

## **NephroPlus engages with dialysis patients in Bangalore through its fun-cum-educational initiative, 'Aashayein.'**

*350 dialysis patients in Bangalore were taught how to better manage their condition for an improved quality of life*

**Bangalore, November 9, 2022:** India's leading network of dialysis centres, NephroPlus, hosted its flagship fun-and-entertainment 'Aashayein' event exclusively for dialysis patients in Bangalore last Sunday. The event witnessed the participation of over 200 dialysis patients as they gathered to join the brand's spirit to build a competent and compassionate community of renal patients to upgrade dialysis care in India.

The event was filled with interactive and engaging activities such as stage games which involved putting the balls in a jar, and the one who puts the maximum wins. Furthermore, following the concept of an edutainment program, various medical experts from reputed institutes and hospitals addressed the participants with the need and significance of renal transplant, the ill-effects of ABO incompatible transplant, understanding of complex kidney issues, how to increase the shelf life of an AV Fistula, and how to boost the mental health when dealing with diseased life.

Witnessing the response received for the event, **Mr. Kamal D. Shah, Co-Founder, NephroPlus** remarks, *"With a vision to enable kidney patients to resume their daily joys and their regular regime, NephroPlus offers the most comfortable and convenient dialysis procedures across 300 centres all over Asia. Our flagship program, Aashayein, will allow us to engage with the dialysis population and connect with them and their families on the ground beyond the clinical barrier. Such events allow us to put our brand philosophy to action and upgrade the services to align our mission of having a patient-centric approach."*

The event's highlight was when an 82-year-old dialysis survivor visited the event to uplift the confidence and morale of other young dialysis patients. NephroPlus served an elaborate renal-friendly diet for all the guests, followed by a session of gift distribution to express its gratitude.

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**About NephroPlus:**

NephroPlus operates 294 dialysis centres in more than 180 cities across 25 states in India and is known for its quality focus and patient-centricity. The company was established 12 years back with a vision to enable people on dialysis across the world to lead long, happy, and productive lives. The company treats 18,000+ patients per month and has performed 60+ Lakh treatments to date. For further information: <https://www.nephroplus.com/>

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