

THE RENAL  
ASSOCIATION

founded 1950



# Becoming an industry friend



[www.renal.org](http://www.renal.org)

## Mission Statement

Improving lives by supporting professionals in the delivery of kidney care and research.

THE RENAL  
ASSOCIATION  
founded 1950

- Leadership and professional advice - providing professional leadership and advice to the NHS and health system leaders in the UK to facilitate optimal services for people with kidney disease.
- Research - supporting delivery of all aspects of kidney research, and encouraging a thriving research community to share and develop knowledge.
- Education and training - nurturing the professional development of clinicians and researchers in the kidney community.
- Registry audit and Quality Improvement - enabling comparative audit of patient care and outcomes through the UK Renal Registry to assure and drive improvement in the quality of kidney services.
- Patient involvement - working in partnership with patients, carers and organisations to promote patient engagement and involvement in their own healthcare.
- Guidelines - delivering evidence-based clinical practice guidelines to drive excellence in the care of people with kidney disease.
- Communications - developing the Renal Association membership through effective communication to increase influence and impact.

## Working with industry partners

- Fostering trustworthy and sustainable collaborations
- Activities that protect the integrity and credibility of partners
- Building authentic long-term relationships

## Shared interests

- Patient safety activities
- Improving quality and outcomes eg via KQuIP
- Pathway improvement eg via KQuIP
- Audit development, process outcome reviews

# What you can expect as a friend of The Renal Association

THE RENAL  
ASSOCIATION  
founded 1950

## Acknowledgment of your support

We'll feature your logo and statement on our website and in promotional material

## Use of The Renal Association logo

Link to us on your website

## Involvement in the annual friends day

This takes place in October and is an opportunity to shape the event and meet with the trustees, members of the RA, and other industry partners.

## Meet and greet networking opportunities with trustees

One of the trustees will be your main point of contact and you'll have the opportunity to meet with them and other trustees in person

## Bespoke projects

Work with us on projects we are developing such as e-learning modules, big data, RaDaR and specific quality improvement work streams.

## First chance to partner with us on specific events

Additional sponsorship opportunities at annual RA events, such as the clinical director's forum, SpR club meetings and KQuIP launch events.

## Introduction to clinicians with special interests

Your trustee partner will be able to facilitate introductions to renal clinicians with shared interests

## Articles in our newsletter

Produce a case study or article to feature in a version of the RA eNews, which is distributed to the total membership

**Company spend**

**£10,500**

# Projects you may be interested in

THE RENAL ASSOCIATION  
founded 1950

## Advisory boards

Discussions with a mentor on the setting up of appropriate advisory board(s) with respect to the treatment pathways, or QI (quality improvement) initiatives to address variation for relevant therapeutic areas, in diabetes or with additional new entities.

## Rare Diseases

The value of this area is not for main stream drugs or services, but for those interested in orphan drugs used in renal medicine.

The value that the Renal Association can give to a company is not necessarily primarily in the post-marketing stages of a product life-cycle. However, the research capability that could be offered is potentially earlier than the completion of registration studies. This is where specialist audit and the data collection of the Registry could augment a clinical trial programme for safety and efficacy (for registration) and post-marketing surveillance.

There is also potential for improvement in the identification of people with rare diseases and their inclusion in the RaDar database.

## eLearning packages

eLearning packages on the Moodle education platform on The Renal Association web-site could be developed collaboratively to assist in the training and engagement of clinical staff. They could be accessed by Renal Association members at no additional cost and sign-posted as part of the eBulletins in Renal Association newsletters.

# How to become a friend of The Renal Association

THE RENAL  
ASSOCIATION  
founded 1950

Request a meeting with one or two trustees to discuss areas of mutual interest, so the most appropriate mentor can be agreed. This could be done at any major national/international meeting, or at the annual RA friend's day.

The Renal Association secretariat can help facilitate this process and keep relevant details of company personnel. It is also the responsibility of the company to inform the secretariat of any changes, so that on-going contact can be organised if staff change roles or companies.

Contact the secretariat: [renal@renal.org](mailto:renal@renal.org)