



Let life bloom.



Workplace Partnership for Life Hospital Campaign



Let life bloom.

Workplace Partnership for Life Hospital Campaign

Tuesday, October 25

2:30–3:30 p.m. ET

Call in: 888-989-4618

Passcode: WORKPLACE

WPFL Learning Series Opportunity

October 25, 2011



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Our Agenda

- Welcome and Introductions
- National Partners in Action
- OPO/DLA Partner Presentation
- Question-and-Answer Session
- Group Polling Questions
- Final Remarks



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National Partners

- **American Hospital Association**
- **American Society of Transplantation**
- **American Society of Transplant Surgeons**
- **Association for Multicultural Affairs in Transplantation**
- **Association of Organ Procurement Organizations**
- **Donate Life America**
- **HRSA Donation and Transplantation Community of Practice**
- **Organ Donation and Transplantation Alliance**



American Hospital Association

**Action Plan
HRSA's Workplace Partnership for Life
Organ Donation Initiative**

AHA's Goals - Workplace Partnership for Life

To communicate with the hospital field about the Workplace Partnership for Life and encourage our members to participate in initiatives that will increase the number of donor registrants into 2012.

Hospitals will educate their workforce and communities about the importance of organ, tissue and eye donation and about how to register as a donor.



American Hospital
Association

Pre-Launch Stakeholder Notifications

- AHA Senior Management Team ✓
- AHA Board of Trustees
- State, Regional, and Metropolitan Hospital Association Executives (“the allies”)
- Allied Association Public Relations Executives
- Hospital and health system P.R. directors
- Hospital and health system H.R. directors
- Volunteers and Auxilians
- Community Health Leaders



Hospital Toolkit

Develop CD Toolkit using HRSA Workplace Partnership for Life resource materials (at AHA's expense)

Cover Letter from Rich Umbdenstock, AHA President/CEO

Distribution:

Member Hospitals	4,500
Health care systems	230
Allied association CEOs	80
Allied association PR execs	75
OPOs	58
Total	about 5,000

Special mailing (no CD) to HR and PR directors who are AHA personal members + Volunteer/Auxiliary/Community Health leaders

Post materials on AHA website



American Hospital
Association

Communications Plan

- AHA Press Release announcing partnership and call to action
- *AHA News Now* – daily electronic bulletin
- *AHA News* – biweekly electronic newspaper
- AHA website presence
- Twitter
- YouTube
- State, regional and metropolitan associations and their partnerships with local OPOs
- Organ Donation and Transplantation Alliance (AHA board member)
- Donate Life America



American Hospital
Association

Long Range Plans/Possibilities

- Public Service Announcements for members' use
- Radio News Release
- Video on importance of donation
- Member Webinar/Conference Calls
- Case Examples and Best Practices



AHA Contacts

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American Hospital
Association

AMERICAN SOCIETY OF TRANSPLANTATION

Workplace Partnership for Life American Society of Transplantation (AST)

**Communications Plan
Tuesday, October 25, 2011**

“Improving Human Life by Advancing the Field of Transplantation”



AMERICAN SOCIETY OF TRANSPLANTATION

Mission

Raise awareness about the WPFL Hospital Campaign via promotion to the AST membership

Challenges

Budget restrictions

Zero budget limits the ability to execute larger scale promotion

Reaching a secondary target audience

Hospital Administration (such as HR Departments, PR professionals and CEOs) may be separate from AST membership

Transplant professionals may not have the same corporate authorities to green-light initiatives within their hospital

“Improving Human Life by Advancing the Field of Transplantation”



Strategy

Be creative and utilize existing resources to incentivize
AST membership

Tactics

Social Media

AST Blog – “The AST Desktop: Conversations with the President” is a new initiative launched by AST, that features posts from AST President, Dr. Bob Gaston. AST will dedicate a post to promote the WPFL Campaign

Twitter – AST will provide regular Tweets, updating the Society about WPFL and create a Twitter hashtag (#WPFL) that would organize all Tweets into an ongoing topic of discussion

Facebook – The AST Facebook community is growing rapidly, and AST will post messages about WPFL in an effort to increase exposure for the program online

AST Marketing Material

Newsletter – AST has a bi-monthly newsletter it sends out to all members. An upcoming issue of the newsletter will include an article on the WPFL program

E-Blasts – AST disseminates weekly updates via email and will promote the WPFL campaign through this mechanism

Tactics (continued)

Other Synergistic ideas

Website – AST will post information about the WPFL Campaign to its website

American Scientific Exchange (ASE) – This transplant summit (hosted by AST) takes place 12/1 – 12/4 and includes a guest list of several hundred basic scientists, clinical scientists, and transplant clinicians (among others). AST will distribute promotional materials related to the WPFL Campaign during this meeting

Official Launch



Kelley Porter, Director of Communications
Nebraska Hospital Association

Kyle Herber, Operations Director
Nebraska Organ Recovery System

Donor Drive 2011

A statewide collaborative of the Nebraska Organ Recovery System (NORS) and the Nebraska Hospital Association (NHA).



Donor Drive 2011 Goal

- Donor Drive 2011 Goal: Add **80,000** names to the Donor Registry of Nebraska
- Why are hospitals involved?
 - Hospital reach in Nebraska
 - There are 87 NHA member hospitals
 - Hospitals employ more than 43,000 individuals
 - Reach includes hospital board members and volunteers
 - Hospitals have direct contact with residents in their communities

Donor Drive 2011 Campaign

- The NHA is asking Nebraska hospitals to add two names to the Donor Registry of Nebraska for every employees.
- Campaign tagline: "Give the gift of life"
- Campaign focus
 1. Promote to hospital staff, board members and volunteers
 2. Promote to Nebraska communities through local hospital

Donor Drive 2011 Campaign

1. Promote to hospital staff, board members and volunteers
 - www.NEdonordrive.com
 - Advertisements and articles in *Healthier Nebraska*
 - Articles to be placed in hospital publications that are distributed to hospital employees, board members and volunteers
 - Direct mail



GIVE THE GIFT OF LIFE



Join the statewide effort today.

Donor Drive 2011 is a statewide effort by the Nebraska Organ Recovery System and the Nebraska Hospital Association to add 80,000 names to the Donor Registry of Nebraska.

There is no greater gift you can share than the gift of life. Become an organ and tissue donor. Your decision could save or improve the lives of as many as 50 people. There's no age limit for signing up, and all major religions support this act of charity and love. Help the thousands of people in Nebraska waiting for a transplant.

Visit NEdonordrive.com to learn more about this initiative or to join the Donor Registry of Nebraska.

NEdonordrive.com
(877) 633-1800



Donor Drive 2011 Campaign

2. Promote through hospitals to community

- Toolkit provided to hospitals
 - Tips for a successful drive
 - Marketing materials, including posters
 - Sample news releases
 - Talking points about the drive
 - Web site banner with link



GIVE THE GIFT OF LIFE

[Click here to add your name to the Donor Registry of Nebraska](#)

Web banner to be supplied to hospitals



Donor Drive 2011 Campaign

- General statewide promotion
 - News releases
 - Radio interviews
 - Podcasts available on www.NEdonordrive.com
 - Social media

Donor Drive 2011 Measurements

- Increase registered organ donors from 651,981 to 731,981 (80,000 added)
- Commitment from the health care community to support Donor Drive 2012

Results

- Collaborative built momentum over time.
- 33 member hospitals are actively participating as well as one non-hospital NHA member.
- Hospitals are promoting the initiatives through drives, videos, radio spots, interviews, news releases, social media posts and promotional materials.

Results

- **665,245** total registrants to-date
- 930 total registrants directly linked to the donor drive
- 13,247 total registrants through DMV and online since Donor Drive 2011 launch
 - 115% increase in the number of monthly online registrants compared to 2010
- 30% increase in NORS Web site hits compared to 2010

- Questions?
- Contact:

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Interactive Question-and-Answer Session

Press *1 to cue a question or comment

- *What questions do you have for our presenters?*
- *What strategies or tips do you recommend to help OPOs/DLAs successfully engage hospital partners?*



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Group Polling Questions

Press *1 = Yes or *2 = No

- *I plan to implement a strategy or action that I heard on the call today.*
- *My organization has launched or plans to initiate a local Hospital Campaign.*
- *I would like to present about a successful hospital campaign on a future Learning Series call.*



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For More Information

- Mary Ganikos: MGanikos@HRSA.org
- Joy Demas: JDemas@HRSA.org
- Ann Pfeifer: ann@akoyaonline.com



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Final Remarks

- Join us and enroll in the WPFL Hospital Campaign!
- Thanks to our OPO/DLA Partner presenters, National Partners, Leadership Team members, and all of you for participating today.