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Enrolled in the ETC Model? MEI Can Help with Patient Education

Madison, Wisconsin—An increased emphasis on patient education will be critical for renal and medical clinics operating under new Medicare (CMS) payment models. The non-profit [Medical Education Institute \(MEI\)](http://mei.org) has many **free and low-cost**, award-winning tools and resources designed to improve patient engagement in care and communication with the care team.

The New CMS Payment Models

The [ESRD Treatment Choices \(ETC\) payment model](#)—mandatory in some geographic areas—aims to reduce costs through greater use of home dialysis and kidney transplant, while the voluntary [Kidney Care Choices \(KCC\) Model](#) incentivizes groups to slow progression of chronic kidney disease. MEI can help dialysis and chronic kidney disease providers with both goals.

Hit the Ground Running with High Quality Patient Education on January 1, 2021

MEI is passionate about supporting values-based treatment choices that fit people's lives—and offers a full suite of multimedia materials to support the home dialysis and transplant goals of the Advancing American Kidney Health Initiative. MEI's patient education is:

- Based on **published science** (each piece gets a full literature review).
- **Hopeful**, since patients are scared and cannot learn until they get past their fears.
- Written paragraph-by-paragraph at a **5th-6th grade reading level**.
- Grounded in **motivational theory** to engage patients in active self-management
- **Culturally sensitive** in messages and images; most materials are in English & Spanish
- Designed to **work together** to create a seamless patient education experience.

(more)

MEI Executive Director Dori Schatell, MS, says incentivizing better outcomes for kidney patients is a big step forward for U.S. nephrology. *“These are exciting—and challenging—times,”* says Schatell. *“We are here to help our community succeed and to help patients get the care they need to live their best lives.”*

Contact MEI About Your Patient Education Needs

Call MEI at (608) 833-8033 if you’d like to discuss your educational needs and request a sample packet of MEI print materials. Learn more about many of MEI’s products at <https://store.mei.org/all-products/>.

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Watch a short video to learn about our work.

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