

ADVANCES IN THE SCIENCE OF CHRONIC KIDNEY DISEASE-ASSOCIATED ANEMIA: PRIMARY CONCERNS FOR HEALTHCARE PROVIDERS



2,367 LEARNERS

1,787 SEE PATIENTS WITH CKD EACH WEEK

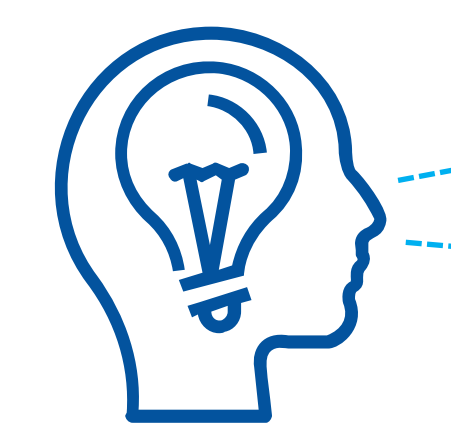


6.2 YEARS IN PRACTICE

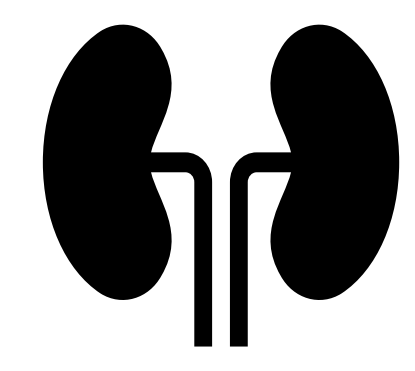
98.5% ARE NPS IN THE KEY TARGET AUDIENCES

**58.2% FAMILY
17.1% ADULT
12.4% ACUTE CARE
1.7% EMER. MED.
10.5% ALL OTHER**

**34.2% FAMILY/PC
12.1% ACUTE CARE
7.4% HOSPITAL
5.2% IM
41.0% ALL OTHER**



76% OF LEARNERS SEE AN AVERAGE OF



17.9 PATIENTS WITH CKD EACH WEEK

POTENTIAL PATIENT IMPACT: 31,983 PER WEEK

97% COMMITTED TO PRACTICE CHANGE

- PLANNED CHANGES:**
- ADDITIONAL LAB TESTING FOR CKD ANEMIA
 - TREAT ANEMIA OF CKD MORE AGGRESSIVELY
 - USE OF IV IRON EARLIER IN TREATMENT OF CKD



- IMPLEMENTED CHANGES:**
- AWARENESS OF PROCESSES IN CKD THAT LEAD TO ANEMIA
 - KNOWING AND SELECTING THE APPROPRIATE TREATMENT
 - ASSESS FOR ANEMIA R/T CKD

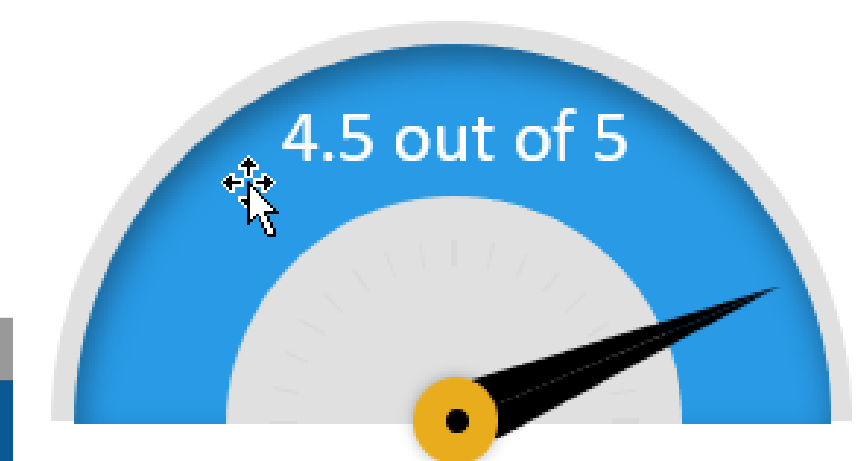
TEST SCORES INCREASED 122% PRE TO POST

PRE = 36% POST = 80% OUT OF 8 QUESTIONS



74% WERE VERY / EXTREMELY CONFIDENT IN THEIR ABILITY TO IDENTIFY CKD-ASSOCIATED ANEMIA

- ILLUSTRATE THE ECONOMIC, HEALTH AND SOCIAL BURDEN OF CKD AMONG PATIENTS AND CAREGIVERS: **65%**
- JUSTIFY THE RATIONALE BEHIND CURRENT STANDARD-OF-CARE RECOMMENDATIONS OF ANEMIA OF CKD: **57%**
- APPRAISE THE EFFICACY AND SAFETY OF NEW AND EMERGING HIF-PH INHIBITORS FOR THE MANAGEMENT OF ANEMIA IN CKD: **52%**



SATISFACTION LEVEL
ACROSS 6 ASPECTS OF ACTIVITY QUALITY