

# Early detection of chronic kidney diseases

Approximately **90%** of kidney function can be lost before symptoms of CKD appear<sup>1</sup>

As such, most people may not experience any symptoms until CKD is advanced<sup>1</sup>

Patients diagnosed with CKD may experience<sup>2</sup>:



**confusion**



**fear**



**shock**



**denial**

## Diagnosis



CKD often co-occurs with other conditions that are associated with an increased risk of hospitalization and death such as<sup>1</sup>:



**diabetes**



**cardiovascular disease**

Managing CKD and its complications presents significant **challenges for patients** as they try to maintain meaningful roles in their lives, such as with family and friends or employment<sup>3</sup>

## Complications



## Lifestyle Changes



To help manage symptoms of CKD and comorbidities, patients may need to make daily decisions about<sup>3</sup>:



Adhering to scheduled appointments



Taking prescribed medications



Limiting the intake of fluid and certain foods



Adjusting to lifestyle changes

This could result in patients feeling that they have **lost control** of their lives<sup>3</sup>

## ESRD



CKD is a **progressive illness** that can result in ESRD or kidney failure<sup>1</sup>

Patients with ESRD may feel they are confronted with their own mortality, as they must receive regular dialysis treatment or a kidney transplant to survive<sup>1,3</sup>



## Dialysis



The psychosocial and psychological well-being of patients may be affected by dialysis<sup>3</sup>



Challenges faced by patients initiating dialysis treatment may include<sup>5</sup>:



Restrictions in schedules



Dietary changes



Impact on health



Enrolling in insurance



Shifts in personal relationships

**Patient education and support** can help smooth the transition to dialysis<sup>5</sup>

**For optimal outcomes** after transplant, patients must remain adherent to their care plan, which may include<sup>6</sup>:



Taking medications on time



Attending scheduled checkups and lab tests



Maintaining a healthy lifestyle

Kidney transplantation is usually a **lengthy process** involving multiple clinic visits, tests, and evaluations before the actual surgery can take place<sup>2</sup>

This could result in patients being unsure about their ability to dedicate enough time to the process<sup>2</sup>

Some patients remain **in denial** about their CKD diagnosis and avoid a transplant until they accept their condition<sup>2</sup>

## Transplant



## Post-transplant Care



**CUSTOMER JOURNEY**  
*map*