

stardom of HIF-PHIs. Will ESAs be bye bye? ■

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Play NephMadness 2021 During March, National Kidney Month

By Joel Topf, Anna Burgner, Timothy Yau, Pascale Khairallah, Samira S. Farouk, and Matthew A. Sparks

The 9th annual NephMadness is a social media and medical education campaign focused on all things kidney. You can participate in NephMadness during the entire month of March, National Kidney Month. NephMadness adopts the single elimination brackets that are a hallmark of the popular March Madness (the college basketball tournament held yearly in the United States), but with a nephrology twist. Instead of basketball teams, the bracket is populated with 32 nephrology concepts from eight different regions. This year's regions are: Liquid Biopsy, the return of Animal House, COVID-19, ICU Nephrology, Workforce, Anemia, Primary Care, and Artificial Kidney. Each region has four concepts; the full bracket is shown in the figure.

The winners of each competition are selected by a blue ribbon panel of nine individuals including patients, scientists, clinicians, and educators. Read more about the teams and perhaps get insight on which way they'll vote by reading their bios at AJKDblog. Participants play by filling out their own brackets and try to predict the winners chosen

by the blue ribbon panel. The best NephMadness parties, urine microscopy pictures, players with the highest scores, and much more will win NephMadness swag, awarded by the *American Journal of Kidney Diseases* and the National Kidney Foundation. ■

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