

Kidney Health Australia Launches New Website

National health care charity, Kidney Health Australia, has today launched its eagerly anticipated new [website](#) boasting a range of new features, rebranded design, and educational resources packaged in a clear, concise, and engaging format.

CEO and Managing Director of Kidney Health Australia, Anne Wilson, is thrilled with the new [kidney.org.au](#) website and said it will help to increase awareness about the full range of kidney health conditions and organ donation issues, as well as raising vital funds.

“This remarkable website will help us to further our vision to save and improve the lives of Australians affected by kidney disease and kidney cancer, in the digital space,” said Ms Wilson, “Our new and improved website cements Kidney Health Australia’s online presence, and sets a new standard for web design and functionality in the Australian health charity sector. It will allow us to improve our offering to our existing audience, establish our presence with new audiences, and maximise public awareness and fundraising opportunities across the board.”

“We now have the platform to strengthen our appeal to and engagement with the 1.7 million Australians affected by kidney disease, health professionals, supporters and donors, and the broader Australian public – whom we hope to be able to help educate about the vital role their kidneys play, and how to look after them,” continued Ms Wilson.

Ms Wilson added that a key insight from the old site was that many website visitors came to Kidney Health Australia looking for information on common health concerns such as kidney stones, urinary tract infections, and acute kidney injuries. As a result, there is now more detailed information about these conditions available on the new website.

The Kidney Health Australia website includes a range of new sections and features:

- Comprehensive information on all kidney conditions, from kidney disease to kidney stones
- A major focus on the gap in Indigenous kidney health
- Wealth of information and educational resources for patients and clinicians
- A new responsive design with intuitive navigation, especially for patients who spend a lot of time on mobile devices while undertaking dialysis
- [Dialysis Unit Guide](#) for patients
- Dedicated [Health Professionals Hub](#)
- A new capacity for online donation campaigns and launching new online products
- Online shop to support fundraising efforts
- Social media integration

“We really wanted this new site to be geared towards a better user experience, which included revising and tailoring our content to have a much broader appeal,” said Ms Wilson.

“Crucially, our new website will also enable us to vastly improve our online donation and database growth strategies, as well as facilitate the launch of new digital products and campaigns in the future,” added Ms Wilson.

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The new Kidney Health Australia website was created by Design by Pidgeon and efront. Visit kidney.org.au for more information.

Kidney Health Australia, formerly the Australian Kidney Foundation, is a national health care charity with a vision 'to save and improve the lives of Australians affected by kidney disease'. As the national peak body, Kidney Health Australia promotes good kidney health through delivery of programs in education, advocacy, research and support.

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For more information or to arrange an interview, contact:

Cassandra Bradshaw

National Media and Communications Manager

Kidney Health Australia

T (03) 9674 4313 **M** 0402 346 197

cassandra.bradshaw@kidney.org.au