today was a historic day for the future of #kidneycare. So honored to be on stage with fellow kidney patients and advocates to hear @POTUS and @SecAzar announce major changes to kidney care that will help save thousands of lives. #MyKidneysMyLife". The tweet includes a photo of a group of people on a stage, with one person presenting a plaque. Below the photo, there are 4 replies, 16 retweets, and 67 likes. A reply from Robin Hensley (@robin_hensley) is visible, dated 9:27 AM - 11 Jul 2019 from Sandy Springs, GA, saying: "Congrats Kevin! This is huge and will help so many people and families that suffer ... Kidney health for all!".

Traditional Media Coverage

- NKF spokespeople, Kevin Longino, Holly Kramer and Tonya Saffer were interviewed in advance of the announcement and the day of the announcement by nationwide outlets including: *The New York Times*, *The Washington Post*, Associated Press, NPR, CNN.com, MSNBC, Politico, Bloomberg News and others. We are still totaling impressions from these interviews, but the initial press release reached **70.6 million people**.
- Also, in follow-up to the Administration's announcement, NKF just hosted a media roundtable for reporters translating the real-world impact of the new kidney health initiative on patients and healthcare professionals.



Bloomberg

POLITICO

The Washington Post



*The
New York
Times*



Next Steps

- Continue to evaluate the ETC model & provide comments to CMS. Share your thoughts with us at tonya.saffer@kidney.org
- More details on the voluntary models coming soon
- Expect announcements related to other Executive Order provisions:
 - More details on voluntary models
 - Launch of kidney disease awareness initiative
 - Regulation expanding reimbursement by NLDAC
 - Actions related to artificial kidney
 - Regulation on OPO metrics
 - Actions on Kidney Discards

Carrying on the Fight this Summer

- Help educate legislators and their staff that you already know at the state and federal level!
- Set up district meetings with your legislators and invite fellow advocates and local NKF staff
 - Keep NKF informed of your meeting requests and meeting notes!
- Help us collect stories and send letters
- Start working with local NKF staff to find events to invite your legislators to
- Meeting materials and training materials/webinars are at: <https://advocacy.kidney.org/advocacy-district-meeting-materials/> Password: “Advocacy”

Questions?

