

Workplace Partnership for Life

Promoting Organ, Tissue, Marrow and Blood Donation in America's Workplace

Workplace Partnership for Life Learning Series Call

Thursday

January 20, 2010

2:00–3:00 p.m. ET

Agenda

- Welcome and Introductions
- Advancing Workplace Partnerships to Increase Donor Designations
- Interactive Q&A Session—Join and Share
- Group Polling—Participate and Respond
- Call Wrap-up

Advancing Hospital Workplace Partnerships to Increase Donor Designations

- Charlotte Wong,
Kentucky Organ Donor Affiliates
- LeAnn Seagraves,
Kentucky Organ Donor Affiliates
- Lynne Warner Lynn
Ephraim McDowell Regional Medical Center



**Workplace Partnership for Life
Learning Series**

**Presented by
Kentucky Organ Donor Affiliates**

**January 20th, 2011
2:00 p.m. – 3:00 p.m.**



Hospital Campaign Highlights



“It Takes a Village”

- **CEOs**
- **Nursing Administration**
- **Marketing/Public Relations**
- **Volunteer Services**
- **Engineering**
- **Chaplaincy**
- **House staff**
- **Medical Staff Services/Physicians**
- **Kentucky Hospital Association**



KHA Auxiliary Initiative



- **Two year plan with hospital auxiliaries to increase public education about organ, tissue, and cornea donation**
 - **Introduced statewide during KHA annual meeting for hospital auxiliaries**
 - **Introduced locally at hospital auxiliary meetings (i.e., dinners, luncheons, or volunteer recognitions)**



KHA Auxiliary Initiative



- **Suggestions for Auxiliary Involvement**
 - Provide brochures at gift shop register
 - Replenish brochures in hospital waiting areas
 - Place posters and table tents in high traffic areas of hospital (three times per year – including April)
 - Provide brochures at venues outside of hospital
 - Invite KODA education staff to speak at volunteers church and civic organizations (e.g., Lions Club, Bible Studies, Red Hats)



St. Joseph Hospitals (Fayette/Jessamine County)



Community Based Initiatives / Best Practices

- **Quilt/Registry Dates at hospital**
- **Donation Committee Involvement / Review Clerk Data at Meeting**
- **National Medal of Honor Ceremony**
- **Internal Communication Press Releases**
- **Month long Quilt / Recipient Stories Display in Cafeteria**
- **Flying of Flag for each donor at hospital**
- **Registry Forms with Advanced Directives**
- **Nurse Appreciation Events**
- **Planting Ceremony**





St. Joseph
Staff at
annual
KODA
conference





St. Joseph receiving National Medal of Honor for Organ Donation





Saint Joseph - Jessamine
RJ Corman Ambulatory Care Center
and
Kentucky Organ Donor Affiliates

Cordially invite you to join us in honoring our organ and tissue donors at Saint Joseph-Jessamine

Serenity Garden Planting Ceremony

Thursday, September 9

10:00 am

Saint Joseph - Jessamine RJ Corman Ambulatory Care Center

1250 Keene Road

Nicholasville, KY 40356

Refreshments immediately following the ceremony.

Ephraim McDowell Regional Medical Center (Boyle County)



Community Based Initiatives / Best Practices

- Quilt / Registry Displays at hospital – electronic publicity on internal TV channel**
- Donation Committee Involvement / Review Clerk Data at Meeting**
- Donate Life Flag flown in April**
- Community Pastor Luncheon**
- Hospital Auxiliary Project**
- Life is Cool (Spring 2011)**
- Centre College Events**



Ephraim McDowell Regional Center

**Lynne Warner Lynn,
Director of Nursing Administration and
Director of Regulatory Compliance**



Lake Cumberland Regional (Pulaski County)



Community Based Initiatives / Best Practices

- Life is Cool
- Donation Committee Involvement / Review Clerk Data at Meeting
- Hospital Sponsored Community Meetings – Rotary Club
- Internal Press Releases
- Hospital Sponsored Faith-based presentations
- Library Quilt Displays
- Nurse Appreciation Events



Life is Cool – 2010 Pulaski County KY



Critical Care Directors
at Liver Station



Critical Care Nurse at
Heart Station



Pulaski County Library Event



Quilts on Display in Library

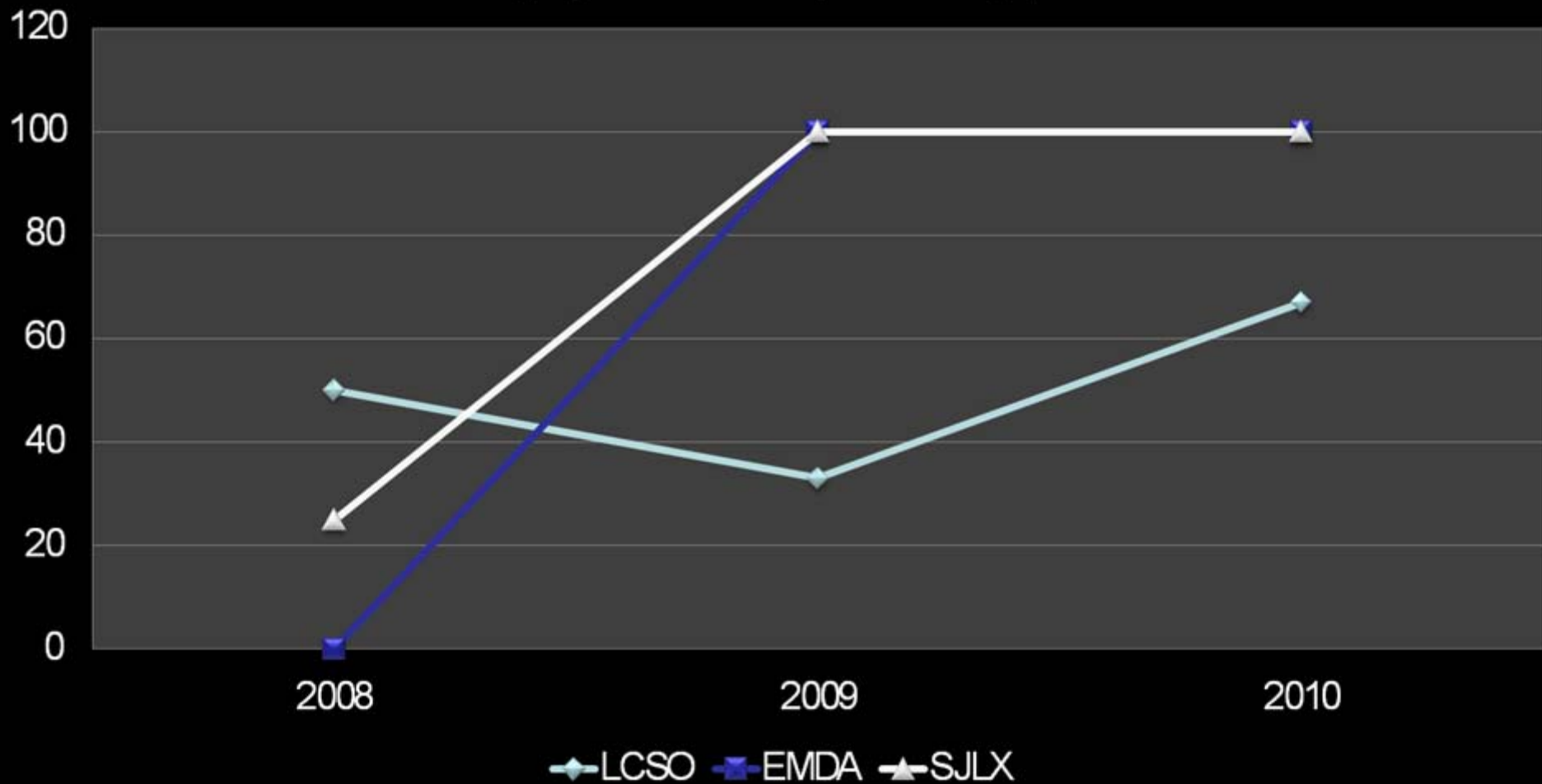


“Book Signing” with Levi,
multi-organ recipient



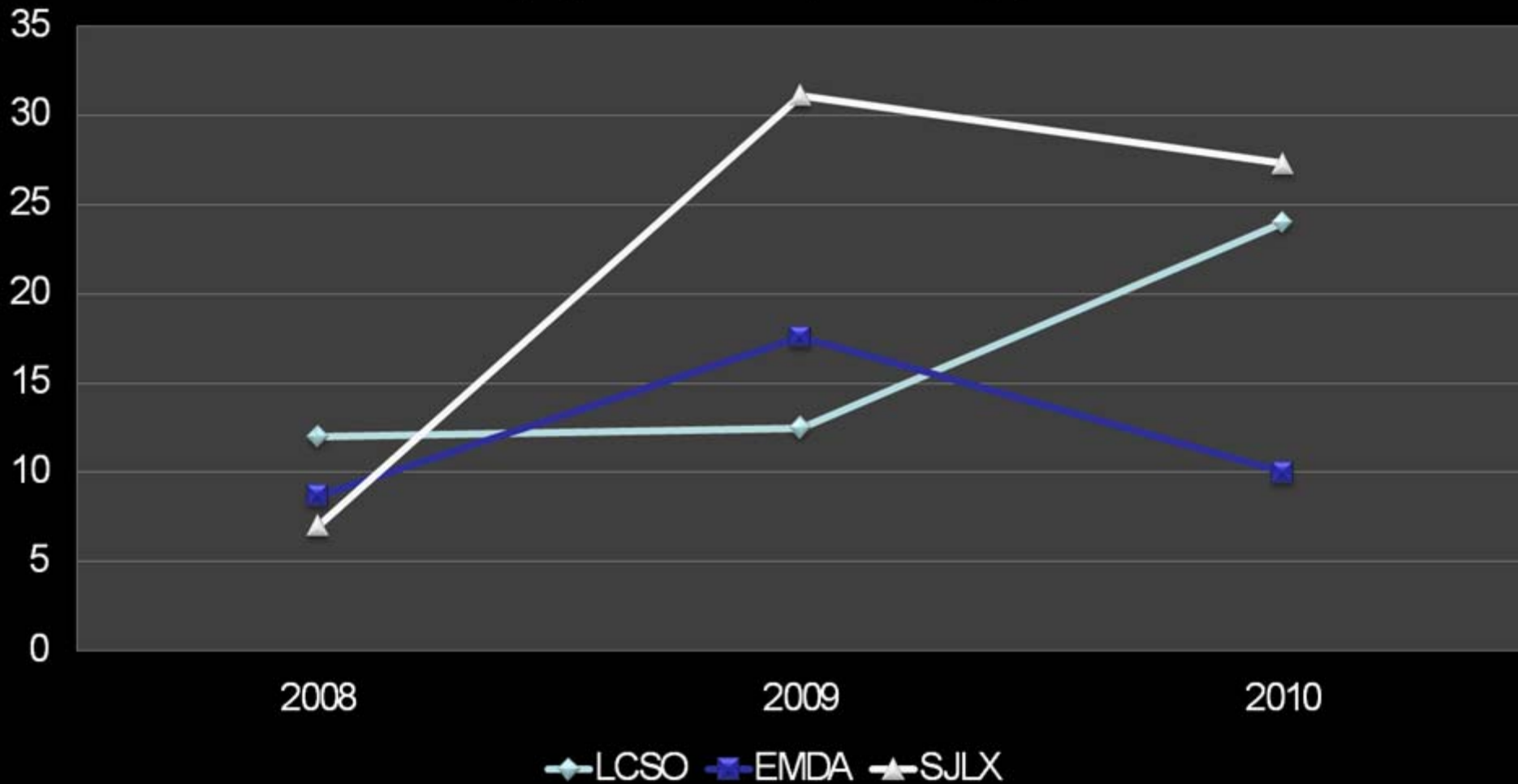
Performance Outcomes – Organ Donation

Organ Donation Conversion
2008 - 2010
(expressed as a percentage)



Performance Outcomes – Tissue Donation

Tissue Donation Conversion
2008 - 2010
(expressed as a percentage)



Questions?



Contact Information



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Interactive Discussion

- *What questions or comments do you have for the presenters?*
- *Has your organization implemented any successful strategies to engage hospitals as Workplace Partners?*
- *What additional support can HRSA give to your organization to support your Workplace Partnership efforts?*

(Press *1 to cue up and join the conversation!)

Group Polling

When prompted, please press *1 – “Yes” or *2 – “No”

- *I plan to implement a strategy or action that I learned on the call today.*
- *My organization plans to engage our Hospital Partners in a donor designation campaign.*
- *I would like to present about a successful Workplace Partnership program on a future LS call.*
- *I would like additional resources and support to help engage our state hospital association and Hospital Partners in a WPFL donor designation campaign.*

Final Remarks

Thank you!

For more information about today's presentations, please visit www.akoyaonline.com/wpfl.