

Workplace Partnership for Life

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

Workplace Partnership for Life Learning Series Call

Wednesday

December 15, 2010

2:00-3:00 pm 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

Hospital Donor Drive 2010 Campaign

- **Jennifer Tislerics**

Gift of Life Michigan, National WPFL Leadership Team

- **Betsy Miner-Swartz and Rebecca Williams**

Gift of Life Michigan

- **Brittany Bogan**

Michigan Health & Hospital Association (MHA)

- **Kathy Swartz, RN**

Beaumont Hospital, Royal Oak, Michigan



Gift of Life Michigan's 2010 Hospital Donor Drive



Hospital Campaign Goal for 2010

Add 100,000 names to the
Michigan Organ Donor Registry

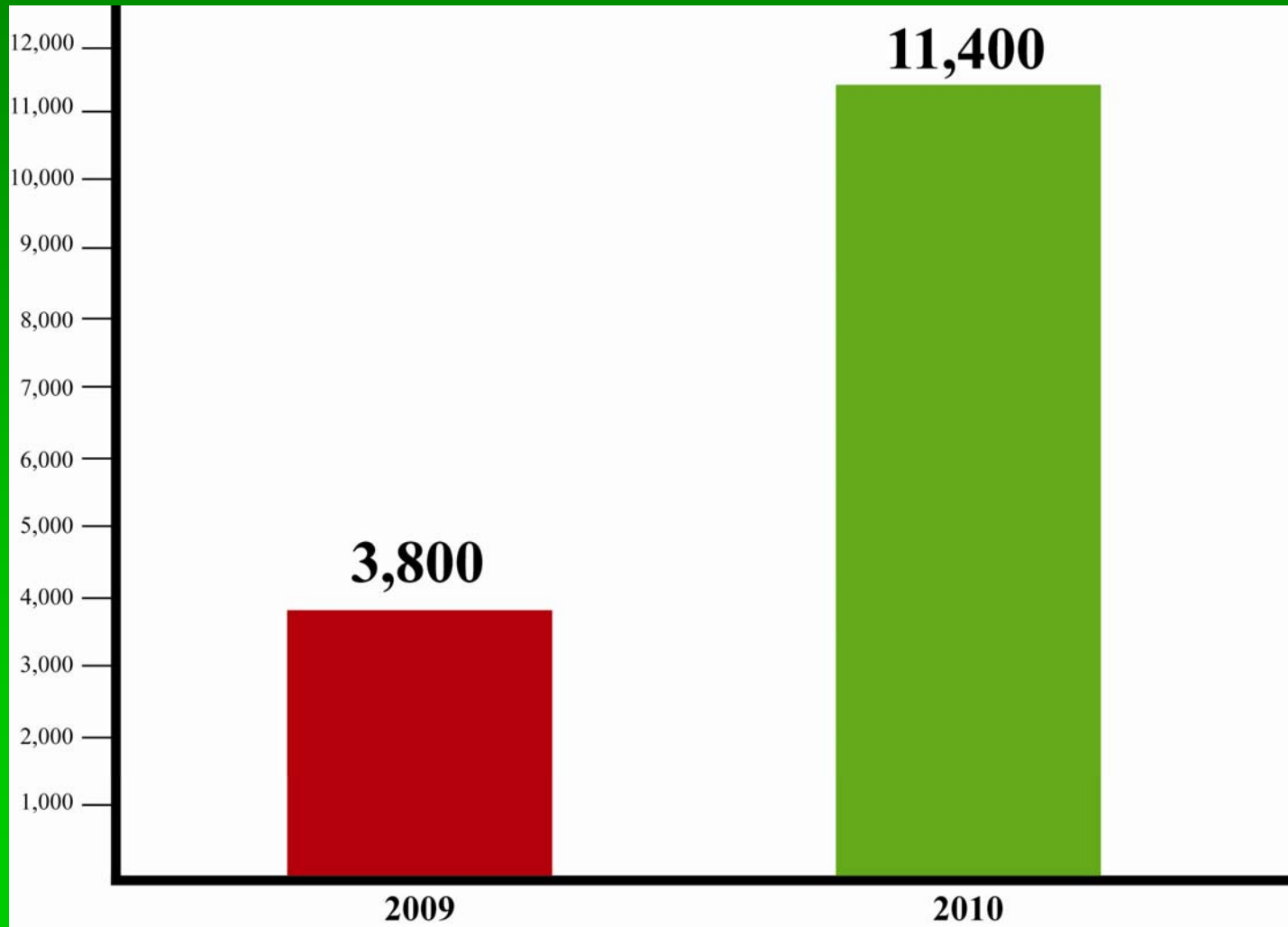


What did we accomplish?

We led a very successful campaign that involved four crucial partners

- The Michigan Health & Hospital Association (MHA)
- The Michigan Eye-Bank
- Dozens of medical centers statewide
- A very motivated Gift of Life hospital development staff

The Numbers!



How we did it

- Strong support from the very top with involvement of MHA
- Sold the campaign early with personal visits to hospital PR and marketing departments, executive leadership and donation liaisons
- Goal setting
- Tool kits
- Frequent updates created buzz and competition

Special Publication in July



BEST Practices, BEST Results

A report on Michigan hospital performance in organ donation and transplantation

SPECIAL ISSUE – SUMMER 2010

HOSPITALS ADD RECORD NUMBER OF NAMES TO MICHIGAN ORGAN DONOR REGISTRY



Donor Drive 2010
Michigan Organ Donor Registry

Michigan hospitals have nearly doubled their efforts to sign up new organ donors in 2010, helping to bolster the pool of potential organ donors statewide.

In 2009, hospitals added 3,800 names to the Michigan Organ Donor Registry. The number so far this year as part of Donor Drive 2010: 7,000.

With five months yet to go in the massive statewide campaign to add 1 million names to the registry, hospitals still have plenty of time to hone their plans, rally their staffs and reach out to their giving communities.

"Michigan's hospitals and medical centers are clearly taking Donor Drive 2010, and the potential for saving more lives, very seriously," said Richard Pietroski, CEO of Gift of Life. "It's heartening to see the registry grow, giving new hope for desperately ill people on the waiting list."

Several hospitals have had extraordinary success with 450 or more new registrations. They include the University of Michigan Medical Centers, Beaumont Hospital in Royal Oak, Henry Ford Hospital and Ingham Regional Medical Center.

When it comes to health systems executing plans for big results, Beaumont Hospitals is tops in the state with nearly 800 new registrations. Beaumont has done so, primarily, by scheduling table drive after table drive after table drive at its three hospitals in Royal Oak, Troy and Grosse Pointe.

But big – or even medium-sized – doesn't always mean more names and higher tallies. A few small hospitals have worked extra hard to generate sign-ups that outpace many larger medical centers. They include Portage Health in the Upper Peninsula, Hillsdale Community Health Center and Lakeland Regional Medical Center in St. Joseph.

These hospitals have used grassroots approaches, tapping their local newspapers, hometown connections and other methods to help build the state's registry.



Gift of Life Michigan's CEO, Richard Pietroski, rolls out Donor Drive 2010 during Henry Ford Hospital's annual donor family ceremony, where families and their loved ones were honored for their gifts.

Whatever the method, the numbers are pouring in this year.

"We can't thank our hospitals enough for digging deep to help Michigan catch up with the rest of the nation," said Sam Watson, senior vice president for Patient Safety and Quality, Michigan Health & Hospital Association. "For hospitals, saving lives is their business and this is no different."



INSIDE

- 2 Best practices for big results
- 3 Donation Inspiration
- 4 Photos

CALL TO ACTION

To sign up on the Michigan Organ Donor Registry and receive a heart sticker on the front of your driver's license, go to www.giftoflifemichigan.org or call 1-800-457-6551.

GIFT OF LIFE'S MISSION


To improve and extend the lives of the citizens of the state of Michigan by increasing public and professional participation in organ and tissue donation for transplantation.



A Donate Life Organization

Monthly Updates and Tallies

Gift of Life Michigan



GIFT OF LIFE
1-800-482-4881
www.giftoflifemichigan.org

DONATION UPDATE

A look at organ and tissue donation news for hospitals - November 2010

Gift of Life Michigan

Organ Donation

Organ donors Oct. 22

Organs transplanted YTD 630

Organ donors YTD 235

Organ donors in 2010 288

TISSUE DONATION

Tissue/Eye donors Oct. 93

Tissue/Eye donors YTD 876


The November waiting list: 3,036

Organ Donors Through October 2010

Hospital	Organ donors
Spectrum Butterworth	28
UMMC	16
Bronson	15
St. John	13
Hurley	11
Spartan	11

Tissue Donors Through October 2010

Hospital	Tissue donors
Spectrum Butterworth	46
Bronson	34
UMMC	29
Henry Ford	24
St. John	22



Hospitals sign up nearly 11,000 new donors



More than 100 people joined the Donor Registry at the October drive at the Crank Run Ho System, Patuxent & C. U. names Amy Klotz & Jennifer McGowan-Miller, hospital drive support associates, Gift of Life.

Sign-ups by Hospitals through Nov. 10

YTD total: 10,800

Total in 2009: 3,800

U of M Medical Center - 129
Oakwood Hosp. & Medical Center - 684
Barnhart Hospital, Royal Oak - 398
Henry Ford Hospital - 316
Bronson Medical Center - 485
Tribeca Regional Medical Center - 454
Spectrum Butterworth - 452
Perinatal - 446
Vag. Inst. Health - 412
Bronson Medical Hosp. - 298
Barnhart Hosp., Troy - 284
Henry Ford Partners, Michigan - 241
St. John Hosp. & Medical Center - 181
Henry Ford Partners, Mackay - 167
Detroit Receiving Hospital - 164
West Branch Regional Med. Center - 152
Perinatal Hospital - 152
St. John Macomb-Oakland Hosp. - 139
Clemson Hosp. Medical Center - 124
Monterey Hill State, Oregon - 120
Saint Mary's General Hospital - 116
Huron Valley Saint Hospital - 114
Lapeer Regional Medical Center - 114
St. Charles Regional Med. Center - 111
Suburban's Memorial Hospital - 107
Drexel's Hospital of Michigan - 104
Boisford Hospital - 104
Spartan Hospital - 96
Henry Ford West Branch Hospital - 89
Spectrum Health - 84
George County Memorial Hosp. - 73
Van Arman W.A. - 68
Barnhart Hospital, Grosse Pointe - 67
Monterey Hill Medical Center, W. Mich. - 55
St. Joseph Mercy, Ann Arbor - 54
Garden City Hospital - 53
Henry Ford Wyandale Hosp. - 51

Top Performing Health Systems

Henry Ford Health System - 949
Barnhart Hospital - 916
Oakwood HealthCare Systems - 811
UMMC - 714
St. John Hospital - 742

Michigan's hospital donor drive is a model nationwide

Michigan hospitals have added just over 10,800 new names to the Michigan Organ Donor Registry so far this year as part of the statewide Donor Drive 2010 campaign.

The project is aimed at bolstering the pool of potential donors, and saving more lives as the waiting list continues to grow.

Hospitals have added so many names they've set the standard nationwide. "Organ recovery organizations from other states are asking for advice from Gift of Life Michigan and its donor hospitals in hopes of building successful hospital donor registration campaigns."

"We're very proud of the work our hospitals have done with Donor Drive 2010. Their work will surely save lives," said Benjamin Hogan of the Michigan Health & Hospital Association. "We're also thrilled to help other states do the same."

The 10,800 new registrations from hospitals vastly outpace the 3,800 names medical centers added to the Organ Donor Registry in 2009.

Gift of Life Michigan customer service hotline: 366-500-8301, ext. 1411

How MHA Was a Leader

- Set a goal for Michigan hospitals to add one new name to the registry for every two hospital employees
- Sent letters to hospitals asking them to pledge
- Continued support through the year with updates, encouragement and exposure
- Flag campaign

How Hospitals Stepped Up

- Held *hundreds* of donor drives
- Internal e-mail campaigns
- Promoted donation on websites with links to register online
- Promoted the campaign in internal newsletters
- Flew or displayed Donation Saves Lives flag
- Hospital CEO letters to employees urged them to sign the registry and spread the word

How Hospital Development Staff and the Eye-Bank Made Things Happen

- Worked closely with their hospitals to keep the campaign top of mind all year long
- Accompanied corporate communications on visits to their hospitals to launch the campaign
- Scheduled drives, worked at drives, solicited volunteers and kept track of progress
- Shared ideas for success
- Believed

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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 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.