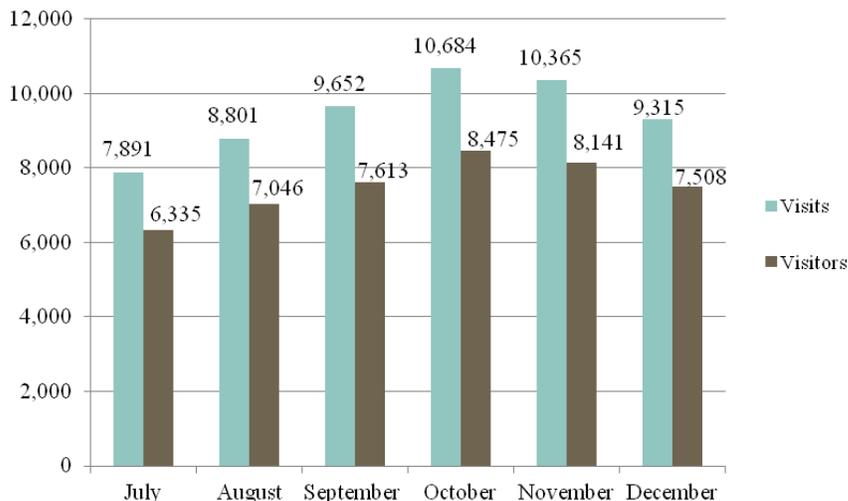


For professionals committed to optimal vascular access care for the renal patient

## Welcome Back to the Gold Standard

### FFBI Website Drawing New Users

Recently increased traffic to the Fistula First website reflects high quality content development from the FFBI and our partners as well as increased communications outreach to current and potential site users. A slight regression in user numbers in December was due to holiday-driven lack of traffic. By using Google Analytics, the NCC can offer new information on FFBI website activity. The NCC has been able to determine that 71% of visits to the site in December were new users, with 27% being returning. The NCC was also able to determine that 24% of visitors to the site were a result of direct traffic. Direct traffic indicates users who navigated to the Website on their own without using a search engine (Google, Yahoo, etc.) or referring site (link from an alternate location). The graph below shows the number of visitors and total visits to the FFBI website during the latter half of 2011.



### What's Really On The FFBI Data Page?

Everyone who uses the FFBI website knows about the Fistula First Dashboard. Most users look at the prevalent and incident AVF rate graphs at the top of the data page. Although this information is viewed most we'd like to encourage you to further explore the data represented on the site.

If one scrolls down to the mid-section of the data page, incident vascular access and nephrology care data can be viewed and trended for a three year period from 2008-2010. This information, coupled with the surgeon claims data for 2009 and 2010, can be helpful for discussions with patient care providers.

Additionally, by scrolling further down on the page you will find the incident and prevalent AVF, AVG and CVC tables from 2003–present, separated into network, state and national data. This information, covering a 9 year period, will be useful when working with struggling facilities to show their long term improvements and in planning upcoming interventions.

#### FFBI Vision:

The Fistula First Breakthrough Initiative (FFBI) is a coalition of vascular access experts and stakeholders who are committed to the development and implementation of sustainable system changes that support AV Fistula placement and use in suitable hemodialysis patients, while reducing CVC use.

#### FFBI Mission:

The FFBI mission is to improve the survival and quality of life of hemodialysis patients by optimizing vascular access selection, which for *most* patients will be an AV Fistula, to lower infection, hospitalization and mortality rates while preserving vital Medicare resources.

#### Contact

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