PARTNERING FOR KIDNEY HEALTH:
ISN Industry Prospectus

ADVANCING KIDNEY HEALTH WORLDWIDE. TOGETHER.

www.theisn.org
ABOUT THE ISN

ISN Vision: A future where all people have equitable access to sustainable kidney health.

ISN Mission – ISN is dedicated to advancing worldwide kidney health through:

- BRIDGING THE GAPS of available care through advocacy and collaborations with our global partners
- BUILDING CAPACITY in healthcare professionals via granting programs, education, and research
- CONNECTING COMMUNITY to develop a stronger understanding of the management of kidney disease.

With 8,000+ professional members from over 150 countries, the ISN represents a wide international network and an efficient platform for timely scientific exchange, debate and communication between healthcare professionals involved in preventing and treating kidney disease.

By collaborating with more than 100 national and regional societies, ISN reaches out to an additional 30,000 health professionals globally.

ISN’s overarching purpose is to tackle the global burden of acute kidney injury (AKI), chronic kidney disease (CKD) and end-stage kidney disease (ESKD), improving patient care through an interconnected advocacy, education and research strategy.

ISN brings together key players in nephrology worldwide. As an ISN industry sponsor, your company is able to connect globally with nephrology leaders to strengthen existing relationships, build new ones, and generate valuable leads. Your company will be able to align with the international nephrology community and directly support a future where all people have equitable access to sustainable kidney care.

ISN’s three partnership priorities focus on Research, Advocacy, and Building Capacity and are spurred by thought leadership from both entities. By aligning your organization with these priorities, your company has the opportunity to educate the global nephrology field and market on your organization’s values and areas of expertise, as well as support the ISN in delivering on its mission, vision, and values.

ISN has a compelling story and so does your organization; ISN can serve as your partner in together telling this story about advancing worldwide kidney health.
**PROFESSIONAL INTEREST**

- Clinical Nephrology: 21.45%
- Chronic Kidney Disease: 19.10%
- Acute Kidney Injury: 17.78%
- Diabetes: 11.99%
- Basic science: 9.53%
- Anemia, Iron and Trace: 8.38%
- Acid Base Disorders: 5.50%
- Clinical Trials: 2.67%
- Epidemiology: 1.15%
- Conservative/palliative care: 2.04%
- End-of-life Care: 1.40%

**MEMBERS AGE DISTRIBUTION**

- 39% 40 YEARS OLD AND YOUNGER
- 20% 41 - 50 YEARS OLD
- 28% 51 - 65 YEARS OLD
- 12% Over 65 YEARS OLD

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**ISN PROGRAMS**

**EDUCATION, TRAINING & RESEARCH**

- The ISN Fellowship Program has trained over 750 nephrologists
- The ISN Clinical Research Program has funded 94 projects since 2005
- The ISN Sister Centers Program has counted 70 active pairs and 36 graduated centers since 2009

- The ISN Continuing Medical Education (CME) Program has supported 370 courses since 2010
- Since 2009, 125 institutes in 56 countries have benefited from hands-on training given by an Educational Ambassador

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**IMPROVING KIDNEY CARE WORLDWIDE**
PARTNERS IN RESEARCH

Activity: ISN Research Collaborative Meeting and 1st International Consensus Meeting on Defining Kidney Failure in Clinical Trials, January 2020:

Support: $30,000

Invitation-only meeting brings together key clinical trialists in both nephrology and other disciplines, as well as multiple stakeholders, to establish an international, reproducible, and robust definition of kidney failure to be used worldwide, in any resource setting, for clinical trials and research.

Meeting Objectives:
- Participants will establish a harmonized international definition of kidney failure for use in clinical trials to enable comparability across studies.
- Meeting will provide a platform for clinical researchers, regulators, and industry partners to work collaboratively.
- Meeting will allow industry partners and ISN research working groups to interact to gain better understanding of opportunities to collaborate in current and future endeavors.

Outputs:
- Publication of the 1st International Definition of Kidney Failure in Clinical Trials Consensus Document.
- Demonstration of ISN capacity within current research activities to offer education and build capacity worldwide.
- Strengthening of collaborative working relationships with industry and ISN.

Value:
- Participate as a group of 2-3 Medical Scientist representatives to add to the scientific discussion with your expertise and experience.
- Contribute to the development of the 1st International Consensus Definition of Kidney Failure in Clinical Trials.
- Network with global key opinion leaders in kidney health over two days.
- Acknowledgement in invitations and communications.
- Acknowledgement as conference participants/contributors in the publications, as appropriate.

Activity: Global Kidney Health Atlas (GKHA)

Support: $20,000/year/non-exclusive
$30,000/year/exclusive

The ISN GKHA helps ISN determine the capacity and readiness of nations to achieve universal access to equitable integrated end-stage kidney care, including kidney replacement therapy and conservative care.

- Baseline established with inaugural 2017 edition
- Updated 2019 edition with focus on ESKD
- Updated every 3-4 years.
- Focus on enhanced dissemination and implementation of the GKHA, especially through leveraging the outreach of the ISN 10 Regional Boards and 100 affiliated societies.

Value:
Be seen globally as supporter of data collection to advance kidney care.

Specifics:
- Acknowledgment by name under articles in scientific publications
- Acknowledgment by name on ISN press releases and ISN communication material related to the Initiative (outside the printed copy of the ISN Global Kidney Health Atlas)
- ISN Global Kidney Health Atlas (printed report)
  - Acknowledgment by name in the introduction
  - Logo on the inside of the back cover
- Acknowledgement on website for the Interactive Version
- Priority consideration to sponsor the report update.
PARTNERS IN ADVOCACY

ISN is the only kidney association in the world to be recognized as a non-state actor by the WHO helping to shape, relevant health policies, practices and infrastructure

As an ISN Partner in Advocacy:

• Build reputation as a global kidney health advocate and the ‘international voice’ to be consulted on kidney-related issues
• Integrate kidney disease into the ongoing global debate and drive towards Universal Health Coverage (UHC); position kidney disease as a model for monitoring progress and achieving UHC
• Influence other global health policy discussions relevant to improving kidney health e.g. organ donation, transplantation and trafficking, RRT access and others
• Increase awareness of kidney disease and the importance of prevention, early diagnosis and appropriate management
• Shape a more receptive and supportive policy environment for kidney-related issues and concerns
• Build relationships (and potential alliances) with influential decision-makers and key stakeholder groups.

Activity:
World Kidney Day
(WKD) https://www.worldkidneyday.org

Support:
$15,000

WKD 2020: 12 March 2020

Kidney Health for Everyone. Everywhere - from prevention to detection and equitable access to care through integrated health services. This year WKD focusses on preventive interventions averting the onset and progression of kidney disease.

WKD 2019

• More than 2 billion people were reached on Social Media in 10 different languages
• http://www.worldkidneyday.org/ visits on World Kidney Day: 25,400
• World Kidney Day was covered by news outlets in more than 80 countries
• World Kidney Day was mentioned more than 100K times in March 2019
• 1300+ WKD events organized in 96 countries
• Our scientific editorial highlighting the burden, access and disparities in kidney disease was published in 51 scientific journals
• WKD was marked by at least 22 governments and international organizations on their social media profiles

Value:

• Rights to officially associate with WKD as an “Official WKD Supporter”
• Rights to use the “Official WKD Partner” logo along with communication materials such as template press releases, boiler plates and regular updates
• Access to high-resolution digital media of all campaign materials for reproduction
• Promotion through the WKD website, printed communications and materials (we are happy to develop brochures and posters on the 2020 theme if this would be of interest)
• WKD will prominently promote and recognize the partnership
• Direct contact with the central campaign team to help build communication and share information.

WKD COVERED BY NEWS OUTLETS IN 80 DIFFERENT COUNTRIES
PARTNERS IN BUILDING CAPACITY

Partners in Leadership Development:

Activity: The ISN Emerging Leaders Program (ISN-ELP)

Support:

Programme Support: $25,000/year
Programme Support plus named fellow: $35,000/year

ISN-ELP is designed to provide selected early-career professionals – in healthcare and related disciplines – in integrated kidney care the opportunity to partake in ISN’s global capacity-building programs and work closely with international experts in the field in order to gain invaluable experience at a senior level toward leadership in implementation science and research, health policy research, and health systems development and management.

The ISN-ELP is being launched in 2020 to recognize excellence in the field of kidney disease to facilitate capacity building and succession planning and to give promising early-career multi-disciplinary professionals the opportunity to become familiar with the ISN’s work, engage in ISN’s activities, showcase their work and network with colleagues around the world.

Value:
- Be seen as a supporter of global leadership development in nephrology
- Have a “named” ISN-Janssen leader-fellow whose focus would be on an aligned topic
- Be recognized by the next generation of leaders in nephrology and create your own network with this vanguard group
- Support recognized by the program overall in all its activities.

PARTNERS IN KNOWLEDGE GENERATION & DISSEMINATION

Activity: ISN Academy

Support:

- Supporter-at-large throughout the year: $20,000/year
- Supporter of one topic-suggested webinar: $20,000/webinar/year
- Industry content on industry tab: $35,000/6 months & 6 pieces of content; $50,000/year & 12 pieces of content

ISN Academy is the official eLearning portal of the ISN. Users can access more than 8,000 educational and interactive resources by topic, speaker, event, and content type, including video presentations, cases, articles, webinars, guidelines and more.

- Recorded webcast from more than 25 ISN events
- Annual WCN recorded webcast conference coverage
- More than 4,000 authors, presenters and contributors

Continuing education (CME credits) is available for a variety of enduring materials on the portal. The ISN Academy offers approximately 450 hours of online educational content and fully CME accredited platform by UEMS.

All current ISN members automatically receive complete access to the ISN Academy, and non-members can purchase access for one year with a subscription. Non-members can still access 60% of the content available on the Academy for free.

Value:
- Acknowledged as supporter on ISN Academy platform
- Acknowledged as supporter on e-blasts sent to membership announcing ISN Academy activity
- Invited to share topics on emerging science and information for the nephrology community.
## Partners in ISN Programs

### Activity:
ISN Core Programs

### Support:
- **$50,000/year** — recognized as overall supporter of all ISN Core Programs
- **$35,000/year** — recognized as supporter of 2 ISN Programs: Fellowships and Educational Ambassadors program

ISN has developed a wide offering of training and education opportunities for healthcare providers in Lower-Middle Income Countries (such as Indonesia), suited to the needs of each region.

### The ISN Core Programs include:

**Fellowships** [http://fellowship.theisn.org](http://fellowship.theisn.org)
The Fellowship Program gives physicians from emerging countries hands-on training in a well-resourced renal center.

**Reverse Fellowships**
ISN funds a nephrologist from a well-resourced setting to go to a LMIC to train many clinical staff through direct mentorship in that setting.

**Sister Renal Centers (SRC)** [http://src.theisn.org](http://src.theisn.org)
SRC Program links renal centers in LMIC that are in need of support with other centers of excellence. With educational support and guidance during a time frame of approximately six years, the emerging centers become self-sufficient, offering better care for patients. ISN partners with the Transplantation Society on a parallel ‘Sister Transplant Program’, aimed specifically at developing successful transplant programs for patients.

**Educational Ambassadors Program** [http://ea.theisn.org](http://ea.theisn.org)
Provides the opportunity for a renal center to receive expert training for one to four weeks. ISN volunteers are supported to provide specific hands-on training or help develop new services, community-based research or screening programs.

**Continuing Medical Education (CME) Program** [https://www.theisn.org/continuing-medical-education-program](https://www.theisn.org/continuing-medical-education-program)
Endorses and supports the development of educational and scientific meetings in LMIC. It offers essential teaching and training to developing medical communities by advising conference organizers and supporting a faculty of expert speakers from all regions of the world who share their knowledge and experience in clinical care and research.

Many of the Core Programs are being co-funded with other regional partners, such as the Asia Pacific Society of Nephrology, the Renal Association (UK), the Latin American Society of Nephrology (SLANH), or The Indian Society of Nephrology (InSN), to name a few.

### Value:
- Acknowledged as supporter on the ISN website
- Acknowledged as supporter on e-blasts sent to membership announcing application period and the results
- Acknowledged as supporter with the recipients of the various programs.