

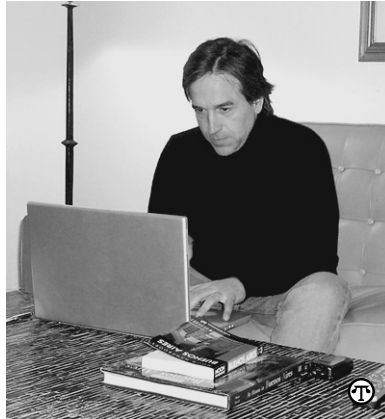
Health Awareness

New Resource For People With Kidney Disease

(NAPSA)—Important strides have been made in dealing with kidney disease, which affects about 20 million Americans—one in nine adults—many of whom don't even know it. This progressive condition, in which the kidneys are unable to function effectively, can be a devastating illness, and is on the rise in the United States. People at increased risk for chronic kidney disease include those who suffer from diabetes, high blood pressure or both; those who have a family history of kidney disease; and those who are over the age of 65.

To help, the first-ever comprehensive directory of chronic kidney disease sites on the Web is now on www.KidneyResource.com. Developed by Ortho Biotech Products, L.P., in partnership with leading patient and professional organizations, this new site gives physicians, patients and caregivers immediate access to more than 60 Web sites, many of them operated by non-profit, educational and patient advocacy organizations.

"KidneyResource.com is the first Web-based directory to make the process of locating accurate information about chronic kidney disease as easy as possible," said Kris Robinson, executive director of the American Association of Kidney Patients, a national non-profit organization that serves



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kidney patients and their families. "It was developed based on research showing how people tend to intuitively search for information on this type of site. As a result, visitors will find it logical and easy to use."

The site is designed to help people at risk for chronic kidney disease learn more about the problem and its symptoms. For example, anemia, or low concentrations of oxygen-carrying red blood cells, is an important and often overlooked symptom of chronic kidney disease. Anemia is also a potentially debilitating condition that results in excessive tiredness that gradually

worsens and a diminished ability to carry out previously routine activities. Many people with anemia may not even know they have it or that treatments are available.

KidneyResource.com also provides people at significant risk for anemia from chronic kidney disease, such as those with both diabetes and high blood pressure, access to a free, new, self-administered anemia-screening test. AnemiaPro™, which was approved by the U.S. Food and Drug Administration, lets people check their blood for signs of anemia in the privacy and convenience of their homes. You can complete a confidential screening process on KidneyResource.com or call 1-888-557-2854.

"It is important for at-risk people to learn more about the symptoms of anemia such as fatigue, dizziness or shortness of breath because it may be a sign that they are unknowingly suffering from chronic kidney disease," said Alexander Salerno, M.D., an internal-medicine specialist based in Newark, NJ, who treats patients with the condition. "The good news is that early assessment for chronic kidney disease and treatment of anemia can improve patients' health and may be associated with higher energy and activity levels."