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“Home Therapy Camp” and Its Impact on Home Awareness and Growth

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Purpose of Study: To demonstrate that educating all FMC staff about home therapy modalities will promote home awareness and growth.

Methods: Home Therapy camps were conducted in Western and Central Pennsylvania, as well as Rochester New York for approximately 100 employees. The program curriculum included: education regarding all home therapy modalities, Treatment Options Program, use of the Match D Tool, hands on experience with Fresenius Stay-CAPD, the Liberty Cycler, home hemodialysis machines, and “a day in the life of a home patient” presented by a current home patient.

Results: Program evaluations were provided to each participant with comments being very positive. Staff indicated that they were surprised how easy it was to use the Fresenius products and that they felt more at ease speaking to in-center patients about home therapies.

In the week following our first Home Therapy Camp, 4 in-center patients committed themselves to having a PD catheter placed, based on the information they received from our staff.

Conclusion: At Fresenius Medical Care, our goal is to have a 12% home therapy penetration. It has been demonstrated that by attending a home therapy camp and using a multidisciplinary approach, as well as, using members of our operations team and our Fresenius Renal Products Group we have been able to successfully promote both awareness and growth.

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