Organ and Tissue Donation Awareness in Your Hospital

Length: 1.5 Hours

Target Audience: Senior Healthcare Executives
Board Members
Medical Leaders
Organ and Tissues Procurement Staff

Description: Organ transplantation is one of our most miraculous medical breakthroughs. Yet, there simply are not enough organs available to help everyone in need. As a result, about 15 people die every day waiting to receive an organ. Healthcare Executives should work to increase the supply of available organs, tissues, blood, and marrow for transplantation. ACHE recognizes donation as a critical component of life-saving technology and end-of-life decision making and supports voluntary efforts to increase organ and tissue availability. As business and community leaders, healthcare executives have the influence and credibility to motivate individuals and families to consider donation. Further, a well functioning organ and tissue procurement program can have a direct impact on functional well being of the hospital, quality and patient outcomes and helps to support the ethical standards of the provider organization.

Faculty: Moderator plus two or three panelists. The moderator should be an experienced healthcare executive with an established and well-functioning organ and tissue donation program that follows the HHS Conditions of Participation.

Panelists should include other executives with similar backgrounds, a director of a hospital-based organ procurement program, an ethicist, a hospital’s legal counsel, or a representative of the state Organ Procurement Organization (OPO).

Topics for Discussion:
- How to develop a hospital driven organ procurement program.
- Identify recent changes in the Joint Commission standards and the hospital Conditions of Participation (CoP) that mandate hospital monitoring of organ and tissue donation rates.
• Understand the responsibilities and opportunities as a CEO/senior administrator both the regulatory and social/cultural factors associated with donation.
• Managing the ethical and financial challenges of organ procurement and transplant.

Questions for discussion:

1. How did you identify your organization’s needs surrounding organ and tissue procurement?
2. What organization and resources are already in your community providing these services?
3. How has your organization worked cooperatively with them?
4. In what ways has your organization increased the number of organs procured at your hospital?
5. How does the procurement of organs and tissue support your organizational mission?
6. Have you included this in your strategic plan?
7. In what ways have you encouraged your staff and your community leaders to become donors and thus show support for organ and tissue programs?
8. Are there any creative and successful marketing or public relations approaches that other might try?
9. What are some of the social, psychological and cultural barriers that challenge procurement in your community and how can you/have you addressed them?

Material for Distribution:


Additional Resources:


The Organ Procurement and Transplantation Network policies and bylaws [retrieved 27 August, 2008] [http://www.optn.org/policiesAndBylaws/](http://www.optn.org/policiesAndBylaws/)

U.S. Department of Health and Human Services Advisory Committee on Organ Transplantation Recommendations to the Secretary [http://www.organdonor.gov/research/acot_summrecs.htm](http://www.organdonor.gov/research/acot_summrecs.htm)