In 2008, ASN leaders hired a leading health care communications firm, GYMR, to survey members, external partners, and other stakeholders to understand how the society is perceived by kidney professionals. Responses to the survey and numerous interviews indicated that ASN was widely regarded as the premier professional society promoting intellectually rigorous kidney education and research and holding the world’s most essential meeting focused on kidney disease (ASN Renal Week).

Many respondents, however, were unaware of the active role ASN plays in advancing clinical care and science worldwide and in addressing current concerns in kidney disease and policy. ASN leaders began to evaluate how the Society presents its goals and achieves its members’ concerns in kidney disease and policy.

ASN: Moving Forward

In 2009, reflects the evolution of ASN and recognizes the effort, drive, and results ASN members bring to the kidney community. The new logo, introduced January 1, 2010, builds on that tagline to highlight the dynamic role ASN and its members play providing high-quality care to patients, conducting cutting-edge research, educating the next generation of kidney care professionals, and shaping policy.

Founded in 1966, ASN has evolved from holding an annual meeting to publishing two scientific journals (starting with the Journal of the American Society of Nephrology in 1990) to establishing a freestanding office in 2000 to producing myriad educational offerings (such as the Nephrology Self-Assessment Program, or NephSAP, which started in 2002) to expanding its efforts related to advocacy, policy and public affairs in 2008.

The logo serves as a tangible symbol of ASN’s evolution in the global kidney community and the society’s commitment to improving lives through kidney care, research, and education. The new logo is but one of many steps ASN will take between now and its 50th anniversary in 2016 to celebrate this ascension.

Frankly, we’re flattered!

But it takes more than imitation to become America’s APD leader.

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ASN Student Scholar Grant

ASN supports medical students with an interest in either basic or clinical research to spend 10-52 weeks engaged in continuous full-time research. Learn more at www.asn-online.org

Application Deadline: Friday, March 5, 2010

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