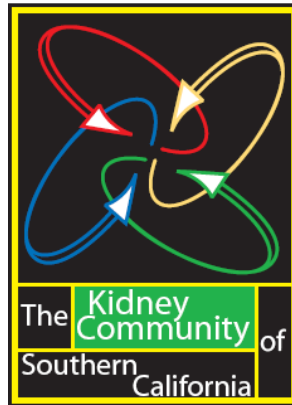


Southern California Renal Disease Council, Inc.
ESRD Network 18

Strategic Partnership & Coalition Building
The Kidney Community of Southern California



Douglas Marsh & Tony Messana
CMS/Forum of ESRD Networks Annual Meeting
Baltimore, Maryland
April 5, 2006



Coalition Membership

Long Standing Partners

- AKF
- NKF
- AAKP L.A. Chapter
- LDOs
- CNSW L.A. Chapter
- California Dialysis Council
- Kaiser
- ANNA L.A. Chapter
- Renal Support Network

Others

- OPO
- Network 17
- Interested Renal Professionals



KCSC Mission

To provide greater coordination and effectiveness of education & resources to improve quality of care for persons with or at risk of kidney disease in Southern California.



KCSC Goals

1. To achieve broad & growing representation of local, regional and national renal organizations in the Community.
2. To develop innovative mechanisms to facilitate coordination of educational programming for patients, professionals and member organizations.
3. To serve as an effective clearing-house for existing renal-related information.



KCSC Goals (cont.)

4. To prepare new materials as necessary and appropriate.
5. To ensure that the needs of underserved populations are a significant consideration in all Community initiatives and activities.
6. To develop a marketing plan for the Community.



KCSC Structure

**Coordination
Workgroup**

**Education &
Awareness
Workgroup**

**Website
Workgroup**



Initial Membership Outreach

- Unanimous agreement to participate by 17 initial organizations
- Engaged by opportunity to determine Coalition Mission and focal points of activity
- Few recommendations regarding others to invite
- Members generally know each other and the organizations represented



Early Coalition Dynamics

- Several members could represent multiple organizations
- Some representatives brought professional/personal issues
- Member self-interest was prominent but not universal



Early Coalition Dynamics (cont.)

- Slow recognition by members to utilize the Coalition as a springboard to build new partnerships and enhance existing ones
- Members easily agreed on Mission, but struggled with specific goals
- Coalition Workgroups formed and populated with several members willing to assume leadership roles



Further Coalition Membership & Dynamics

- Existing members recommended numerous other organizations/individuals for Coalition membership
- Some were within the Network/Coalition usual sphere of operations
 - Additional AAKP, ANNA, CNSW Chapters
 - Additional LDO representation
 - Pacificare



Further Coalition Membership & Dynamics (cont.)

- Others were new to the Network/Coalition
 - American Diabetes Association
 - Council on Renal Nutrition
 - Patient Groups
 - Community Health Organizations
 - NIH Underserved Population Study Grantee
- Some members failed to participate – need for rules regarding membership



Further Coalition Membership & Dynamics (cont.)

- Not all suggested new members were interested/able to join the Coalition
- Continued “competitive” behavior among members
- Leaders clearly emerge and resource commitments/contributions made
- Members commit to quarterly face-to-face meetings
- Increased collaboration among Coalition members



KCSC Resource Contributions

- Meeting space/luncheons
- Consultants-legal, web designer
- Media contacts
- Members' use of vacation time to participate
- Educational grant sources and applications



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All Upcoming Events

[3/1/2006 - National Kidney Awareness Month](#)

[3/1/2006 - "Legendary Bingo"](#)
benefits for AAKP - LA Chapter. Hamburger Mary's of West Hollywood, CA. 6:45 pm - 8:45 pm

[3/18/2006 - ANNA Chumash Chapter CEU Program](#)
Advancing the Knowledge: Catheter Dysfunction, Buttonhole technique, and Infection Control. Kaiser Permanente, Woodland Hills, CA

[3/19/2006 - Fields of Gold Donor Ceremony](#)
Location TBD, Bakersfield

[3/24/2006 - Donate Life Cruise](#)
March 24-27, 2006. Cruise from San Pedro to Ensenada.

[4/27/2006 - California Dialysis Council Annual Meeting](#)
Wyndham Hotel, Palm Springs, CA

[4/29/2006 - 4th Annual Donate Life Run/Walk](#)
Cal State Fullerton

[5/19/2006 - 9th Annual Kaiser Permanente Nephrology Symposium](#)
Grand California Hotel, Anaheim, CA

[5/25/2006 - American Kidney Fund Regional Conference](#)
"Empowering Patients Toward Optimal Treatment and Survival" Wilshire Grand Hotel, Los Angeles, CA

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kidney411.com



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ESRD Network 18

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