

TECH KNOW

## KidneyDiet app born of question about food choice for dad

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Lynne Sanditen came up with an iPhone app idea while deciding between beans and potatoes.

It was two years ago and Sanditen was ordering a meal for her father, who suffers from kidney disease.

"I'm standing in line at a cafeteria with my dad, trying to figure out if he should have green beans or mashed potatoes and which one's better for him," Sanditen said. "I thought, 'There's got to be a way to solve this problem.' "



Lynne Sanditen, creator of the KidneyDiet app. (Provided by David Gorodetzky)

Many of the estimated 26 million Americans who suffer from kidney disease have to change and track their eating habits to avoid dialysis.

Sanditen launched Boulder-based Pain Free Living and created the KidneyDiet mobile to help users monitor their intake of phosphorus, potassium, protein and other nutrients.

A technology marketing expert by trade — and not a software coder — Sanditen hired independent contractors to develop the program. But she did it with plans of turning the idea into a business and not a hobby, hiring a nutritionist, taking competitive bids and performing market research. She also focused on securing a brand name that would have "marketing stickiness."

"You can have the best idea, but if you can't market it, it doesn't matter," she said.

With KidneyDiet, users can scroll through a list of food items or type in the name to determine the nutritional counts. The app allows users to track and analyze what they eat and compare it with their doctor's recommendations.

"What it doesn't do — in a good way — (is) it doesn't give you the entire contents from the back of a cereal box on the tiny real estate screen of a phone," Sanditen said. "We really tried to simplify the data."

Sold for \$5 in the App Store, the program has been downloaded thousands of times, enough to pay for its development costs, she said. The app is also available for Android devices.

Today, Sanditen also helps budding entrepreneurs get their apps off the ground.

"I'll bring people together for someone who has an idea," she said.

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