



December 17, 2021

The Unicode Consortium
P.O. Box 391476
Mountain View, CA 94039-1476

Dear Unicode Consortium:

The Renal Physicians Association (RPA) is the professional organization of nephrologists whose goals are to ensure optimal care under the highest standards of medical practice for patients with kidney disease and related disorders. RPA acts as the national representative for physicians engaged in the study and management of patients with kidney disease. We are writing to urge the Consortium to create a kidney emoji.

The use of visual aids in the communications and social media realms has become vitally important in conveying messages across the spectrum of audiences and users in these spaces. The graphic illustration of the myriad items, notions, and objects represented by the current span of existing emojis tremendously facilitates efforts to raise awareness and elevate how conscious society is of a particular notion or concept.

Conversely, the absence of any emoji in a content area hampers the ability to reach segments of society who would benefit from the messages being transmitted, and this brings us to the over 800 million patients worldwide with kidney disease. It is worth noting that many people with kidney disease are unaware of their condition, so any change that advances the knowledge and understanding of these individuals regarding their illness can literally be life-saving. People with kidney disease in many situations see their condition worsen to the point that they require dialysis, a form of kidney replacement therapy that can preserve life but which has a poor long-term survival rate and should be avoided if possible. RPA believes that the existence of a kidney emoji would advance efforts to help patients understand the implications of their condition.

For these reasons, RPA urges the Unicode Consortium to approve a kidney emoji, and we stand ready as a resource to the Consortium if our assistance in this effort is necessary. Any questions or comments regarding this correspondence should be directed to RPA's Director of Public Policy, Rob Blaser, at 301-468-3515, or by email at rblaser@renalmd.org.

Sincerely,

A handwritten signature in black ink, appearing to read "Timothy A. Pfloderer".

Timothy A. Pfloderer, MD FASN FASDIN
RPA President