



UK Kidney Association

# **BECOMING A CORPORATE MEMBER OF THE UK KIDNEY ASSOCIATION**

[ukkidney.org](http://ukkidney.org)

[ukka@ukkidney.org](mailto:ukka@ukkidney.org)

[@ukkidney](https://twitter.com/ukkidney)

# ABOUT US

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Our mission is to improve the care of people living with kidney disease by supporting professionals and shaping the delivery of kidney care.

We are committed to making tangible, innovative improvements to the care of people living with kidney disease, achieved through the support of professionals and the kidney health system.



## WORKING WITH INDUSTRY

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

### Shared Interests

- Patient safety activities
- Improving quality and outcomes eg via the Kidney Quality Improvement Partnership
- Pathway improvement eg via the Kidney Quality Improvement Partnership
- Audit development, process outcome reviews

### Dedicated support staff

We make sure our corporate members get our full support. Our UKKA Secretariat all conduct ABPI training as part of their induction. They work tirelessly to foster great working relationships with corporate members and have great knowledge of important stakeholders within the kidney community.

# WHAT TO EXPECT

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What you can expect as a Corporate Member of the UK Kidney Association:

## **Acknowledgement of your support**

We will feature your logo on our website, and you may link to us on your website.

## **Involvement in the industry day**

This annual event is an opportunity to engage and meet with UKKA Trustees, senior leadership, professional members of the UKKA, and other corporate members. Exclusive networking time will be given to our partners.

## **Bespoke projects**

Work with us on the projects that we are developing including e-learning modules, big data, National Registry of Rare Kidney Disease (RaDaR) projects and specific quality improvement workstreams.

You will also receive discounts on some of the projects that we are developing including e-learning modules and training.







## Exclusive event sponsorship opportunities

### ***UK Kidney Week***

An invaluable opportunity to meet and network with the entirety of the professional UK kidney community with over 1,400 delegates in attendance. You will receive UK Kidney Week sponsorship opportunities two weeks before they are made public. This gives you the chance to reserve the best spots on the exhibition floor and submit prioritised symposium requests. UK Kidney Week symposia sessions are usually filled by corporate members during this pre-order period.

Additional sponsorship opportunities at annual UKKA events, such as the UK Renal Pharmacy Group Conference, Paediatric Nephrology Nurses Conference, Specialty Renal Trainee meetings, British Association for Paediatric Nephrology events, the Interventional Nephrology Workshop, national summits and many more.

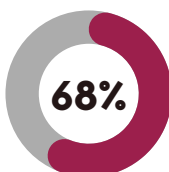
## Articles in our newsletters

We only allow company-specific information in our newsletter from our corporate members. You may utilise this opportunity to be included in the newsletter up to four times per year.

### **Main mailing list**

**1,800  
members**

### **Average open rate**



### **Average click rate**



Industry benchmark is 5%!



# CORPORATE MEMBERSHIP

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- Acknowledgement of your support
- Involvement in the industry day
- Priority event sponsorship opportunities

**Silver**

**£8,000 exc. VAT per year**



- Acknowledgement of your support
- Involvement in the industry day
- Priority event sponsorship opportunities
- One full delegate pass to UK Kidney Week
- Articles in our newsletter

**Gold**

**£12,000 exc. VAT per year**

**10% discount for years 3-5**

**20% discount from year 6 onwards**



- Acknowledgement of your support
- Involvement in the industry day
- Priority event sponsorship opportunities
- Two full delegate passes to UK Kidney Week
- Articles in our newsletter
- 20% discount on educational development hub projects

**Platinum**

**£17,000 exc. VAT per year**

**10% discount for years 3-5**

**20% discount from year 6 onwards**

# PROJECTS OF INTEREST

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Projects that our corporate members are interested in

## Rare Diseases

The UKKA rare diseases group and RaDaR database offer opportunities, particularly for those interested in orphan drugs used in renal medicine.

This could be the scoping of clinical trials or the potential for improvement in the identification of people with rare diseases and their inclusion in the RaDaR database.

It is also where the specialist audit and the data collection of the UK Renal Registry could augment a clinical trial programme for safety and efficacy (for registration) and post-marketing surveillance.

## eLearning

Partner with the UKKA to develop bespoke e-learning packages, hosted on the UKKA Education Hub, to support the training and engagement of healthcare professionals. These modules are freely accessible to healthcare practitioners.

All packages and promotion strategies can be developed in collaboration with your team to ensure compliance and quality. We'll also help promote your content via our eBulletins, newsletters and social media.



## Guideline enhancement

Support the UKKA as we add our guidelines to an interactive website and work with us to promote these across the kidney community.

Our guidelines link to:

- UKKA eLearning modules (supporting the implementation of national guidance and best practice)
- Patient Information and lay summaries
- Audit tools: case studies, further QI tips and additional resources for implantation and review

## Guideline implementation

Work with us and our network of professionals to ensure the timely implementation of guidelines into practice.

Support us with:

- Development, coordination and delivery of audit and research projects on a national scale
- Quality Improvement training to ensure guideline adoption
- Production of auditing tools, national reports and case studies
- Re-auditing to highlight improvements

# BECOME A MEMBER

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Please request a meeting with our Head of Finance and Business Development.

We will discuss areas of interest and our open opportunities and suggest potential mentors. We will also be able to draw up a formal proposal for you.



Stephanie Lock

**Head of Finance and Business Development**

stephanie.lock@ukkidney.org

0117 235 6550

Brandon House Building 20a1, Southmead Road, Bristol, BS34 7RR  
ukkidney.org

## OUR TEAM



Amy Robinson  
**Business Manager**



Hiedi Hutchinson  
**Events Manager**



Hillary Corwin  
**Education Project  
Manager**



Caitlin Sewell  
**Marketing &  
Communications**

## OUR POLICIES

Our policy is not to have more than 20 corporate members, this is to ensure that we can offer the best possible service for our members. Corporate members do not have any voting rights. Voting rights only apply to individual UKKA members.

[Read the UKKA Privacy Policy here.](#)





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