

January 1, 2015

Greetings!



We invite you to attend and request your support for the fourth annual *Creating a Culture of Quality* educational meeting. This one- and one-half day conference is presented by the Forum of ESRD Networks and its Beneficiary Advisory Council in partnership with a renal community collaboration including DaVita, DCI, Fresenius, Renal Physicians Association, American Nephrology Nurses' Association, National Renal Administrators Association and the American Association of Kidney Patients.

### **Achieving Quality: Reconciling Competing Goals**

*Guidelines, Incentives, Patient Centered Care, Shared Decision Making...How do we judge quality?*

**March 23-24, 2015**

*(Immediately following the RPA Annual Meeting March 19-22)*

### **Baltimore Marriott Inner Harbor at Camden Yards**

This educational conference is attended by physicians and dialysis facility staff, ESRD Network personnel, community leaders, patients and CMS representatives. The conference will provide an opportunity to connect with care providers, patients and professionals from across the country. Conference speakers will include an array of nationally-recognized experts in the field of ESRD and Quality Improvement.

2013 Conference Attendees:	32%	Dialysis Facility Staff (nurses, social workers, QI professionals)
	14%	Nephrologists
	35%	ESRD Network Staff
	6%	Community Leaders
	5%	Patients
	5%	CMS Staff
	3%	Other

As part of the conference, we will also be hosting a poster session; conference attendees have been invited to share best practices in improving kidney patient quality and safety. Exhibitor tables will be set in the room adjacent to the general session area where poster abstracts will be displayed and where breaks and the wine & cheese reception will be held.

We welcome support in various forms and at a range of levels; please contact the Forum office if you would like to discuss other options. All sponsoring organizations will be recognized in the conference program and a placard will be displayed during the selected meal/break/reception.

\$ 1500*	An exhibitor's table in the room where the poster session and wine & cheese reception will be held and where refreshments will be provided to conference attendees
\$ 750	Co-Sponsorship of 1 of the 3 Beverage Breaks
\$ 1500	Full Sponsorship of 1 of the 3 Beverage Breaks
\$ 5000	Full Sponsorship of the Wine & Cheese Reception on Monday, March 23 <sup>rd</sup>
\$ 9000	Full Sponsorship of the Lunch on Monday, March 23 <sup>rd</sup>

*\* A discounted rate is available to non-profit consumer or patient groups. Please call for more information.*

To reserve your exhibitor's space, please complete the attached Exhibitor's Registration Form and return to the Forum office by **January 30, 2015**. If you desire additional information please contact: Dee LeDuc, Forum of ESRD Networks Coordinator ([forumcoord@centurytel.net](mailto:forumcoord@centurytel.net)).

Jay Ginsberg, MD, MMM & Cynthia Kristensen, MD  
Co-Chairs on behalf of the Planning Committee

