

# Satellite Healthcare celebrates 40 years

*By Mary Gottschalk*

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POSTED: 04/30/2014 06:03:36 PM PDT

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A decision made by Stanford University four decades ago resulted in the creation of what has become one of the nation's leading not-for-profit providers of kidney dialysis and related services.

Dr. Norman S. Coplon, a Stanford nephrologist, was disappointed in 1973 when Stanford changed its mind about opening a satellite location in San Jose for patients needing dialysis.

Believing patients needed the service closer to home, Coplon took out a business loan and opened up what he called Satellite Healthcare, the name playing on the satellite that wasn't to be.

Opening its doors in 1974, Satellite Healthcare has grown to 65 centers in five states serving more than 5,500 patients.

Locally, there is WellBound at 1525 Meridian Ave. and Satellite Dialysis in Cupertino and Sunnyvale.

Those who know Coplon, who is retired, say he has always been "a very giving person" who didn't see the need to make a profit off the medical needs of others.

As a not-for-profit operation, Satellite established the Norman S. Coplon Extramural Grant Program, which has become one of the nation's largest private endowments for research into kidney disease and its treatment.

Each year, grants of up to \$150,000 over a three-year period are awarded.

In 2003, the company added Satellite WellBound to focus on personalized self-care training for home dialysis patients as well as pre-dialysis patient education.

On Jan. 1, 2014, Satellite opened Satellite Health Plan, a Medicare Advantage plan for Santa Clara County residents with end stage renal disease who are Medicare eligible.

In recognition of Satellite Healthcare's 40 years, both San Jose Mayor Chuck Reed and Santa Clara County Supervisor Ken Yeager issued commendations.

For more information, visit [satellitehealth.com](http://satellitehealth.com) (<http://satellitehealth.com>).

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