



KCER: KIDNEY COMMUNITY EMERGENCY RESPONSE COALITION

ATTENDEES

<i>Peter Traub</i>	<i>Brenda Dyson</i>	<i>Vernon Silva</i>	<i>Lesley Dyer</i>
<i>Pat Llewellyn</i>	<i>Anne Karanja</i>	<i>Geli Brown</i>	<i>Robin Segal</i>
<i>Tanya Saffer</i>	<i>Connie Lorenz</i>	<i>Sherilyn Burris</i>	<i>Shar Carlyle</i>

KCER MEETING MINUTES

Date: March 16, 2010	Time: 12pm Eastern	Location: Teleconference	Team: Patient Assistance Team
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TOPIC	DISCUSSION	PLAN OF ACTION	RESPONSIBLE	DUE
Video for training patients and local emergency preparedness organizations	<p>Vernon developed the draft letter and it was sent to the group. The group provided positive feedback. The letter can be personalized to change the pledge amount and put on the KCER letterhead. There is also a thank you letter for companies pledging a donation. The group will move forward with trying to solicit funds. It may be possible to solicit pharmaceutical companies, HMOs, large dialysis organizations.</p> <p>The script should be reviewed for literacy levels. Peter has contacted a video production company in California to review the script and budget and gave feedback that they could produce a quality video of that budget. The group will seek out reputable companies to ensure the video is of the highest quality.</p>	Geli Brown will translate the script into Spanish by the end of April. Geli will also contact local celebrity.	Network 14	4/30/10
		Use local Coalitions and patient advisory committees to review the video.	Networks 8, 14, 17	4/30/10
		Vernon and Robin will contact 3 video production companies	Vernon and Robin	4/27/10
		Peter will talk to Darlene about where to house the funds	Peter and Darlene	4/27/10
		Lesley will create a list of preferred/prioritized donors	Lesley	4/27/10
Other, New Business	For moving forward, the team might consider formal goals and objectives.			

NEXT CALL:	Next call is April 27, 2010 at 12:00 Noon
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