



**Special Freedom
Cruise Issue 2010**



“In the past, being a dialysis patient meant scheduling a cruise with a dialysis medical team onboard. We are excited to show other dialysis patients that we, too, can enjoy the freedom and flexibility that others have by traveling with our System Ones. Dialysis doesn’t have to be the end of ‘normal’ living, but rather a new beginning.”

— Rich B, one of the cruise organizers and a NxStage home hemodialysis patient

A Quarterly Newsletter for the NxStage® Home HD Community

Freedom Cruise 2010

Ten NxStagers take home dialysis to sea!

Imagine this: one cruise ship, several excursions to tropical locations, and endless sandy beaches and rolling seas. Add: 10 System One™ cyclers, 152 cases of dialysate, 10 cases of cartridges, myriad of other dialysis-related supplies, and a small mountain of luggage. This was the scene in January when ten NxStage patients and their respective care partners came together to embark on a seven-day conventional (non-dialysis) Caribbean cruise. They met in Miami, most as strangers except for their connection to daily home hemodialysis with NxStage. After the week, they left with deep friendships and plans for future group adventures.



It all started in February 2009, when a group of NxStage users began planning what became known as the 2010 Freedom Cruise. The idea was to get a group of home dialyzors and their partners together to vacation with one another and enjoy the freedom that daily home hemodialysis with NxStage allows.

During their trip, the Freedom Cruisers went scuba diving, snorkeling, zip-lining, and rock wall climbing. They enjoyed touring sites in Grand Cayman, Isla Roatan (Honduras), Belize, and Cozumel (Mexico). They walked through jungles to visit Mayan

(continued on page 2)

(continued from cover)



Read daily summaries of the Freedom Cruise at www.nxstage.com/freedomcruise

ruins, some climbing to the peaks of ancient temples. They celebrated a birthday and a wedding renewal. They basked on white sand beaches. And, in between, they took a break in their cabins to do their dialysis treatments. Each evening, the Cruisers gathered for dinner to share their activities and discuss how their treatment went. According to the group, although the sea was sometimes rocky, every System One cyler performed flawlessly. “It proved to me that anything is possible,” said Dan L, a 2-year NxStage user. The Freedom Cruise and these adventurous individuals have inspired not only other dialysis patients, but all of us at NxStage. They have shown that life with chronic kidney disease can be filled with new adventures, new vistas, and meaningful new friendships. And for that, NxStage is proud to have played a small part in this historic event. 🌸

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Meet the Freedom Cruisers

Susan B of Troy, NY, started daily home hemodialysis (HD) with NxStage last September. This cruise is the first trip she and her husband Jeff have taken since she’s been on dialysis. For Susan, like many patients, the biggest hurdle to dialyzing at home was learning to self-cannulate. But with her home training nurse’s help and some practice, she overcame that fear. One of the motivating factors for Susan and Jeff to do home dialysis with NxStage was the ability to take this cruise – and renew their wedding vows for their 25th anniversary.

Rich B of Skokie, IL, came to NxStage after being in-center, which he claims was extremely hard on him physically. A heart attack on his way home from treatment in 2004 increased his desire to improve his high blood pressure and overall health. In 2006, he started daily treatments with NxStage and noticed “an immediate difference.” With more frequent treatments, his blood pressure has decreased to a healthier level and he feels more energetic. On the first day of the cruise, Rich celebrated his birthday. “I actually believe that if I hadn’t started doing more frequent



Susan and Jeff renewing their wedding vows onboard



Rich celebrating his birthday with the Cruisers



Pat and Ralph enjoying time on the cruise



Ken and Catherine in a beach cabana in Mexico



dialysis at home, I might not be alive today,” he says.

Ralph C from upstate New York and his wife Pat have always enjoyed traveling, but this was their first opportunity to cruise with the NxStage System One. Prior to starting NxStage 2-1/2 years ago, they had to plan their travel around available dialysis centers. Now, Ralph states, “NxStage not only enables us to travel: it enables us to live again.”

When **Ken F** was diagnosed with a rare kidney disease several years ago, he thought he would never be able to travel. However he and his wife, Catherine, have done loads of traveling since he has been on NxStage. Splitting their time between homes in Glen Falls, NY, and Palm Bay, FL, they enjoy traveling with their children and grandchildren. Ken and Catherine’s cruise adventures included a Land Rover and cave expedition as well as just relaxing on the beach. “Being able to travel with dialysis has given me a sense of freedom back,” he says.

Jeff G of Modesto, CA, started dialysis in 1978. Even then, his nephrologist encouraged him to get involved in his treatment, including self-care within the in-center environment. In 2006, with the support of his wife Marianne, he took self-care to a new level with NxStage. Jeff and Marianne are “cruise experts”: the Freedom Cruise was their third.

For **Dan L**, a resident of Salt Lake City, in-center dialysis was extremely hard on his body. After starting daily home HD in 2008, Dan noticed a big difference right away: increased energy levels and little to no recovery time after dialysis. “Thanks to NxStage, he says, I’m back to being a productive human being both at home and at work.” While this was their first cruise, Dan and his wife Connie have traveled with their two young children and the NxStage System One to San Francisco and remote areas of Washington state.

Before starting dialysis, **James M** of Lakewood, WA, was determined to find the best treatment for himself. He learned that daily home HD would not only enable him to do treatments at home, but would also let him dialyze more frequently. James and his wife, Jeanne, love to travel and visit their children and grandchildren throughout the year.

Bill P of Seattle, WA, has always been an adventurer and refuses to let kidney disease slow him down. So it’s not surprising that on the Freedom Cruise, he sought out activities such as a zip-lining through the

NxStage not only enables us to travel: it enables us to live again.



Marianne and Jeff relaxing on board in their new cruise shirts



Dan and Connie at the Tulum Mayan Ruins in Mexico



James and Jeanne on deck



Bill at the top of a Mayan temple in Belize



Jim and Claire snorkeling in Mexico

Isla Roatan jungle, climbing a 112' Mayan temple, and frequenting the ship's water slide. Even as a former in-center dialysis patient, Bill had managed to work and travel, albeit with extensive planning to find centers that could accommodate him during his world travels. In 2001, he began doing dialysis more frequently at home, at first with traditional, in-center equipment, then in 2006 with the NxStage System One. "When I started daily hemodialysis, it was a revelation that I could feel that much better," he says.

Jim S has always been active and independent. However, his life changed when his kidneys failed in 2007 and he began in-center dialysis. Though he loved the center staff, it was not a place he wanted to be. Later that year, he and his wife Claire trained on NxStage. Now the couple splits their time between Seattle and Georgia. Motorcycle enthusiasts, they've been able to take short trips with the NxStage cyclor and supplies in a trailer attached to the motorcycle. "More frequent, at-home dialysis involves a bit more time on the machine and a bit more work on my part," Jim explains, "but that is part of the compromise for feeling better and being independent."

"I hope other patients like me are able to take advantage the health and quality of life benefits of this therapy."

When **Mike S's** transplant of 23 years failed, he had already researched a backup option: daily home HD with NxStage. He and his wife Lauri of Springfield, OR, trained

at a center over an hour away and have been dialyzing at home for over two years now. Mike's energy level is one of the most noticeable differences they have seen since then. The couple enjoyed their cruise time exploring the ports and beaches and taking a cave tubing expedition.

Lee S, of Saratoga and Long Island, NY, credits the improved health he experienced while doing more frequent dialysis with helping to make him eligible for a transplant, which he successfully underwent in April 2008. Though he's no longer on dialysis, Lee and his wife Nancy enjoyed traveling with the other cruisers and sharing experiences. Lee says, "I hope other patients like me are able to take advantage of the health and quality of life benefits of this therapy." 🌸



Mike and Lauri enjoying Mahogany Beach in Isla Roatan, Honduras



Lee and Nancy exploring one of the ports of call



Inside NxStage

Freedom Cruise: Behind the Scenes

NxStage is very experienced in helping patients and care partners travel on cruises. The Freedom Cruise, however, created some additional challenges. Instead of one patient's supplies, there were ten, each with a different therapy prescription. Right from the beginning, those involved in supporting the Freedom Cruise realized this was a unique situation that needed to be managed closely. The "Operation Freedom Cruise" team was formed, with representatives from customer support, logistics, the local courier service, and marketing, with additional input from the Freedom Cruise planners and the cruise line.

As Cruise participants were finalized, NxStage Customer Support obtained travel prescriptions from each of the dialysis centers – not only for the cruise, but for hotel stays pre- and post-cruise. A database was created to keep track of orders by patient and by delivery location (hotel vs. port). As a double-check, orders were confirmed with each patient to ensure the supplies shipped per the center prescription matched the patient's planned treatments.

The orders were shipped on pallets from the distribution center to the courier's Miami facility. The courier then broke things up and staged the orders for pre-cruise hotel delivery, cruise delivery at the port, and post-cruise hotel delivery, ensuring each patient order was marked accurately. Even a couple of last-minute prescription changes were handled smoothly, and everyone received their supplies in the right place at the right time. Operation Freedom Cruise was a success! 🌸

In the News

NxStage Users' Next Big Adventure

The members of NxStageUsers.com, a group of patients and care partners who have formed a network of NxStage users and who also initiated the Freedom Cruise, have big plans for their next adventure. The **1st Annual NxStageUsers Meet-Up and Conference** is scheduled for October 10-15 in Las Vegas.

The group is scheduling speakers for the Conference, including prominent nephrologists, dialyzors, and care partners. NxStage representatives will also be attending part of the Meet-Up. According to the organizers, "The odds are this will be the event of the year." 🌸

*For more information and details on how to register, go to <http://www.nxstageusers.com/vegas/2010vegas.html>.**

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NxStage Is On Facebook!



Do you Facebook?

NxStage Home Hemodialysis now has a Facebook Fan Page, which posts regular updates on new developments, photos, event listings, and other news from the NxStage home hemo community.

Since the Fan Page launched earlier this year, features have included updates from the Freedom Cruise, earnings and study results from NxStage, photos from patient/partner events, and press coverage on NxStage (including an interview of a NxStage user on the daytime talk show "The Doctors").

To become a fan, go to www.facebook.com/NxStage and click on the "Like" button. (NOTE: if you are not currently a member of Facebook, you'll need to sign up first.) 🌸

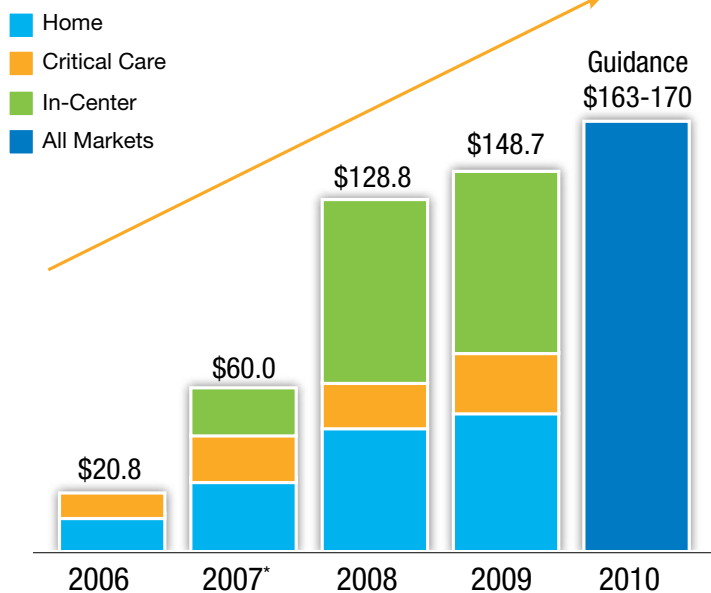




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Financial Highlights: Rapid Revenue Growth

(in Millions)



*Reflects the impact of the Company's acquisition of Medisystems, the Company's in-center business, in October, 2007.

home
 AT last

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WE WANT TO HEAR FROM YOU!

Please send us your feedback!

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Home at Last is published quarterly for dialysis centers and their patients by NxStage Medical, Inc. It is not intended to replace the NxStage System One *Users Guide* nor *Cartridge Instructions for Use*.

Home at Last provides general information and is not intended to serve as a treatment guide. Home daily therapies are not for everyone. They require a patient and a partner who are committed to being trained on and following the guidelines for proper system operation, as well as their dialysis prescription, which may require treatments up to six days per week. The NxStage System One is a prescription device and, like all medical devices, involves some risks. Patients should consult with their doctor to understand the risks and responsibilities of home and/or daily hemodialysis using the NxStage System One.

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