



*Let life bloom.*



**Workplace Partnership for Life Hospital Campaign**



*Let life bloom.*

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# **Workplace Partnership for Life Hospital Campaign**

**Wednesday, November 16**

**2:00–3:00 p.m. ET**

**Call in: 888-989-4618**

**Passcode: WORKPLACE**

**WPFL Learning Series Opportunity**

**November 16, 2011**



*Let life bloom.*

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# Our Agenda

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



*Let life bloom.*

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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**
- **Donation and Transplantation Community of Practice**
- **Organ Donation and Transplantation Alliance**

# ASTS Made the Commitment

ASTS is pleased to be a national partner with the Workplace Partnership for Life (WPFL) Hospital Campaign.

Thank you for extending an invitation to help promote organ, eye, and tissue donation in America's workplaces.



*Let life bloom.*

**Sign up to give the gift of life.**  
Register as an organ, eye, and tissue donor.

WORKPLACE PARTNERSHIP FOR LIFE



# ASTS Reaches Out!

ASTS is reaching out to its members, asking them to:

- Get involved personally
- Get their institutions involved
- Get their co-workers, team members involved

**We'll tell them how!**

# Media Platforms

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To date, ASTS has utilized the following media platforms as outreach:

- ASTS Website
- ASTS Member News e-mail blast
- ASTS news magazine, the *Chimera*, Winter 2011 edition

# Future Outreach

- ASTS Facebook page
- ASTS RSS Feeds
- ASTS Smartphone app (coming soon)
- ASTS committee outreach
- Message from the ASTS President
- Email Signature tagline
- Continue to use above methods until April 30, 2012

# Suggestions?

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**THANK YOU!**

*ASTS Campaign Liaison  
Chantay P. Moye, MSM  
ASTS Communications Director*

# Supporting the National Hospital Campaign

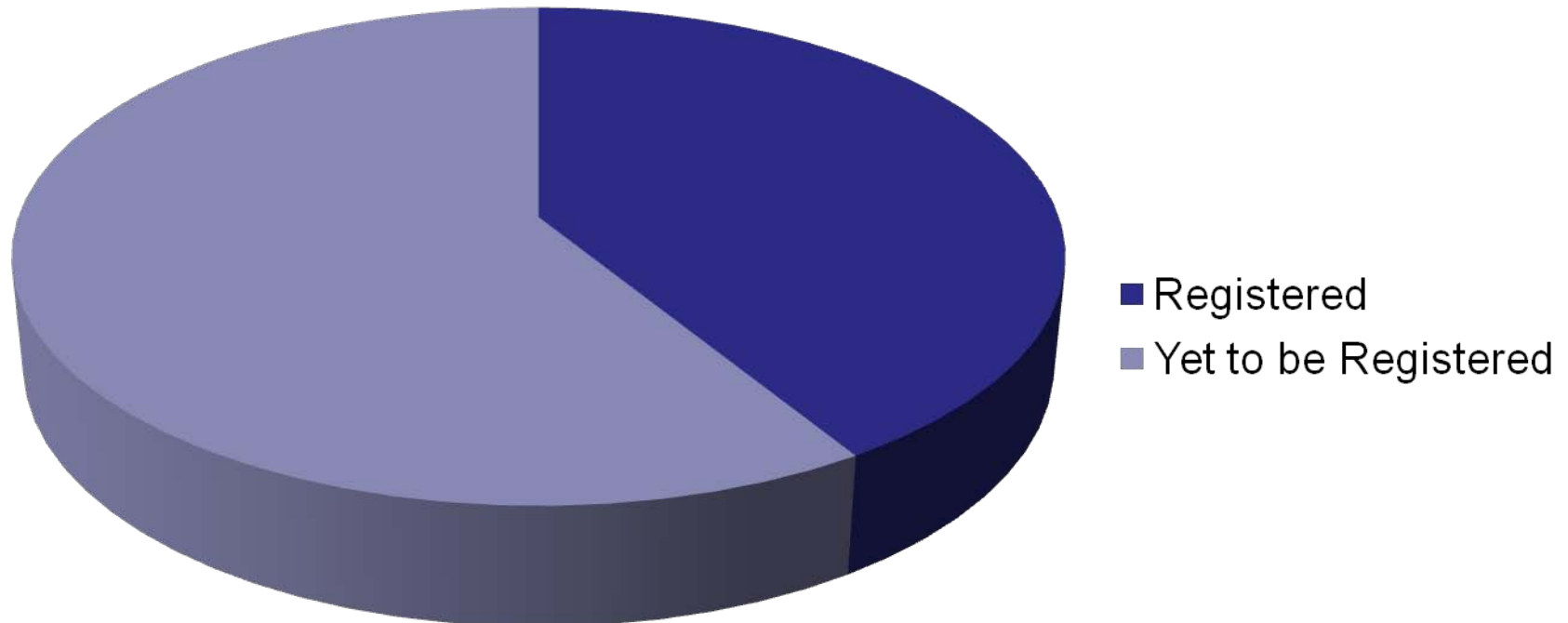
November Learning Series Call

# About Us

- Mission Statement: The Association for Multicultural Affairs in Transplantation (AMAT) supports our partners in the transplant field as they save and heal lives in our diverse communities.
- Serving the Multicultural Perspective

# The Other 60%

## Donor Designation in the US



# Reaching our multicultural communities

## US Census Projection

	<b>2010</b>	<b>2050</b>
Whites	79.5%	74.0%
Hispanics	16%	30.2%
African Americans	12.9%	13.0%
Asian Americans	4.6%	7.8%

# Multicultural Perspective

- Multicultural Workgroups
  - Responding to the needs of our members and national partners
  - Proactively developing tools for our members and national partners
- Webinars (Knowledge = Advocacy)
- Member communications (Email, Newsletter, Website, etc..)
- 20<sup>th</sup> Annual Conference – September 19-21, 2012, New Orleans, LA

# Supporting the National Hospital Campaign

- Article in each issue of AMAT Connections
- Email Communications : Learning Series Calls, Campaign Information, Updates
- Co-hosted Webinar – Building Multicultural Support in our Hospitals
- AMAT Website
- Presentation at 20<sup>th</sup> Annual Conference

Sandy Shih Andrada  
President  
sandrada@ctdn.org

Bobby Howard  
President-Elect  
Bobby.howard@lifelinkfound.org

# Strategies to Support the Workplace Hospital Campaign

To help member OPOs maximize the availability of organs and tissues for transplantation and enhance the quality, effectiveness and integrity of the donation process.

**aopo**  
association of  
organ procurement organizations

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# Public Education/Public Relations Council

- Charge to support donor designation
  - Develop a way for PE/PR staff to partner with their hospital services departments to engage hospital staff and the communities the hospital serves
  - Create a strong call to action and increase donor designation

# Leading the Charge

- Jennifer Gelman, Living Legacy Foundation, PE/PR Chair



- Erin Gregory, Midwest Transplant Network



- Laura Frnka, LifeGift



# The Commitment

- Hospital registry challenge
  - *Webinar and turnkey kit*
- Library on the AOPO Portal
  - *Evergreen, generic newsletter articles for sharing with hospitals for consideration in their newsletters and communication vehicles*
- Information sharing with members
  - *Portal notifications and Executive Director updates*

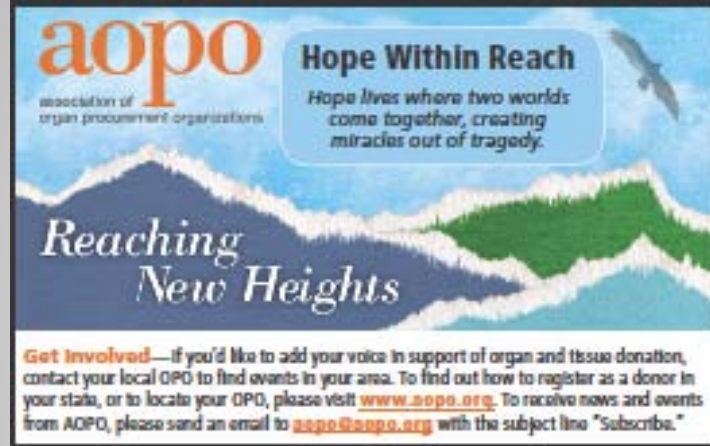


# E-Resources

- Provide resources on the AOPO website for healthcare professionals including:
  - Benefits of organ and tissue donation and transplantation
    - To the recipient
    - To the donor family
    - To the healthcare professional
  - Distribute referral criteria for organ and tissue donation including CMS regulations etc.
  - Explain the role of the OPO in the donation process

# Targeting Specific Providers

- Trade publications
  - Nurses Association's convention yearbooks



**aopo**  
association of  
organ procurement organizations

# Donate Life Minnesota

## A Hospital Campaign to Save Lives



Presented by:

Jan Hennings, APR, Communications Director  
Minnesota Hospital Association  
(651) 603-3549 office, (612) 804-2250 cell  
[jhennings@mnhospitals.org](mailto:jhennings@mnhospitals.org)

Susan Mau Larson, Director of Public Affairs  
LifeSource  
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[smlarson@life-source.org](mailto:smlarson@life-source.org)

**LifeSource**  
ORGAN AND TISSUE DONATION

# Goals for Today

- Overview the Campaign
- Share Campaign Goals
- Provide case studies from Hospitals
- Share the Results

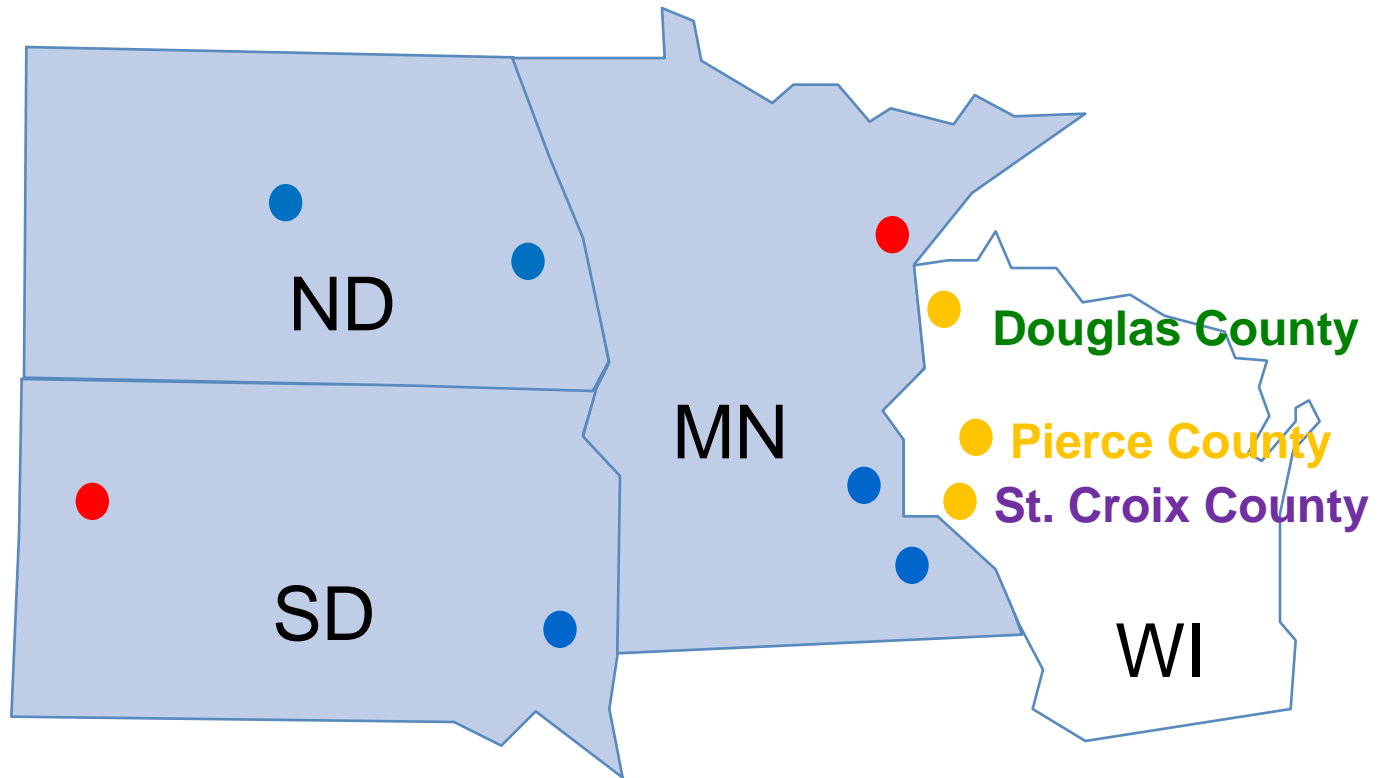


# Minnesota Hospital Association

- Located in Saint Paul, MN
- Serves 145 Hospitals
- Mission
  - To enhance the ability of member hospitals to achieve their missions and goals
- Vision
  - To be the state's most influential, trusted and respected leader and a valued resource for information and knowledge



# LifeSource Donor Service Area



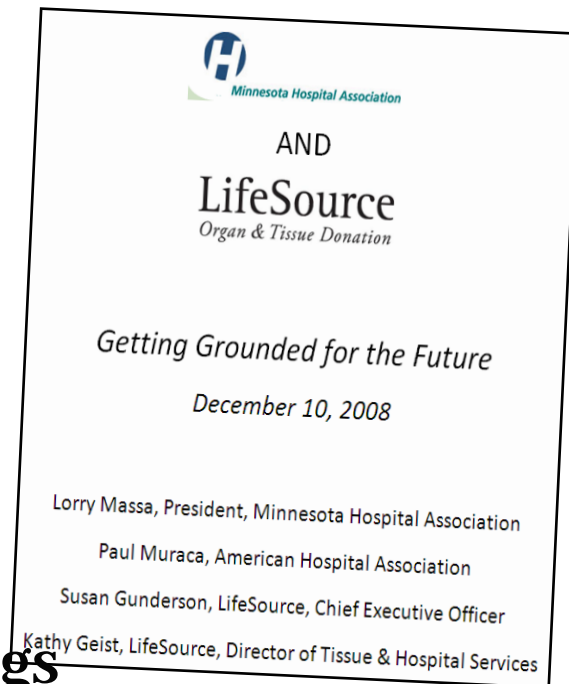
**6.5 million population**  
**More than 3,000+ on waiting list**

**160 organ donors**  
**800 tissue donors**



# December 2008

- History
- Current Relationship
  - Associate Member since 1995
  - MHA Award Banquet
  - Attendance at MHA conferences and region meetings
- Future/Desired Relationship
  - Stronger presence at MHA meetings
  - Communication collaboration
  - Attend Executive Summit, May 2009



# 2009 CEO Summit

- **Actions**

- Understand Minnesota hospital performance standings
- Publish article in MHA newsletter
- LifeSource to present at an educational program
- Program on Joint Commission organ donation standards

- **Intended Results**

- Exceed the national goals
- Increase organ and tissue donation in Minnesota

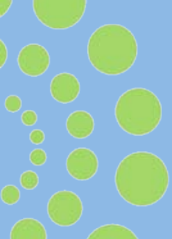


# MHA & LifeSource



MHA Board voted to support a partnership with LifeSource to increase organ and tissue donation with a 2010 campaign





# Donate Life Minnesota Hospital Campaign GOAL

- **To increase the number of registered organ and tissue donors in the state of Minnesota**
- **To strengthen partnerships and create a culture of donation in hospitals statewide**


# Campaign Measures

- **25% of all MN hospitals participate in at least one event**
- **Contribute to reaching donation metrics**
  - **Organ Authorization Rates = 85%**
  - **Tissue Authorization Rates = 60%**
  - **Organ Conversion Rate = 80%**
  - **MN Donor Designation = +100,000**



# The 2010 Campaign

- CEO Letter
- Enrollment Form
- Request for Champion
- Commitment from Auxiliaries and Trustees
- Turnkey Activities
  - Email to Staff
  - Webinars
  - Online Advertisements
  - Flags, Flyers and Posters
  - Campaign Key Messages and Fact Sheets

  
*Minnesota*

**Donate Life Minnesota Hospital Campaign  
Hospital Enrollment Form**

Hospital/Health System Name: *COOK HOSPITAL*

City: *COOK*


Name of CEO/President: *AL VOGT*

Designated Campaign Leader: *LAURA BERGMAN*

Email: *L.Bergman@Cook.Sisunet.org*

Phone: *28 6600-6207*

This hospital/health system hereby pledges to participate in the Donate Life Minnesota Hospital Campaign designed to increase the number of registered organ and tissue donors in our community. This facility supports the statewide efforts to help save lives through organ and tissue donation and is committing to launching this campaign using the tools and resources provided by the Minnesota Hospital Association and LifeSource.

 \_\_\_\_\_ *4-5-10*

Signature Date

Return completed form to:

Sharon Davis  
LifeSource  
[sdavis@life-source.org](mailto:sdavis@life-source.org)  
651.603.7866 - Phone  
651.603.7801 - Fax

# Campaign Information


Home | Funeral Directors | Resource Materials for Hospital Professionals | CDRs | Education Modules

my donation resource for organ and tissue donation


Entries RSS | Comments RSS Search


**Donate Life MN Hospital Activities**  
 Click [here to share your ideas and activities for Donate Life MN with us.](#)

**Contact Us**  
 You can contact us with feedback or questions by emailing [Kathy](mailto:Kathy).  
 You can reach us by phone at 888.5.DONATE.  
 As always, please call 800.24.SHARE with donor referrals.

**Cook Hospital First to Enroll in Hospital Campaign!**  
 Posted on April 7, 2010 by kathyhicks  

 Congratulations **Cook Hospital** and Al Vogt, CEO for being the first hospital enrolled in the Donate Life Minnesota Hospital Campaign!

Filed under: [Uncategorized](#) | [Leave a Comment »](#)

**Donate Life Minnesota Hospital Campaign**  
 Posted on March 31, 2010 by kathyhicks  

 The Minnesota Hospital Association and LifeSource are proud to announce the launch of the **Donate Life Minnesota Hospital Campaign**. This is a hospital-based collaborative program designed to increase support for organ and tissue donation throughout the State of Minnesota.  
 April is National Donate Life Month and an ideal time to get started. Campaign details and resources are located [here](#) for hospital CEOs and Public Relations professionals. You can review the materials and gather ideas to help implement a program at your hospital. Your questions and feedback are welcome by contacting Sharon Davis at 651-603-7866 or [sdavis@life-source.org](mailto:sdavis@life-source.org), or Jan Hennings at (651) 603-3549 or [jhennings@mnhospitals.org](mailto:jhennings@mnhospitals.org).  
 Hospital professionals, watch for campaign updates, education opportunities and news about your hospital's activities throughout the year. You can get started by visiting the [Donate Life Minnesota online donor registry](#) to learn more about donation and register your generous decision to become an organ and tissue donor.



**Pages**  
[Funeral Directors](#)  
[Surgical Skin Recovery](#)  
[Recipient Obituary Tips](#)  
[Resource Materials for Hospital Professionals](#)  
[Real Time Donation Resources](#)  
[Regulatory and Compliance](#)  
[Donate Life Minnesota Hospital Campaign](#)  
[Promoting Your Donation Program](#)  
[Request Materials - for Hospital Educators](#)  
[CDRs](#)  
[Education Modules](#)  
[About](#)  
[Organ Tissue and Eye Donation](#)  
[Comment Policy](#)

[www.MyDonationResource.org](http://www.MyDonationResource.org)

[www.MNHospitals.org](http://www.MNHospitals.org)



Minnesota Hospital Association

- About MHA
- About Hospitals
- News
- Events
- Store
- Priority Issues
- Government Affairs
- Health Care Careers

Hospitals are working to enhance and save lives through organ and tissue donation.



Minnesota

... more

LifeSource  
 ORGAN AND TISSUE DONATION



# North Country Regional Hospital



- Donate Life Flag
- Take 5 CEO email
- Newsletter Article
- Donor Family Member on Local Radio



# A Stellar Example

St. Joseph's  
Area Health Services

CATHOLIC HEALTH  
INITIATIVES™

ABOUT US WHAT'S NEW SERVICES ACTIVITIES PATIENTS VISITORS EMPLOYMENT NURSERY

**W**elcome to St. Joseph's Area Health Services. We are a Joint Commission accredited 50-bed community hospital owned by Catholic Health Initiatives located in Park Rapids, Minnesota.

We invite you to browse our site to learn more about us and the services and activities we offer. You will also find information for both patients and visitors, as well as the available opportunities for employment and volunteering.



**NEW!**

St. Joseph's now offers secure online payment!

St. Joseph's designated as a level 4 trauma hospital

St. Joseph's raises flag on behalf of organ/ tissue donors and their recipients

Minnesota hospital trustees earn certification

Street Construction limits accessibility to St. Joseph's Emergency Department



St. Joseph's Center  
for Weight Management

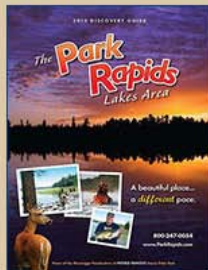
# Campaign Spread



Internationally known as the Gateway to the Mississippi River Headwaters at Itasca State Park, home of the famous Heartland Trail and a Lake Country Scenic Byway Community, the Park Rapids Lakes Area is a well known Vacation Destination. We offer an outstanding quality of life. Whether you choose to vacation, work or move to our land of lakes, loons and legends, you will be happy you did. Hundreds of crystal clear lakes and millions of acres of state and national forest create an outdoor paradise. Shopping, outdoor recreation, restaurants, resorts, motels and B&B choices abound. Browse our website often and discover all that the Park Rapids Lakes Area has to offer or call: 800-247-0054.

## EVENTS

- Sep 3 Weight Loss Challenge
- Sep 4 Event at North Country Museum of Arts
- Sep 4 Food Drive Concert: "The Silk Strings," Long Lake Theater
- Sep 7 Dick Beardsley Marathon Running Camp
- Sep 7 Headwaters Center for Lifelong Learning: Blank Canvas Gallery Artists
- Sep 8 Mens Night (B) 5:30
- Sep 8 Ladies Night (B) 5:30
- Sep 10 Mens & Ladies Shootouts 4:45 Sharp - 1st 10 Women & 1st 20 Men
- Sep 11 Fall Classic Fishing Tournament
- Sep 11 2010 Annual Park Rapids Lakes Area Chamber Lodging Fall Golf Week



View the Interactive Discovery Guide  
Or  
Get Your FREE 2010 Discovery Guide



### Link to us!

Download a logo, save it to your server, and add our code to your webpage to link to parkrapids.com



# What we did ...

- **5 Webinars**
- **Numerous National and Local Presentations**
- **10 Newslines Articles**
- **Certificates of Appreciation**
- **Community Newsletter Articles**
- **Donate Life Flag**
- **Give 5 Save Lives emails**
- **Brochures and paycheck stuffers**
- **Donor Registration Booths**



**40%**

# Campaign Results

- ~~25%~~ of all MN hospitals participate in at least one event
- Contribute to reaching donation metrics:
  - Organ Authorization Rates = 85% **81%**
  - Tissue Authorization Rates = 60% **59%**
  - Organ Conversion Rate = 80% **79%**
  - MN Donor Designation = +100,000

**106,000\***

*\*over a 5-quarter period*



# Lessons Learned

## What worked well...

- MHA Board Support
- Core Campaign Team
- Turnkey Offering
- LifeSource  
Liaison/Coordinators
- Executive Support
- Consistent Messaging

## What else?

- Community Benefit
- Connection
- One Main Theme
- Hospital Member on Core  
Team
- More Spread



# Thank you

Jan Hennings

[jhennings@mnhospitals.org](mailto:jhennings@mnhospitals.org)

Susan Mau Larson

[smlarson@life-source.org](mailto:smlarson@life-source.org)

LifeSource  
ORGAN AND TISSUE DONATION



Let life bloom.

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# Interactive Question-and-Answer Session

**Press \*1 to cue a question or comment**

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



Let life bloom.

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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.*



*Let life bloom.*

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## For More Information

- Mary Ganikos: [MGanikos@HRSA.org](mailto:MGanikos@HRSA.org)
- Joy Demas: [JDemas@HRSA.org](mailto:JDemas@HRSA.org)
- Ann Pfeifer: [ann@akoyaonline.com](mailto:ann@akoyaonline.com)



*Let life bloom.*

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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.