

Tips for Engaging Patients When Hosting a Home Dialysis Lobby Day

Create a “Buzz” in Advance of the Event

- Hand out announcement flyers chairside and in the lobby.
- Hang posters and use balloons.
- Have staff “talk-up” the event.

Be Inclusive

- Invite enthusiastic existing home patients and caregivers to share their perspectives during the event.
- Involve at least one home dialysis nurse and/or staff person to provide answers to questions asked by patients.

Provide Practical, Useful, and Up-to-Date Information

- Ensure all educational materials are patient- and family-centered.
 - Use easy-to-read, concise verbiage.
- Consider using outside educational websites and materials to generate new interest, including:
 - The Network 7 Homepage—Home Dialysis Central.
 - Flyers explaining advantages and disadvantages.
 - Clinical studies from Nxstage or Baxter highlighting positive outcomes for patients.
 - The National Kidney Foundation (NKF) website.
 - The American Association of Kidney Patients (AAKP).
- Exhibit peritoneal dialysis (PD) and home hemodialysis (HHD) equipment and supplies so patients and caregivers can visualize them in their homes.

Follow Up!

- Offer interested patients a tour of the home training center.
 - Reinforce the level of individual support given to patients by the home training staff.
- Keep the names of all interested patients to discuss “next steps.”
- Discuss interested patients’ suitability with the medical director.