



Press Release

For Immediate Release

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***HealthInsight* Combating a Worldwide Public Health Problem in Utah Organization Urges People with Diabetes and/or High Blood Pressure to Be Tested**

Salt Lake City – In recognition of the worldwide significance of kidney disease as a public health problem, the 5th annual World Kidney Day will be observed on March 11, 2010, *HealthInsight* announced today. World Kidney Day is designed to build awareness about chronic kidney disease (CKD), educate those at risk about the importance of early detection and the critical role the kidneys play in maintaining overall health. *HealthInsight* is improving the quality of life for people with CKD by partnering with the National Kidney Foundation of Utah & Idaho to promote evidence-based care and to provide free testing for kidney disease.

“World Kidney Day highlights a growing threat to the physical and financial well being of people everywhere. In the U.S. approximately 17 percent of the population (more than 45 million people) has some degree of kidney disease,” said Dr. Kim Bateman, Vice President for Medical Affairs at *HealthInsight*. “The most effective treatment is in the very early stages when there are no symptoms and most people do not even know they have it. However, simple blood and urine tests are available for early detection of the problem.”

CKD is growing at a steady and alarming rate – doubling every ten years, with the two leading causes of kidney disease being diabetes or high blood pressure. Using a platform such as World Kidney Day allows this important message to reach the public and encourage them to talk with their doctor and get tested if they are at risk.

“If you have diabetes, high blood pressure, or other risk factors for kidney disease, you should be tested,” said Bateman. “Discuss specific treatment options with your doctor. If detected early, progression to the need for dialysis or kidney transplant may be slowed or stopped with proper care of the underlying cause of the kidney disease.”

CKD is treatable if detected early. There is now strong scientific evidence that early detection, altering lifestyle factors, taking certain medications, and aggressively controlling blood pressure, not only slow down the progression of CKD to kidney failure but can also significantly reduce the incidence of cardiovascular disease that leads to premature death.

“If you have risk factors, but do not have a doctor you see regularly, you should look for free kidney screenings in your community,” said Bateman. “The sooner kidney disease is found, the sooner you can take steps to begin treatment and keep your kidneys healthier longer.”

Each year the cost of managing CKD in the U.S. exceeds \$32 billion in public and private spending. *HealthInsight* targets clinical topics, like CKD, where changing processes of care can yield significant improvements in quality, potential reduction in costs, and overall increase in health value.

The National Kidney Foundation of Utah & Idaho will be offering free screenings from 10:30 am – 2:30 pm and an educational seminar titled “Kidneys 101” at 7:00 pm on World Kidney Day, at the Utah Cultural Celebration Center on 1355 West 3100 South in West Valley City. For more information call 1-800-869-5277.

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About HealthInsight

HealthInsight is a private, non-profit community based organization dedicated to improving the healthcare systems of Nevada and Utah. *HealthInsight* is the Agency for Healthcare Research and Quality (AHRQ) -designated Chartered Value Exchange, the Medicare Quality Improvement Organization (QIO), and the Regional Center for Health Information Technology in Nevada and Utah. 9SOW-NV-2010-7.3-057