

I CAN CHANGE
THE FUTURE

WHAT'S YOUR REASON?

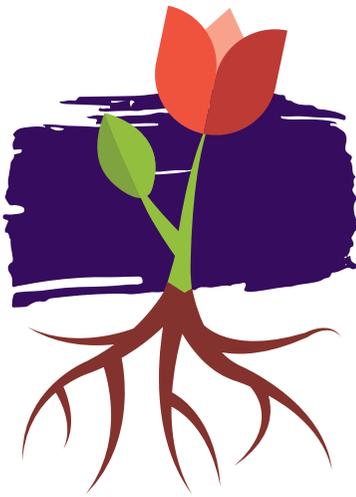


Support Kidney Disease Research:
**Join the My Reason
Research Program**

What is genetics and how can that help?

Genetics is the study of our genes. Genes are made of DNA, which is in all of our cells. Genes are the “instruction books” for the cells that make up our bodies. Differences in people’s genes can help explain why some people get certain diseases, but others don’t.

Researchers can compare the genes of people who have kidney and other diseases to the genes of people who are healthy. These differences can help researchers learn how to make new medicines and treatments for people with kidney disease and other conditions.



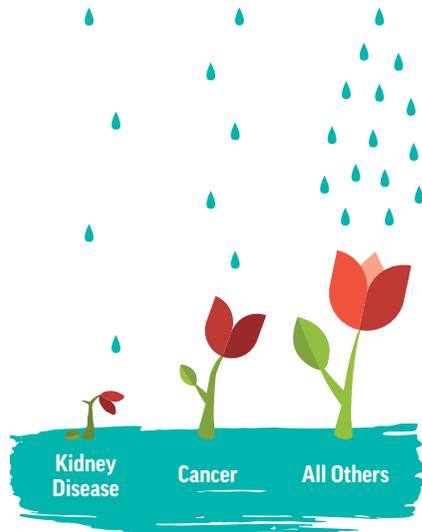
Take a Closer Look

Researchers must look beyond what they can see with the naked eye to determine what’s at the root of a person’s health problems. *(flip the page to learn more)*

What is this program?

The My Reason research program will be a useful tool for kidney-focused research that will bring patients, their families, patient advocate groups, physicians, and researchers together for the common cause of improving outcomes for those affected by kidney disease.

Kidney disease has been underrepresented in drug research. In fact, over the last 15 years, it has only made up a small percentage* of clinical trials (clinical trials help develop new treatments for patients). My Reason provides information to researchers to help find better treatments for kidney disease and other conditions.



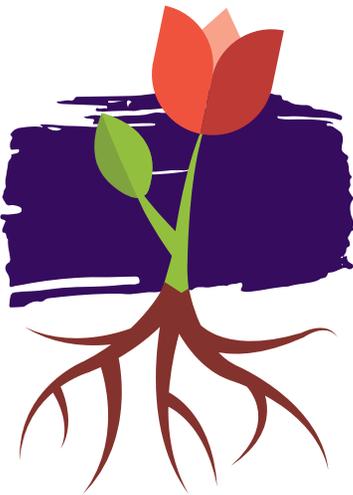
*Source: Zhou S, Johnson R. Pharmaceutical Probability of Success. Alacrita Consulting, white paper, n.d. <https://www.alacrita.com/whitepapers/pharmaceutical-probability-of-success>. Accessed December 2, 2020.



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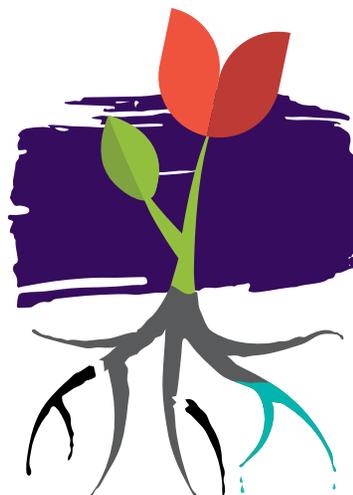
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Why should I join the My Reason program?

Everyone’s information – their DNA, health history and life journey – is different and valuable. For this research to work, doctors and researchers need lots of information. It is your uniqueness and your story that make your role in this type of research so important. Adding up many people’s stories may help unlock better health for generations to come.

Why help? Different people have different reasons. Maybe you want to help others live healthier lives. By taking this first step, you can make a difference!



Find the Differences

Researchers look for small differences between DNA from healthy people and DNA from people who have diseases. Similar to the roots below the flower’s stem, these differences are clues. They help us learn how to make new medicines and treatments for people with kidney disease and other conditions.

What else should I know?

We know that protecting your privacy is important. If you consent to participate in the My Reason research program, we will share your identifiable information with the study team and our affiliates only as necessary. We will not share information that identifies you – like your name, address or phone number – with researchers or anyone else without your consent or unless required by law. The study team will take reasonable precautions and will use appropriate safeguards to protect the privacy and security of your samples and information.

Who can be in the program?

OK to be in the program:

- Adults 18 or older (19 or older in Alabama, 21 or older in Puerto Rico)
- People who are currently residents of the United States (including Puerto Rico)
- People with and without kidney disease
- Participants do not have to be a Fresenius Kidney Care patient

Not OK – cannot be in the program:

- People who are in jail
- People who cannot give consent due to physical, mental, and/or permanent medical limitations



How do I get started?

To learn more and sign up, call **855-4MY-RESN (855-469-7376)**, email **MyReason@FreseniusMedicalCare.com**, or visit our website **[WhatsYourReason.com](https://www.whatsyourreason.com)** by scanning this code:



To scan:

1. Open the camera app on any smartphone
2. Aim the camera at this code
3. Your phone will open a link to the website