

Dear _____ :

I am writing to introduce a program for primary care physicians and other healthcare providers whose practices include patients with chronic kidney disease (CKD), and to invite you to an upcoming video presentation and clinical discussion.

It has recently been estimated that over 25 million adults aged 20 years or older in the United States have early CKD.¹ The number of patients with CKD appears to be growing due to two main factors: the rising incidence of obesity and subsequent diabetes. Former Surgeon General Richard Carmona raised awareness of CKD issues within Healthy People 2010, which recommends early intervention for patients at risk for CKD (age >60 years, diabetic, hypertensive, nonwhite, or a family history of kidney disease).

The BEACTIVE[®] program is an initiative designed to increase awareness and improve the clinical management of patients with CKD. To implement the initiative for our local patients, I am inviting you to a video presentation of a lecture by Jay B. Wish, MD, professor of medicine at Case Western Reserve University; medical director, hemodialysis services at the University Hospitals of Cleveland; and member of the American Association of Kidney Patients (AAKP) Medical Advisory Board. The presentation will be followed by a clinical discussion session.

Topics addressed will include:

- CKD: A Growing Health Problem
- CKD Prevalence, Assessment, and Risk Factors
- CKD Complications (Cardiovascular Disease, Anemia, and Malnutrition)
- Management of CKD

The video presentation and discussion will be held on _____ at _____
at _____ .
Please respond by _____ by calling _____ .

Sincerely,



Reference: 1. Coresh J, Selvin E, Stevens LA, et al. Prevalence of chronic kidney disease in the United States. *JAMA*. 2007;298:2038-2047.