

Shire-sponsored digital activities at the ERA-EDTA Congress 2014



And so another ERA-EDTA congress has come and gone. I am sure that you will agree that it was a great success!

Did you access the Shire-sponsored services while you were at the congress? If so, we hope you found them to be useful and that they enhanced your congress experience.

At ERA-EDTA 2014, the Shire-sponsored **congress app** was a central resource both before and during the event. The free **Wi-Fi service** and **Internet Point** ensured that you were connected throughout the congress, and the **e-materials service** allowed you to take away slides that were presented at the congress for future reference.





Results from the digital journey

2,650

delegates
downloaded
the congress app



>70,838

e-materials
ordered



4,000

delegates
accessed the
free Wi-Fi service



Most
popular
session:

**Pathophysiology of Acute Kidney
Injury: from bench to bedside
by Bruce Molitoris**



7,887

delegates received
a Shire SMART card



>5,000

coffees consumed
at the Digital
Service Area



1,031

delegates registered for
ShireNephrology.com





Feedback on the digital services

Thank you very much if you took the time to complete our feedback survey at the end of the congress. If you haven't yet completed it, you can still access the survey [here](#). Your input is valuable to us, and we have reviewed the comments received so

far. We are pleased that we had such a positive response, and will strive to provide a superior service at next year's congress too!

Should you have any additional comments, please do feel free to send them on to us at era-edta2014services@e-materials.com

“ERA-EDTA has recently developed, thanks to the precious contribution of Shire, a new educational tool for its members and congress delegates.

This tool consists of a platform which allows access to the latest novelties in the medical-clinical nephrological field that each nephrologist can then use and share with his/her colleagues.

The tools offered in Amsterdam during the last ERA-EDTA Congress, such as free Wi-Fi, the congress app, the e-materials and the Digital

Service Area were extremely appreciated by our delegates and were obviously an added value to our annual meeting.

We are very proud to announce that ERA-EDTA will continue in this direction, giving even more advanced technological learning and educational opportunities to its members, congress delegates and industry partners.”



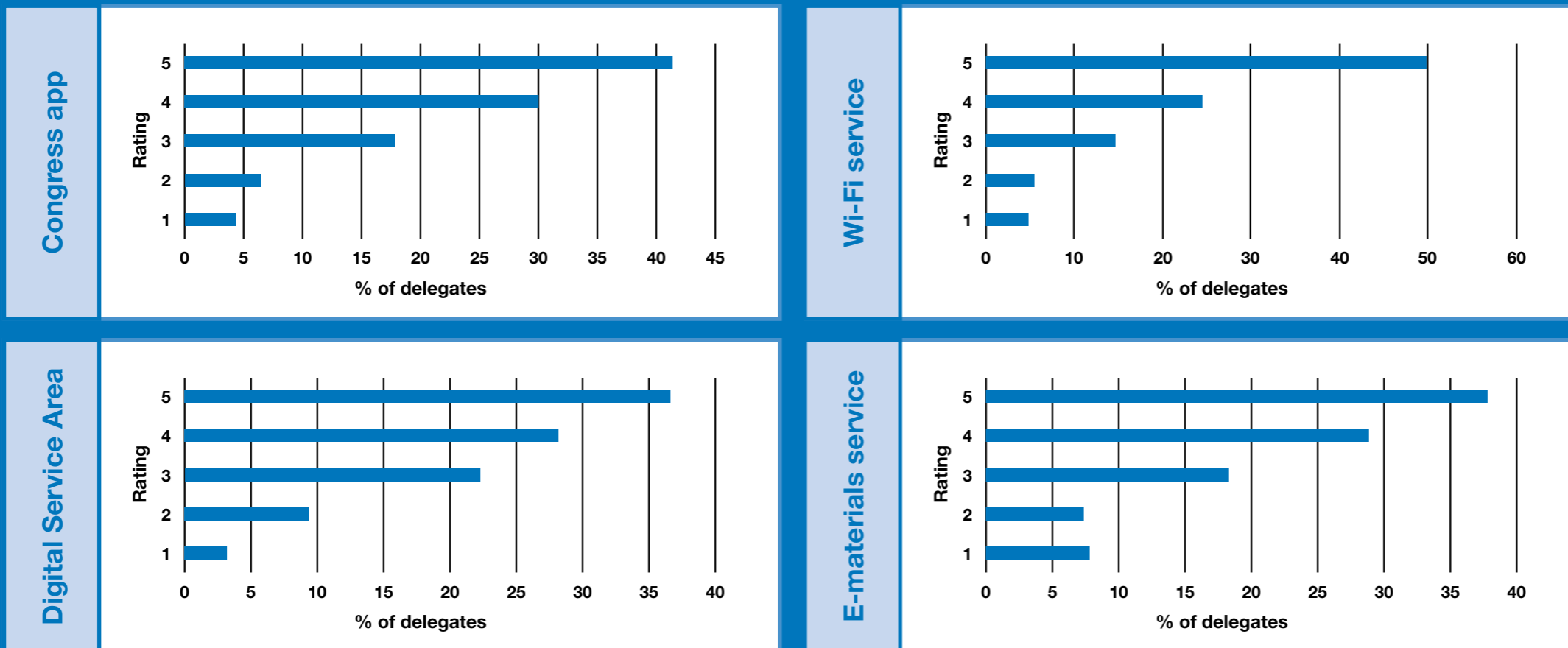
Paolo Zavalloni,
 Congress & Industry Coordinator, ERA-EDTA

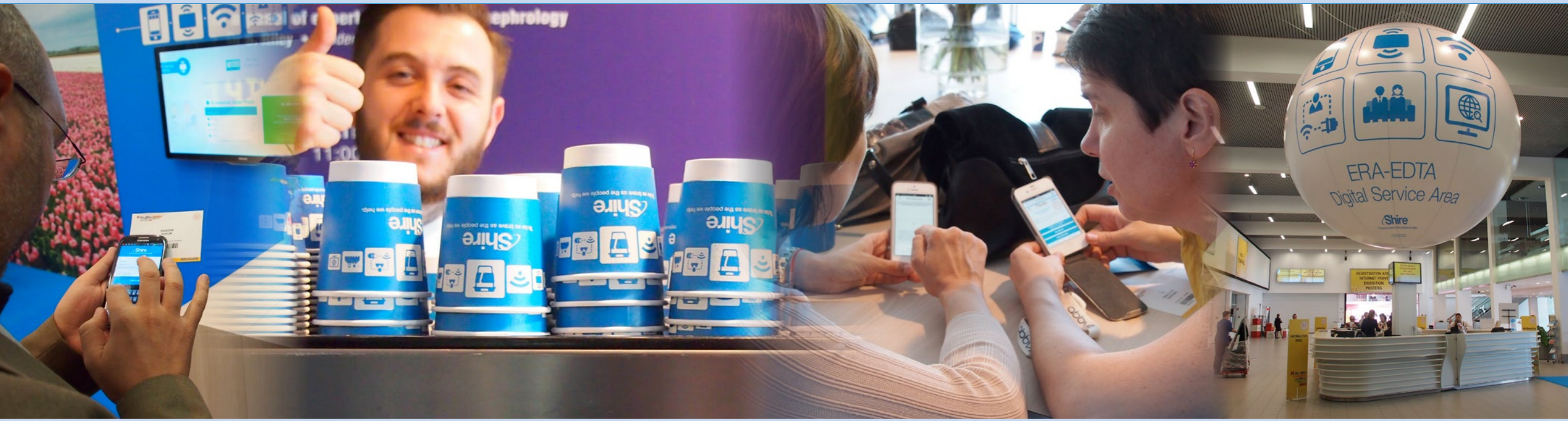




Feedback from delegates on the digital services

Below are the survey findings so far, on how useful the services were during your digital journey (5=very useful; 1=not at all useful):





Thank you!