

# Classified Ads

## Kidney News Classified Advertising Information

Classified space is for advertising positions available, open faculty positions, course announcements, seminars, meetings and educational courses.

### Display Advertising Rates

Ad Size	1x	3x
Full Page	\$2,450	\$2,275
1/2 Page	\$1,615	\$1,440
1/3 Page	\$1,395	\$1,335
1/4 Page	\$1,170	\$1,060
1/6 Page	\$1,005	\$ 995

### Line Advertising Rates

Please contact for rate information

#### Closing Date & Cancellations:

Copy must be received four weeks in advance of the month in which the ad is to appear. Cancellation requests must be made in written form by fax, e-mail or postal mail and will be honored for the earliest applicable issue.

**ALL ADS  
MUST BE PREPAID**

#### Contact:

Rhonda Beamer  
rhonda.beamer@wt-group.com  
P: 443-512-8899 x. 106 F: 443-512-8909

## BC/BE Nephrologist

Outstanding opportunity for full-time, BC/BE Nephrologist in a Single Specialty Practice. The physician will join six FT nephrologists and two non-physician providers in a well-established, physician-owned practice that began operation in 1980. The Nephrologist will work in an excellent, award-winning medical community and support patients in eight dialysis units. The compensation package is competitive with paid medical/dental benefits for physician and family, generous 401k plan, and paid malpractice insurance. There is a two year partnership track that includes a JV opportunity. A signing bonus is included in the first year salary. There will be time to enjoy Colorado with a four day work week, one call weekend per month and six weeks of annual vacation. Fort Collins is located in northern Colorado, an hour north of Denver. The city is 5000 feet above sea level and enjoys 300 days of sunshine and only 14.5 inches of precipitation a year. Fort Collins is home to Colorado State University and an outstanding public school system. Fort Collins is not in an underserved area. Send CVs to thenephrologyclinic@gmail.com or fax to 970-493-2682.

## Index to Advertisers

Alexion . . . . .	Pages 38–41	Genzyme . . . . .	Page 2
American Heart Association . . . . .	Page 9	Iron Therapy . . . . .	Page 47
Amgen . . . . .	Page 29	Janssen . . . . .	Pages 15–21
Antwerpe . . . . .	Page 31	JMAC Partners . . . . .	Page 13
BioPorto . . . . .	Page 5	Mitsubishi . . . . .	Back Page
CryoLife . . . . .	Page 7	National Kidney Foundation . . . . .	Page 43
Falcon EHR . . . . .	Page 11	National Nephrology Alliance . . . . .	Page 35
Fresenius . . . . .	Page 3	Spectra . . . . .	Page 33

# Industry Spotlight

## New Anemia Drug Could Debut in 2014

Rockwell Medical completed a second late-stage study in September (the earlier, identical late-stage trial ended in July) and announced that its experimental drug has met the main goal of improving hemoglobin levels in adult patients with chronic kidney disease, Reuters reported.

Carol Werther, a Summer Street research analyst, said that the company will be able to file for marketing approval in 6 months or

less. She noted that soluble ferric pyrophosphate (SPF) perhaps could be approved in the second half of 2014. Werther predicted that the drug could generate annual sales of \$225 million in 2017.

The administration of SFP is different from that of conventional iron therapies for dialysis patients who need iron. SFP is given along with the fluid used in dialysis, whereas the standard care is to give iron therapy in-

travenously to patients with chronic kidney disease.

Summer Street's Werther said that the drug's unique method of administration allows for maintenance of hemoglobin levels and lowers the risk of iron overload, which could increase infection rates in patients receiving dialysis. Patients lose several milligrams of iron during a dialysis treatment.

The company reported positive results

from the first study of SFP in July.

A separate study in February showed that regular treatment with the drug reduced the need for erythropoiesis-stimulating agents.

Chief Executive Officer Rob Chioini said that he has great confidence in getting approval from the U.S. Food and Drug Administration for the drug and that "SFP could become the new standard of care in iron therapy," Reuters reported. ●