



MyDaVita.com is an industry first interactive portal allowing kidney and dialysis patients to take control of and improve their lives. Individuals can engage with others, connect with healthcare providers, track treatment, get nutrition advice and more! MyDaVita.com exemplifies the organization's holistic approach to healthcare and was the largest product launch of 2013. I project managed the launch of MyDaVita.com, developing and earning support on strategy, producing collateral (samples shown) and leading internal and external training and communication.

Introducing a whole new way to take control of your kidney care.

myDaVita.com, the online resource to help you understand and manage all aspects of your kidney care.

- Manage your health and track lab results, medications and more!
- Get support and connect with others
- Improve your diet and browse and share recipes

Discover a new way to manage your kidney health online. Register today at myDaVita.com.

™ Exclusively for DaVita RenalCare patients

my Friends

With myDaVita.com, you are not alone. From simple tasks to caregivers — it's easier than ever to connect with others in the kidney care community.

- Ask questions and get support from people like you
- Share helpful tips and stories about your experience
- Join groups and make lasting connections

Start building your support network at myDaVita.com.

my Diet

Decode the sometimes challenging kidney diet with access to more than 700 delicious, kidney-friendly recipes.

- Browse, save and share your favorite kidney-friendly recipes
- Post your own recipe ideas for other myDaVita.com members to explore
- Navigate nutrition challenges with access to the DaVita Diet Helper™

Plan your menus and sign up for monthly recipe alerts at myDaVita.com.

my Health

Available exclusively to DaVita dialysis patients, the DaVita Health Portal™ is the first online dialysis management tool of its kind.

- Track lab results, medications, vaccinations and more
- Print and share information with caregivers, family members and physicians
- Access monthly PD flow sheets (for peritoneal dialysis patients)

DaVita patients, take charge of your health — register for the DaVita Health Portal at myDaVita.com.

Customer facing - print

my Friends my Diet my Health

It's all in one place on
myDaVita.com



Live your best life.

Introducing myDaVita.com

Your health is in your hands. myDaVita.com offers the tools and support you need to take control of your kidney care and feel your best.



Register for myDaVita.com

Step 1

- Visit **DaVita.com**
- Follow the prompts to create a myDaVita account
- Select "yes" from the drop-down menu in response to the question "Would you like to access your lab results and health records online?" (exclusively for DaVita patients)
- Click **Create Your Account**

Register for the DaVita Health Portal™

Step 2

- Enter the last 4 digits of your **Social Security Number**
- Confirm your **birth date**
- Select and answer 3 **security questions** — you will need to confirm your identity each time you log in to the DaVita Health Portal
- Click **Submit**

myDaVita.com 

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Customer-facing - web

my Friends. my Diet. my Health.

Discover myDaVita.com

1 2 3 4 5

Access Labs, Track Reports, Gauge Progress

The DaVita Health Portal

1 2 3 4 5

DaVita teammates:

In the spirit of Continuous Improvement, your DaVita® Marketeers have created myDaVita.com™, a new online kidney

Introducing the ultimate kidney care resource.

myDaVita.com

is a collection of online resources and social networking tools that enable patients to manage their kidney care in a whole new way. Tell your patients about myDaVita.com and how it can help them live their best lives.

myDaVita.com

One for All!

Dana Guilfoyle
Dana Guilfoyle
VP of Marketing

DaVita

Internal launch

Internal incentive

There are two ways to win.

Empower your home patients with the new myDaVita.com and win.

myDaVita.com

Introducing

myDaVita.com and the DaVita Health Portal, resources to help patients feel in control of their kidney care.

Empowered patients tend to feel better. myDaVita.com enables home patients to create lasting connections with the kidney care community, navigate nutrition challenges and more — allowing them to feel a sense of freedom in managing their health.

Engaged patients care about their outcomes. Patients can access detailed lab values, gauge progress over time, and even print their progress reports (PD patients), all in one place.

What does it mean for you? Treatment records for patients to be about their care.

SEND AN E-CARD
YOUR CHANCE TO WIN A \$50 GIFT CARD

1. **Collect email addresses** from your home patients or use addresses you already have. Please note: Email addresses must be collected in accordance with DaVita's Alternative Communication - Email Patients Policy (#J3-05-38).
2. **Visit and register at DaVita.com/E-Card** or simply sign in if you already have a DaVita.com account.
3. **Select the myDaVita.com E-Card:** complete the fields, write a special note and enter patients' email addresses. Use your DaVita email address as the return address—this is how we'll track your entries. Be sure your special note does not include any personal patient information, including name, location or type of treatment. It can include general words of encouragement and well wishes.
4. **Click "Send E-Card" and you're done.**

For every myDaVita.com E-Card you send to a verified patient, you will earn an entry into a drawing for a \$50 Visa® gift card to use for team activities at your facility. 20 drawings will be held monthly from July through September.

REGISTER YOUR PATIENTS
YOUR CHANCE TO WIN A \$150 GIFT CARD

1. **Explain the benefits:** educate your patients about myDaVita.com and how the DaVita Health Portal can help them better manage their kidney health.
2. **Help your patients register:** while the registration process was designed to be as simple as possible, patients may ask you for help. Please visit the Marketing Tips page on DaVita.com/Marketeters and view myDaVita.com 101 for detailed instructions on how to register so you can effectively answer any questions your patients may have.

Once 50% of your home patient census has registered for the DaVita Health Portal on myDaVita.com, your facility will be entered into a drawing for a \$150 Visa gift card.

There will be 5 drawings a month from all the qualified entries (July through September).

The contests run from **July 2** through **September 30, 2012**. Good luck and thank you for helping create a healthier Village.

com