

# Home Dialysis Lobby Day Best Practices

## Create a “Buzz”

- Before the event:
  - Hand out announcement flyers chairside and in the lobby.
  - Hang posters and use balloons.
  - Have staff promote the event with patients, family, and caregivers.
  - Share the benefits of participation and questions attendees can ask during the event.
  - Provide patients with enough time to prepare to attend, and potentially adjust their transportation schedule.

## Pique Their Interest

- Use patient stories:
  - Invite enthusiastic home patients or caregivers to the event.
  - Show videos, such as the [ESRD Network’s How I Took the Road Home Video](#).
  - Print stories for display using Home Dialysis Central’s [Patient Stories Search Tool](#).
- Have at least one home dialysis nurse and/or staff person at the Lobby Day to answer questions.
- Set up an interactive display that includes home dialysis machines, Peritoneal Dialysis (PD) “dummy tummy,” home dialysis supplies, etc.
- Provide renal friendly candy or snacks.
- Use balloons, bright colors, and music to grab the attention of patients towards the display.

## Provide Practical Information

- Ensure all educational materials are patient- and family-centered. Use easy to read, concise verbiage.
- Consider using outside educational websites and materials to generate new interest, including:
  - Home Dialysis Central’s [My Kidney Life Plan](#)
  - ESRD National Coordinating Center (NCC):
    - [Know the Facts About Home Dialysis Options](#)
    - [Uncovering Myths About Home Dialysis](#)
    - [Choosing Home Dialysis with Your Care Team](#)

## Follow Up!

- Offer interested patients a tour of the home training center.
- Reinforce the level of individual support given to patients by the home training staff.
- Keep the names of all interested patients to discuss next steps.
- Discuss interested patients’ suitability with their nephrologist.

ESRD = End Stage Renal Disease

This material was prepared by ESRD Network 17, under contract with the Centers for Medicare & Medicaid Services (CMS), an agency of the U.S. Department of Health and Human Services. The contents presented do not necessarily reflect CMS policy nor imply endorsement by the U.S. Government. Publication No. CA-ESRD-17N4HM-09232024-01