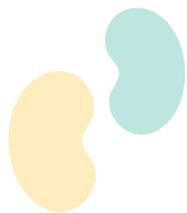


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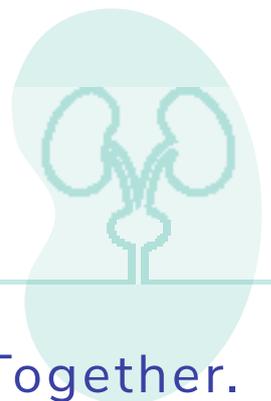
Cranford, NJ 07016, USA



# Partnering for Kidney Health:

## ISN Industry Prospectus

[www.theisn.org](http://www.theisn.org)



Advancing Kidney Health Worldwide. Together.

## 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 8,500+ professional members from over 165 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 35,000 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.

## Our members

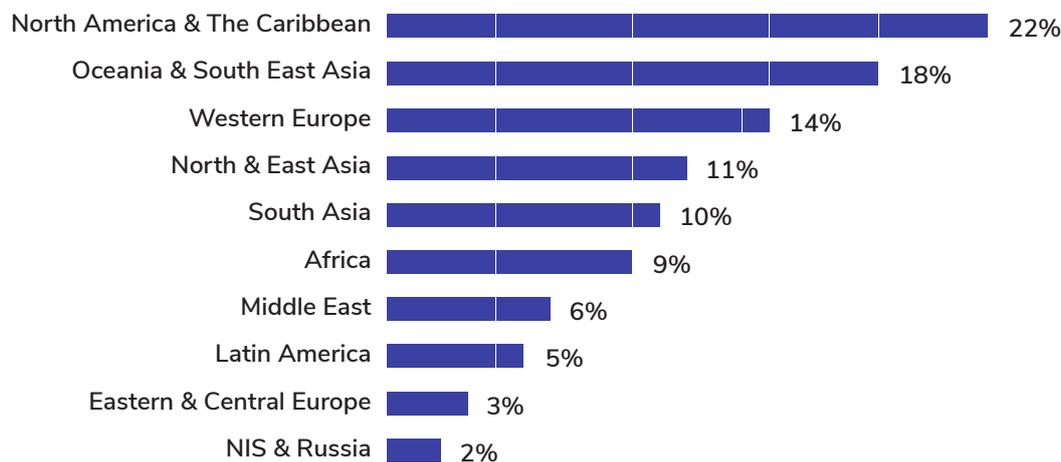
8500+ members\*

100+ affiliated societies

20 collective-member societies

165+ countries

### Regional breakdown



\*December 2019.

# Connect with the Nephrology Community

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.

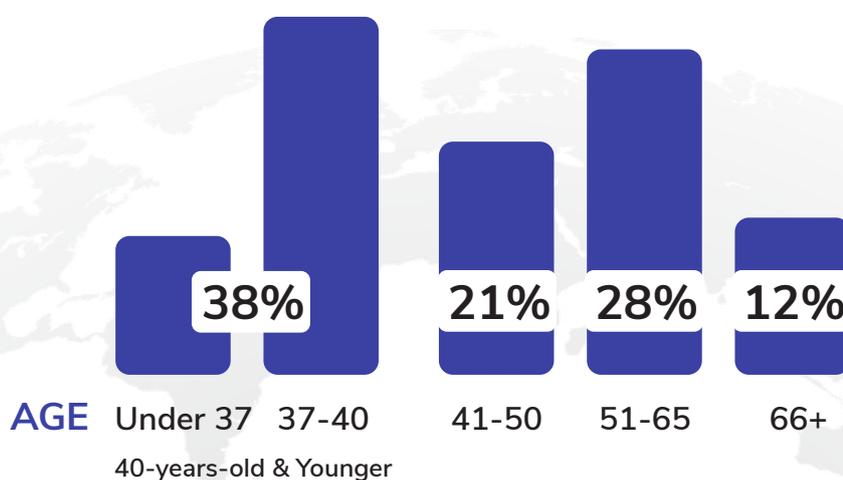
ISN's three partnership priorities focus on Research, Advocacy, and Building Capacity and are spurred by thought leadership from both entities. By aligning your organization with these priorities, your company has the opportunity to educate the global nephrology field and market on your organization's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

## Professional interest



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.

## Membership age distribution



# Partners in Research

## Activity:

### Global Kidney Health Atlas (GKHA)

**\$20,000/year/non-exclusive**

**\$30,000/year/exclusive**

The ISN GKHA is a multinational survey conducted by the ISN to assess current capacity for kidney care. Designed to document the degree to which the six principles of Universal Health Coverage are available in each country or region, data is gathered on the world status of existing resources, structures, and organizations available to patients with kidney diseases.

**ISN GKHA – 1st Edition, 2017**

**ISN GKHA – 2nd Edition, 2019**

**ISN GKHA – 3rd Edition:**

Survey in 2022

Report in 2023

## 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
- ISN Global Kidney Health Atlas (printed report).
- Logo on the inside of the back cover

## Activity:

### Consultative Meeting

**\$10,000 per hour**

ISN will organize a consultative virtual meeting with up to 5 ISN KOLs selected among outstanding internationally renowned independent experts on the basis of their qualifications and capacity of experts.

Collegial discussions amongst key opinion leaders (KOL) are immensely valuable for ISN industry partners. ISN can contribute strong, unbiased expert knowledge and guidance to the advisory community, at regional and international level.

## Format

- 1 hour virtual meeting
- Up to 5 ISN KOLs selected
- ISN handles all logistics of the round table including invitations, set-up etc. Sponsor(s) to set meeting agenda, desired objectives and lead the meeting with KOLs.

## 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/year**

**World Kidney Day (WKD) is a joint initiative of the ISN and the International Federation of Kidney Foundations (IFKF).**

- WKD is a **global campaign** that aims to raise awareness of the importance of our kidneys to our overall health and to reduce the frequency and impact of kidney disease and its associated health problems worldwide
- World Kidney Day (WKD) is celebrated every year on the second Thursday of March. Across the world thousands of events take place from public screenings to fun activities to raise awareness amongst the public of kidney disease.



## World Kidney Day 9 March 2023

### Preparing for the unexpected & protecting the vulnerable

Increase education and awareness about effective symptom management and patient empowerment, with the goal of encouraging life participation.

- At least 527 million people reached on social media in over 10 languages
- Over 46,000 social media mentions
- Over 488,000 visits to WKD website in March 2022
- News coverage in 29 countries
- Scientific editorial: *Bridging the gap in kidney health and literacy* published in 20 journals worldwide

### Value

- Officially associated with the WKD campaign as a supporter
- Able to use the WKD campaign logo along with communication materials such as template press releases, boiler plates and regular updates
- Able to participate in various additional partner activities, as proposed by the WKD team, throughout the year
- Be acknowledged as an official supporter of WKD campaign on various platforms, which includes, but are not limited to:
  - World Kidney Day website
  - ISN website
  - Social media
  - Campaign materials (Printed and online)
  - Communications (Printed and online)
- Participation in quarterly calls with central campaign team for up-dates on campaign and strategy, help build communication and share information
- Provided opportunities to share own resources, through official campaign channels, which are patient-focused or education/awareness-building, free of branding and products (agnostic), and approved by campaign team



**130,000+ followers**

# Partners in Building Capacity

## Partners in Leadership Development

### Activity:

### The ISN Emerging Leaders Program (ISN-ELP)

### Support

Programme Support: \$25,000/year

Intending to build a global talent pool of future leaders, the ELP welcomes ISN members interested in shaping the direction of kidney health to ensure health promotion and access to prevention, control, and management of kidney diseases.

Launched in 2020, the ISN-ELP is a collaborative initiative bringing together outstanding individuals to work on collective projects to impact the kidney health agenda worldwide.

### The ELP offers participants training in:

- Principles of entrepreneurship, advocacy, and communication
- Implementation science and research
- Evaluation, development, and management of health systems
- Developing and implementing evidence-informed policy; and
- Influencing stakeholders including policymakers, funders, implementers and the media.

### The ELP provides the opportunity to:

- Join a global network that positively impacts the kidney health agenda worldwide through collaboration and multi-disciplinary research
- Be heard and effect change at local and international levels and
- Access continuous professional development to take on leadership roles locally and globally.

### Value

- Be seen as a supporter of global leadership development in nephrology
- 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

[www.academy.theisn.org](http://www.academy.theisn.org)

\$20,000/year

The ISN Academy is the official e-learning portal of the ISN and offers premium online educational resources in the field of nephrology. The Academy boasts over 1,500 hours of educational content in many formats including:

- Courses
- Case studies
- CME mini-modules
- Live and on-demand webinars in many languages
- Kidney International and Kidney International Reports
- Monthly ISN-ACT Global Trials Focus

## 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.

## Activity:

### Educational Webinar

The ISN provides regular live and recorded webinars in several languages covering a range of topics relevant to the nephrology community.

- Live tweeting during webinar
- Hosted on ISN Academy for 12 months
- Open-access
- Metrics shared
- Engage with audiences with pre-webinar questions, mini-quizzes during registration and related reading material

### Support an ISN webinar

\$20,000 per webinar

Webinar topic and objectives are discussed by ISN and the sponsor. ISN will independently develop the final program and select and invite the expert speakers.

## Activity:

### Podcast

[www.theisn.org/podcasts](http://www.theisn.org/podcasts)

\$20,000/year

The Global Kidney Care podcast series releases short episodes on prominent topics in nephrology featuring specialists in the field.

## Value

- Audio acknowledgement of support at the start and end of each episode
- Recognition of support on the ISN Academy podcast section
- Acknowledgement on all promotion.

## Activity:

### ISN Journals eDigest

\$20,000 per edition

The ISN issues an eDigest on content from the ISN Journals (Kidney International, Kidney International Reports, Kidney International Supplements) highlighting articles of scientific, clinical, and translational interest through commentaries and complementary material, such as visual abstracts, podcasts, and video abstracts. Editions are released quarterly and sent to all ISN members.

### Host an Industry Symposium

\$40,000 per webinar

Program developed by and faculty selected by sponsor, rather than the ISN, in a fully company-branded webinar

# Partners in ISN Grants

## Activity:

### ISN Core Programs

**\$50,000 for overall support of core programs**  
**\$20,000 per program**

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

### The ISN Core Programs include:

#### Fellowships

[www.theisn.org/fellowship](http://www.theisn.org/fellowship)

The Fellowship Program gives physicians from emerging countries hands-on training in a well-resourced renal center. Over 800 nephrologists trained from 100 countries.

#### 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)

[www.theisn.org/src](http://www.theisn.org/src)

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.

We have supported 197 pairs since 2005. 49 centers have graduated since then. 64 pairing are active today.

ISN partners with the Transplantation Society on a parallel 'Sister Transplant Program', aimed specifically at developing successful transplant programs for patients.

#### Educational Ambassadors Program

[www.theisn.org/ea](http://www.theisn.org/ea)

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.

Since 2009, 125 institutes in 56 countries have benefited from hands-on training given by an Educational Ambassador.

#### Continuing Medical Education (CME) Program

[www.theisn.org/cme](http://www.theisn.org/cme)

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.

The CME Program has supported 370 courses since 2010.

#### Interventional Nephrology (IN) Training

[www.theisn.org/in](http://www.theisn.org/in)

In-depth training in IN to develop sound expertise in IN, provide a better quality of care for dialysis patients in their home country, train others in their home institution.

- **Foundation course** (2-4 weeks): specific interventional procedures; observational and hands-on training with patients
- **Advanced course** (3 months): a broad spectrum of procedures, especially endovascular procedures; hands-on training with patients.

Many of the Core Programs are 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).

#### 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.

