

INSTITUTIONAL OR EDUCATIONAL PROGRAM

HONOREE



ARIZONA KIDNEY FOUNDATION

The Arizona Kidney Foundation is a nonprofit organization dedicated to educating the public about Chronic Kidney Disease (CKD) and helping kidney disease patients face the medical, financial and logistical challenges associated with the condition.

Over the past two years, the Arizona Kidney Foundation saw \$500,000 in state funding disappear. The money had been earmarked to help the estimated 1,700 people in Maricopa County who are living with some stage of reduced kidney function. The money would have gone toward covering the costs of treatment, transportation to dialysis and associated dental bills.

Despite the cuts, the Arizona Kidney Foundation has become one of the National Kidney Foundation's top five affiliates with an operating budget of \$3 million. In addition, the foundation, under the leadership of CEO Jeffrey Neff, has launched a new public awareness campaign to encourage Arizonans to take charge of their kidney health.

The Know Your GFR campaign consists of television and radio spots that are specifically targeted to people with diabetes, hypertension and cardio disease, or who are obese or have a family history of kidney failure. GFR stands for Glomerular Filtration Rate, considered a key indicator of kidney function. A person's GFR can be determined through a simple blood test. The campaign aims to make people as familiar with their GFR as they are with their cholesterol levels and blood pressure.



Arizona Kidney Foundation
CEO Jeffrey Neff.



Arizona Kidney Foundation

Affiliate of National Kidney Foundation, Inc.

FINALISTS

CIGNA MEDICAL GROUP CENTER FOR INTEGRATIVE HEALTH AND HEALING



Created by Cigna Healthcare of Arizona, the Cigna Medical Group Center for Integrative Health and Healing provides a new way of looking at health care.

At the center, patients can receive alternative natural therapies, as well as traditional medicine on a fee-for-service basis. The center's mission is to support the transformation of health care by creating

and actively treating patients in a way that heals mind, body and spirit.

Opened in 2008, the center has three medical doctors on staff, as well as fellows from the University of Arizona's program in integrative medicine founded by Dr. Andrew Weil. The alternative therapies offered at the center include acupuncture, herbal therapy, homeopathy, massage and hypnosis.

WWW.CIGNA.COM

GRAND CANYON UNIVERSITY, COLLEGE OF NURSING AND HEALTH SCIENCES

Grand Canyon University's College of Nursing and Health Sciences is focused on putting more nursing professionals in the field and increasing Arizona's capacity to educate nurses.

Under the leadership of Fran Roberts, vice president of strategic business alliances, the college re-branded itself to recognize the increased relevance that the allied health professions hold in the health care industry.

The college also offers a fast-track "cohort" with several local hospitals, which allows students to obtain the practical experience needed to earn their degrees. Through the 20-month program, students commit to an employment agreement with the hospital and perform their practical training at the facility. The college also has a partnership with the Hospital Council of Southern Arizona.

