

Join us in Creating the Future of Kidney Supportive Care

Sponsorship Opportunities

Coalition for Supportive Care of Kidney Patients

Transforming Kidney Disease Care

Housed at George Washington University's School of Nursing, the Coalition for Supportive Care of Kidney Patients leverages top-ranked academics and world-class clinical research to enact fundamental change in the care of patients with kidney disease. Core to the Coalition's mission is the integration of palliative and kidney care to create a truly supportive, patient-centric model that improves long-term quality of life and end of life decision-making. Our research and committee of leading experts inform clinical practices and health policies around the globe.



Merging Nephrology and Palliative Care to Enhance the Patient Experience

The Coalition is led by Executive Director Christine Corbett, DNP. Board-certified as a Family Nurse Practitioner, Nephrology Nurse Practitioner, and Advanced Certified Hospice and Palliative Care Nurse, Dr. Corbett brings her clinical leadership and passion for shared decision making to the team. Dr. Corbett supports practical implementations of kidney supportive care, having developed and managed the Comprehensive Conservative Kidney Care Clinic at University Health Kansas City while serving as Associate Chief Nursing Officer for Advanced Practice Providers.

Humanizing Kidney Care

Honoring and Supporting Patient Values

The Coalition for Supportive Care of Kidney Patients aims to create cultural change that transforms the care of patients with kidney disease. The complexities of modern healthcare can leave patients with overwhelming treatment decisions, and supportive care models can ensure patients are informed and active in the decision-making process. Sponsors support Coalition efforts to integrate palliative care principles and supportive care practices throughout the care continuum.

Patient, Family and Caregiver Resources

Patient Decision Aids, Transitional Care Tools, Well-Being Support

Evidence-Based Clinical Education

Disease-specific certificates, skills training, conference presentations

Clinical Paradigm Shift

Operationalizing shared decision-making, adopting supportive care practices

Research and Quality Invigoration

Trauma informed care, innovative supportive care models, social determinants of health

Policy Change

Concurrent hospice and dialysis initiatives, Active Medical Care as part of Value Based Care



Sponsorship Opportunities

Pine: \$50,000

Transform care through novel supportive care experiences. Options include but are not limited to:

- Contribute to the development of an evidence-based digital learning experience for patients exploring kidney care options
- Support the creation of an "Ask the Expert" forum for patients to ask questions of professionals in kidney supportive care
- Enable the creation of grief and bereavement resources, including support groups led by counselors and social workers
- Access to all available supportive kidney care resources for patients and professionals on the Coalition website
- Your organization's logo on our website and in our newsletter

Maple: \$25,000

Enable healthcare workers to learn from each other and share best practices. Options include but are not limited to:

- Sponsor 100 annual Coalition memberships for healthcare providers (\$250/person/year)
- Enable the delivery of a kidney supportive care webinar series for healthcare providers
- Access to all available supportive kidney care resources for patients and professionals on the Coalition website
- Your organization's logo on our website and in our newsletter

Oak: \$10,000

Support the dissemination of free, evidence-based resources to patients and caregivers

- Support the curation and accessibility of the Coalition's extensive collection of patient resources such as advance care planning tools and patient decision aids
- Enable the creation of a patient profile series for the Coalition newsletter
- Access to all available supportive kidney care resources for patients and professionals on the Coalition website
- Your organization's logo on our website and in our newsletter

Other activation opportunities available for discussion based on giving level

Custom sponsorship activations are also available. Please contact Drew Flanagan aflanagan@gwu.edu or Christine Corbett christine.corbett@gwu.edu to discuss how working with GW can meet your organization's specific needs and objectives in supporting healthcare education and research.

GWU and CCKP cannot guarantee exclusivity rights at any giving level.

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School of Nursing

THE GEORGE WASHINGTON UNIVERSITY



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- **Offering rigorous, effective hands-on training** through our 10,000-square-foot Simulation Center and partnerships with highly-coveted clinical sites.
- **Confronting critical health challenges** through specialty programs, such as our midwifery track to lower infant and maternal mortality rates.
- **Launching careers in top health care systems** through our comprehensive job placement services for graduates.

We look forward to collaborating with you.



Thank you for considering corporate sponsorship with GW and the Coalition.

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