



# LifeOptions.org

A Program of the Non-Profit Medical Education Institute 

## Become a Sponsor Today!

Engage people with pre-dialysis CKD—the most challenging group to find—  
and support our work to help even more patients. It's a win-win!



[Learn About Kidney Disease](#)

[Living With Kidney Failure](#)

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[Resource Library](#)

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# Help People Live Long and Live Well with Kidney Disease



*“I came to Life Options to learn about how kidneys work, lab test values, and why the doctor told me to change my blood pressure meds. I need to understand these things to live with CKD.”*

## How does a promising future with chronic kidney disease (CKD)

**begin?** With an activated patient who takes part in his or her care—like Frank. At 48, Frank has Stage 3 CKD. **“Will I still be able to work and do the things I enjoy?”** he wonders. **“Will I live to see my kids grow up?!”** Frank is one of 20 million Americans with CKD.

**Life Options starts with HOPE.** The first message Frank needs is that he can have a good life. Hope can make miracles happen.

**Life Options helps people like Frank to be active partners in their care.** When Frank believes he can succeed and learns what he needs to do—and why—he can slow his CKD. At stage 3, Frank may have an 80% chance of avoiding dialysis or a transplant—IF he takes steps to help himself. Thanks to Life Options, he is doing just that.

## WHAT IS LIFE OPTIONS?

1. **Not just a website**, but an outreach and advocacy program for people with kidney disease. Life Options includes a patient help-line, print & web education, videos, surveys, research, and tools for healthcare professionals.
2. The **leading, most-trusted source** of evidence-based information in multiple languages for **people with CKD and the renal professionals** who help them.
3. **A well-known and credible brand in the renal community since 1993** that has improved the lives of millions.


# Reach a Large, Targeted Audience: People with Pre-dialysis CKD



*“Thank goodness I found you!  
This was the best site I found  
when my Mom was diagnosed  
with kidney disease. We didn’t  
even know where to start, and  
Life Options helped us with the  
questions and with the answers!”*

Life Options is #1 on Google for kidney disease symptoms, and on page 1 for other key consumer searches, including causes of kidney disease, how to slow kidney disease, and kidney problems.

## 1.5 Million Annual Life Options Visitors Care About Kidney Health

 Google Analytics June 2017 – May 2018	
3.6 MILLION Pageviews	1.9 MILLION Unique Pageviews
1.5 MILLION Users	1.7 MILLION User Sessions
68% Mobile, 24% PC, 8% Tablet	Low Bounce Rate—just 30%

Google Analytics data available upon request.

## 95% of Life Options Visitors Focus on Pre-Dialysis CKD

Top 8 visited pages on Life Options	
1. CKD symptoms (66% of views)	5. Frequently asked questions
2. Blood and urine tests	6. Causes and stages of CKD
3. How to have a good life with CKD	7. Slowing kidney disease
4. What to eat and what not to	8. Working with your doctor

# Sponsor Benefits: Do Well By Doing Good



*“I was only 32 when I found out I was in stage 4 CKD. I was so overwhelmed that all I could think about was, ‘OMG, I’m going to die, and what about my 5 year old daughter?’ Then I started educating myself. Yes, I may struggle, but I can fight with all I have and never quit.”*

Raise the profile of your product, engage with pre-dialysis CKD patients, and support a worthy cause. We can tailor your sponsorship to meet your needs. Sponsor benefits include the list below. *Interested in something else?* Let us know!

1. Place your logo and a short tag-line on Life Options with a link to your website.
2. Recruit for research or share your product with up to four 1-month-long ads.
3. Quiz our visitors! Submit questions for our quarterly website or Facebook surveys.
4. Receive exclusive reports of Life Options survey findings—for sponsors only.
5. Be a thought leader: Suggest new web content and ideas.
6. Engage visitors and answer questions with an opt-in sponsor contact form.
7. Promote a monthly Facebook or Twitter post to our Facebook and Twitter pages.
8. Share your contact info, product descriptions, and press releases on a Corporate Page.
9. Enjoy sponsor credit on all Life Options press releases and marketing.
10. Gain community goodwill when we include your company’s name as an insert in free patient giveaways of our award-winning materials.



**In honor of MEI’s 25th Anniversary, ALL sponsor benefits are offered for \$25K for 1 year or \$40K for 2 years!**

# About the Non-profit Medical Education Institute (MEI)



Founded in 1993 by the wife of a dialysis patient, MEI is dedicated to helping people with chronic diseases learn to manage and improve their health, with a focus on CKD. To fulfill our mission, we:

- Conduct health behavior research
- Create award-winning, evidence-based educational materials
- Advocate for patient-friendly policies

The MEI team includes medical writers, editors, researchers, nurses, social workers, and patient education experts informed by 15,000+ kidney patients. Some of our other programs include:

## My Life, My Dialysis Choice

[MyDialysisChoice.org](http://MyDialysisChoice.org)

A free, online matching tool to help patients choose a dialysis option that suits their lifestyle and values.



## Kidney School

[KidneySchool.org](http://KidneySchool.org)

Tailored online dialysis self-management education with 16 interactive modules and CE credits.



## HOME DIALYSIS

[HomeDialysis.org](http://HomeDialysis.org)

The web's best source for information to raise awareness and use of peritoneal dialysis and home hemodialysis.



## VA eKidneyClinic

[ckd.vacloud.us](http://ckd.vacloud.us)

A virtual CKD navigator to help veterans protect their kidneys, funded by an Innovation Award from the U.S. government.





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## Let's Talk About How Life Options Can Benefit Your Company!

## I'll call you—or you can call me!

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