



# Means to Expanding Heart donation

A Case Study from the OneLegacy  
Donation Service Area

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CEO, OneLegacy

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CUTTING EDGE OF  
TRANSPLANTATION

AST | AMERICAN SOCIETY OF  
TRANSPLANTATION

**RESOLVING THE ORGAN SHORTAGE**



PRACTICE |



POLICY |



POLITICS

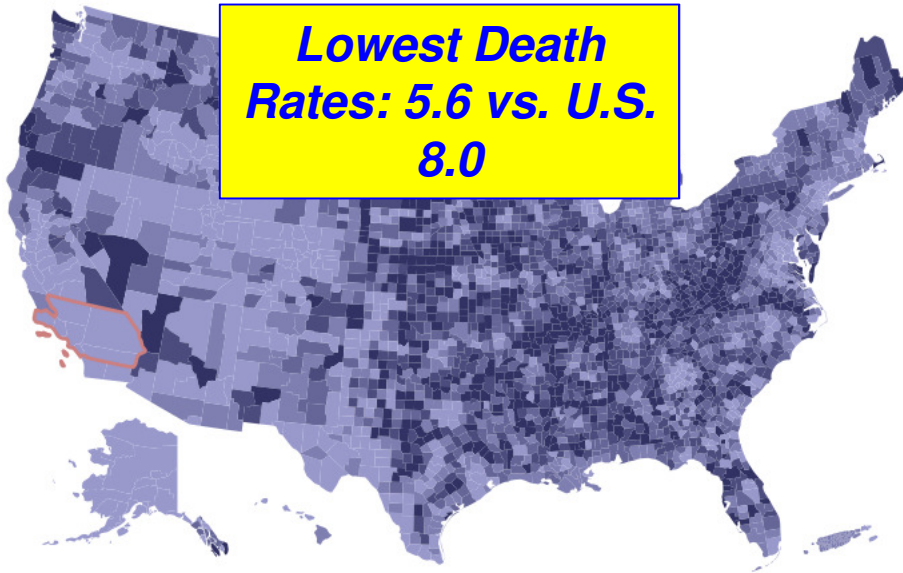
FEBRUARY 25-27, 2016 • PHOENIX, ARIZONA

# Conflict of Interest Disclosure

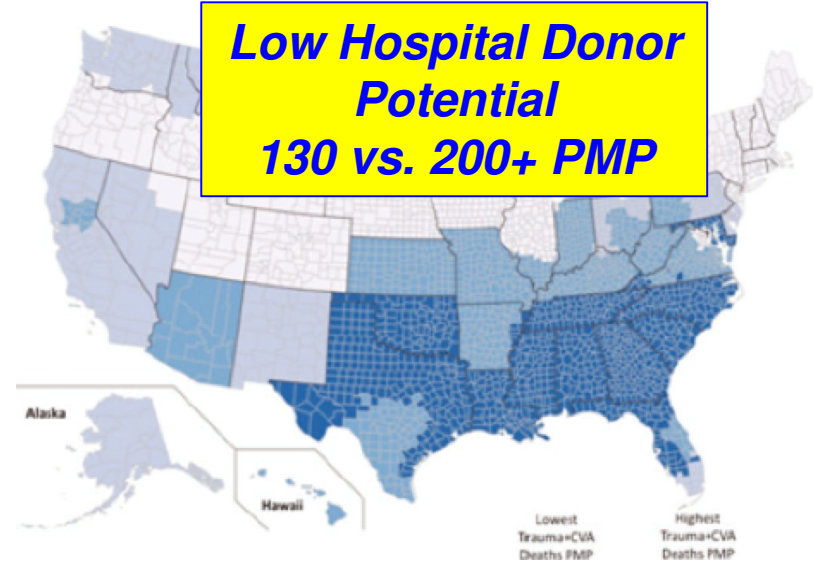
- I have no relevant financial relationships to disclose

# California's Transplant Demographic Challenge

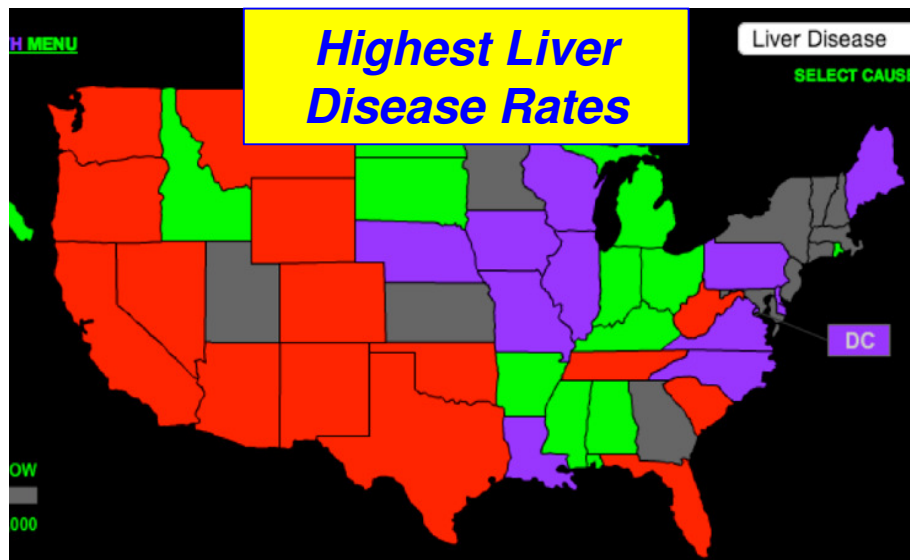
**Lowest Death Rates: 5.6 vs. U.S. 8.0**



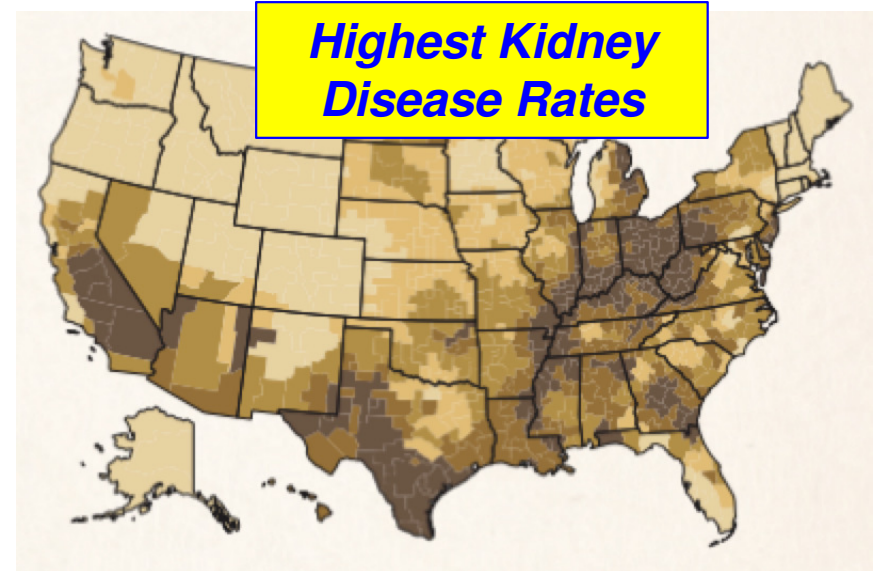
**Low Hospital Donor Potential 130 vs. 200+ PMP**



**Highest Liver Disease Rates**

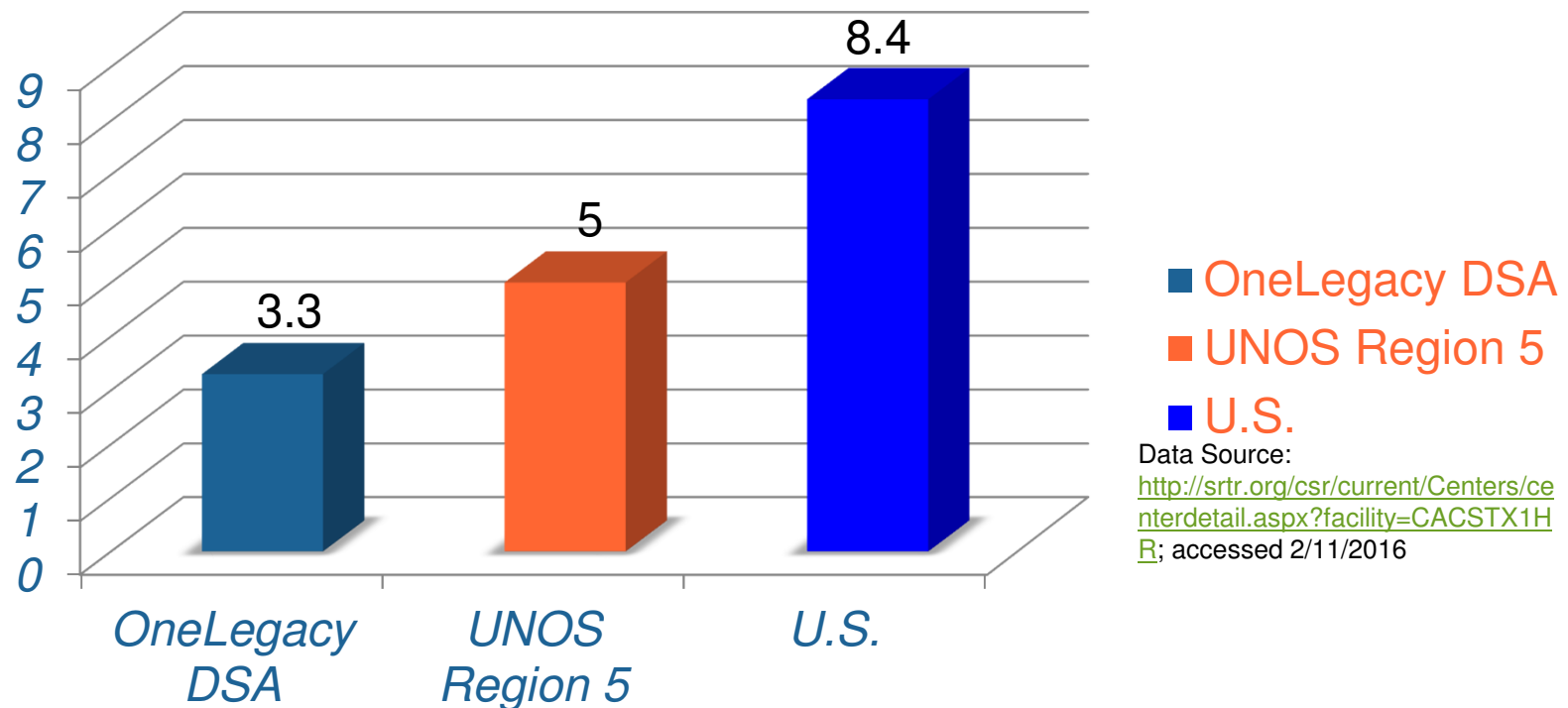


**Highest Kidney Disease Rates**

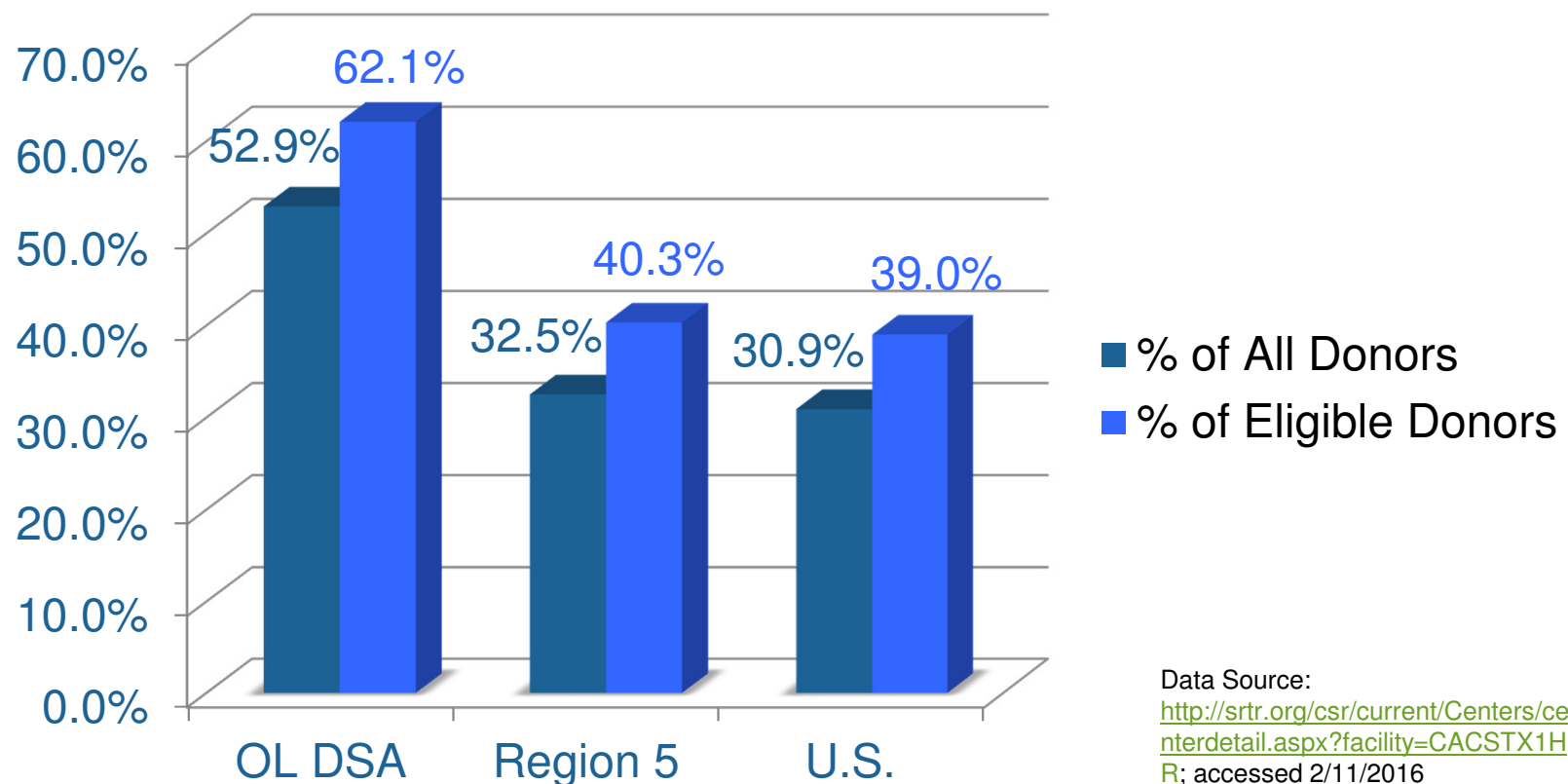


# Significantly Shorter Waiting Time in the OneLegacy DSA than Region 5 and U.S. National

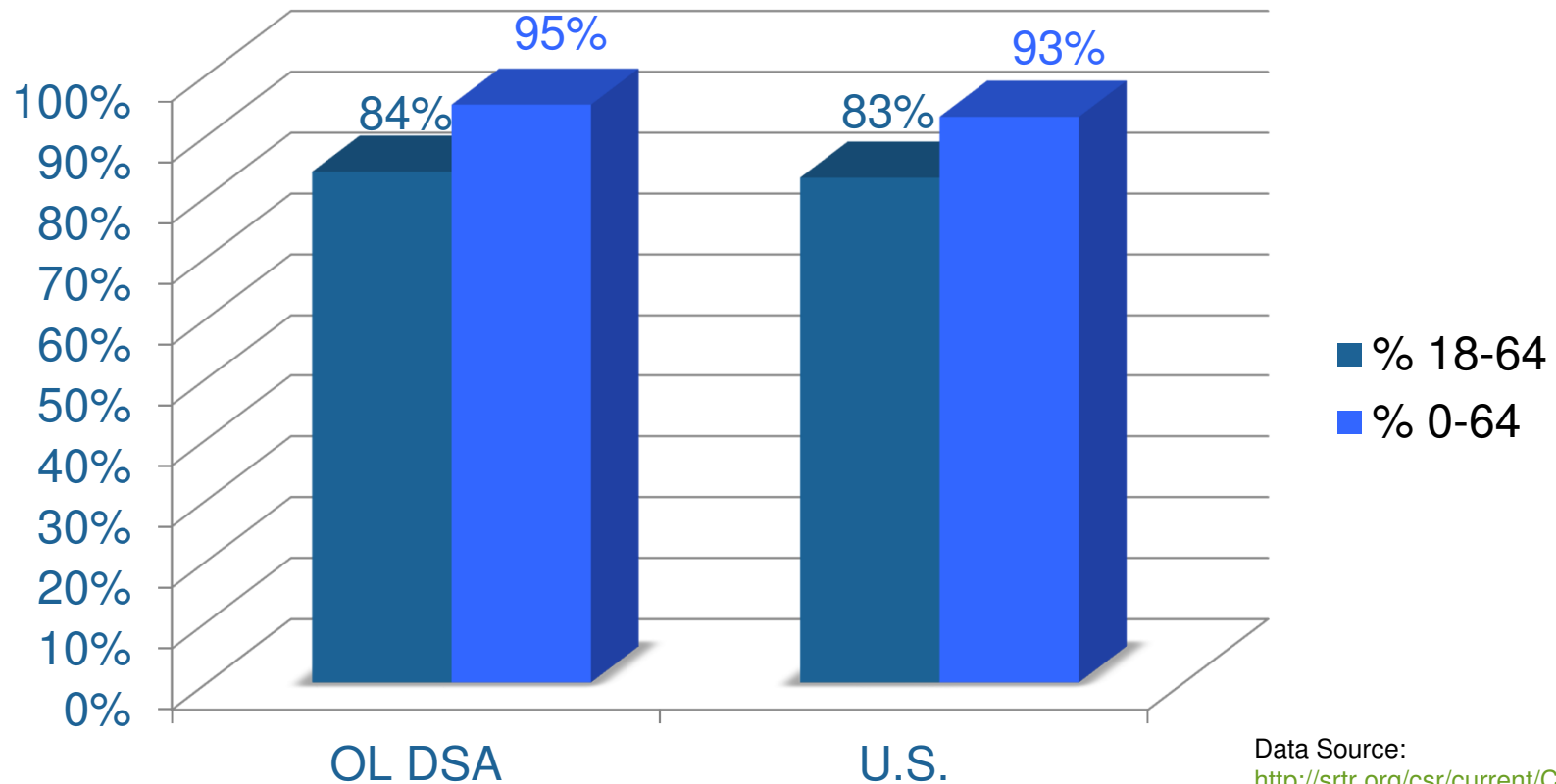
## Median Months to Heart Transplant



# O.L. Significantly Higher % of Heart Donors as a Percent of All Donors & Eligible Donors than U.S.



# Is it All About Donor Age?...Apparently not



Data Source:  
<http://srtr.org/csr/current/Centers/centerdetail.aspx?facility=CACSTX1HR>; accessed 2/11/2016



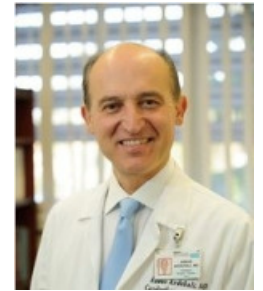
# How Does the OneLegacy DSA have Shorter Wait Times and Higher % of Donor Hearts Transplanted?



# Increasing Heart Utilization Starts with Local Transplant Centers and Teams Collaborating with their OPO



UCLA

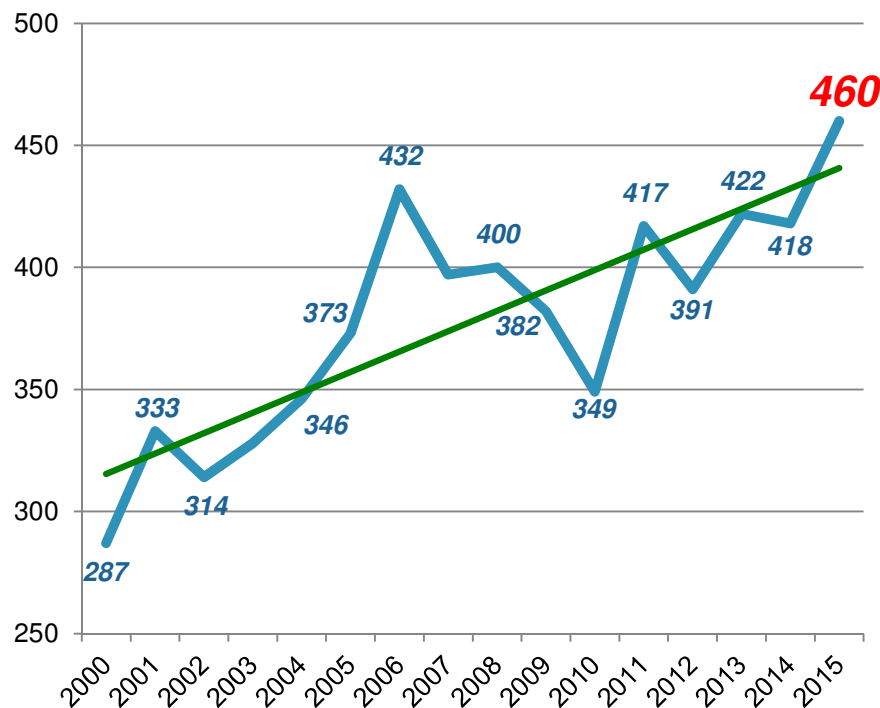


- Active Waitlist Management
- Agreement on: Donor Assessment and Testing Methods and Goals
- Timely Offer Response
- Collaborative Donor Management
- Participation in Donation Promotion Efforts

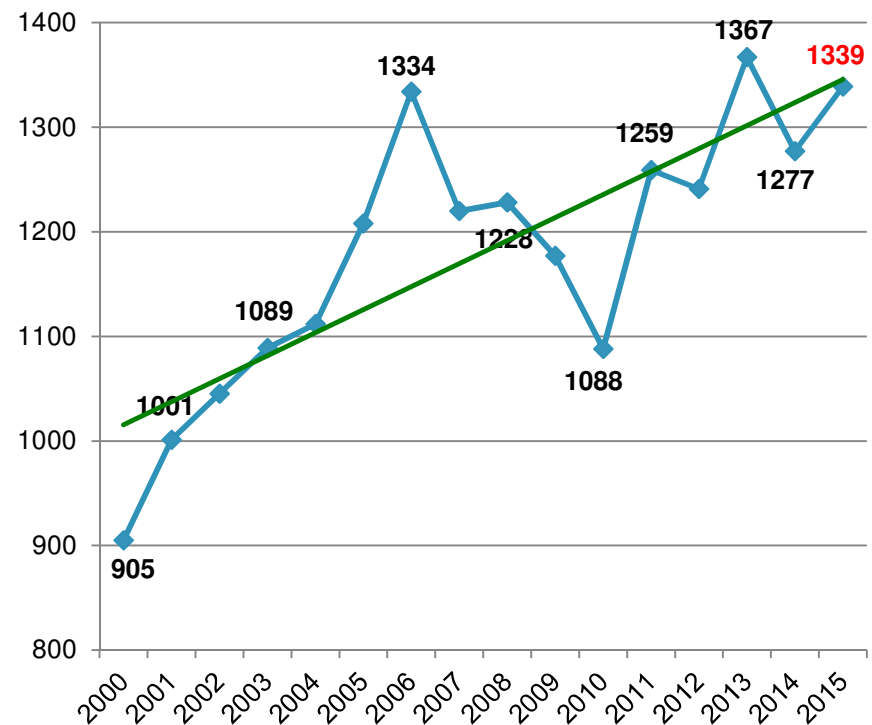


# ...And Increasing Heart Recoveries and Transplants Starts with Increasing Donors and Transplants

OneLegacy Organ Donors



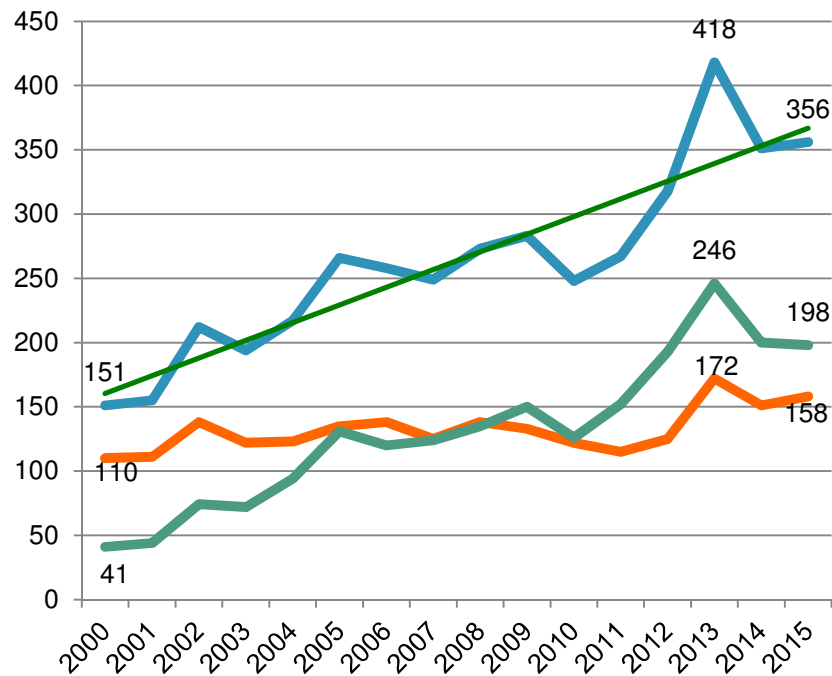
OneLegacy Organs Transplanted



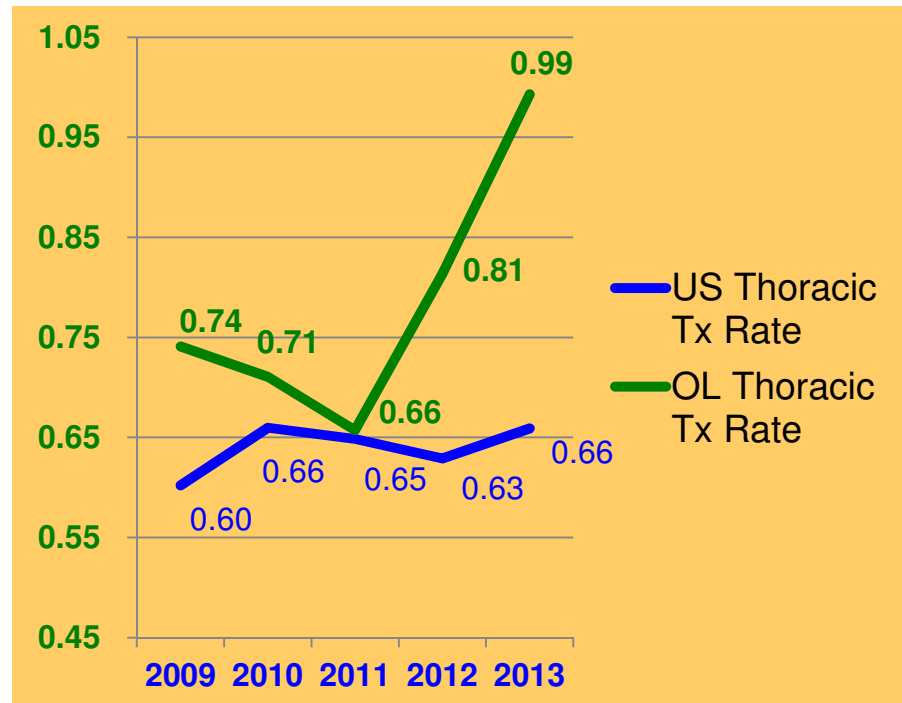
Data Source: <https://optn.transplant.hrsa.gov/converge/latestData/rptData.asp>; Accessed 2/3/2016

# Specifically, Increasing Thoracic Organs Recovered and Transplanted

OneLegacy Thoracic Organs Transplanted

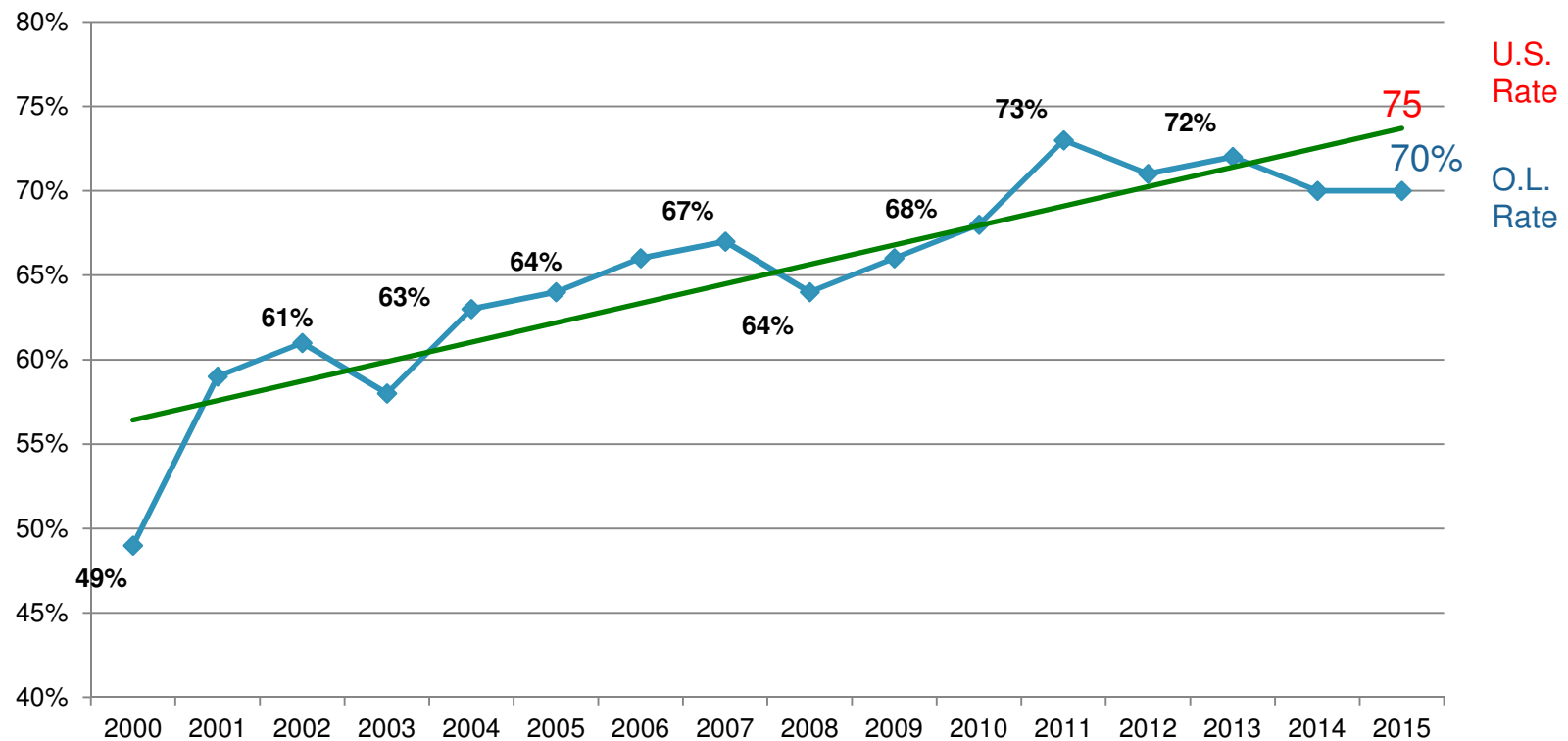


OneLegacy Thoracic Tx Rate vs. U.S. (% of Donors)



Data Source: <https://optn.transplant.hrsa.gov/converge/latestData/rptData.asp>; Accessed 2/3/2016

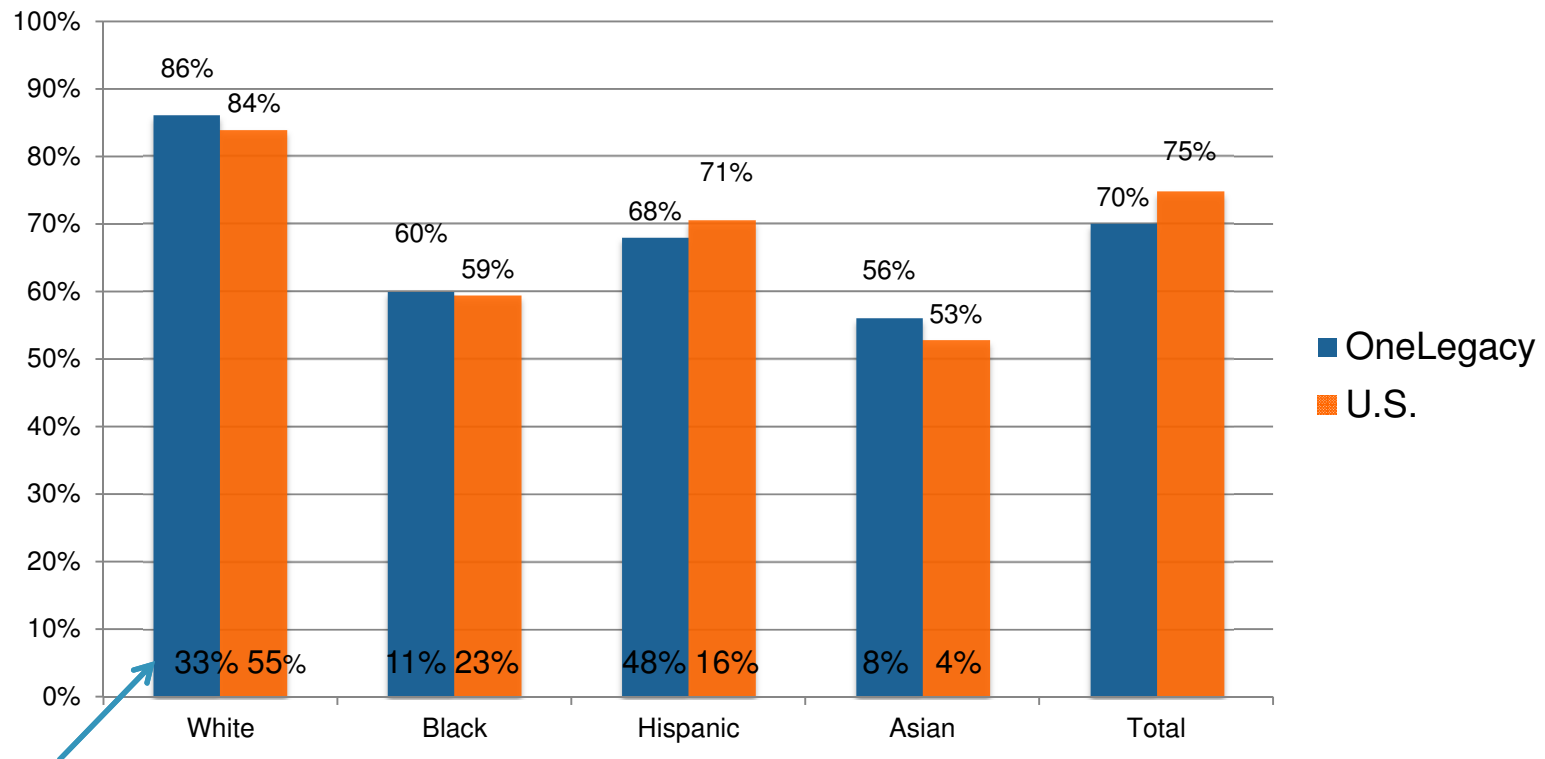
# Increasing Authorization Rate: *OneLegacy Authorization Rate Trend & U.S. Rate*



Data Source: UNOS OPO Quarterly donation rate Custom report by UNOS for OneLegacy and APOPO report 2008-2015 and OneLegacy historical records

# Authorization Rate: *US & OL Rates by Ethnicity*

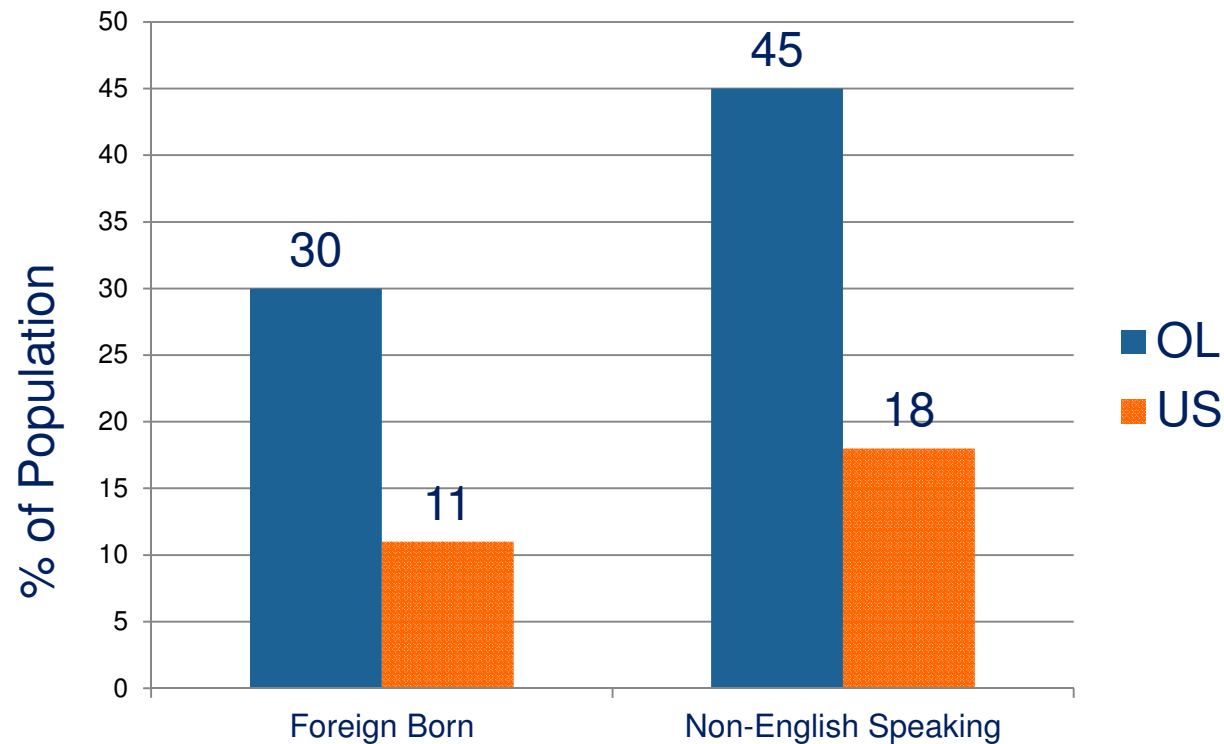
## 2015 Authorization Rates



% of Eligible Deaths

Data Source: UNOS OPO Quarterly donation rate Custom report by UNOS for OneLegacy and APOPO report 2008-2015 and OneLegacy historical records

# Authorization Rate: *Challenges of Demography*



Data Source: <http://quickfacts.census.gov/>; Accessed 2/11/16

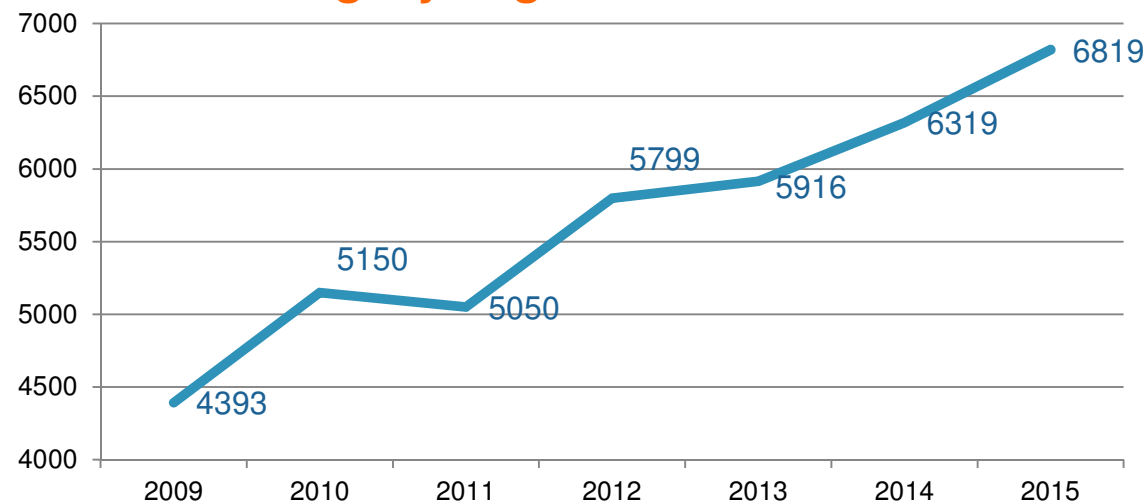


# Increasing Donor Referrals from Hospitals

## Expanding from “Eligible” to “Potential” to “Possible”

- Helping Hospital Teams to Identify Organ Donor Potential
- Identifying Donor Potential Earlier
- Going On-Site for More Referrals

### OneLegacy Organ Donor Referrals



Data Source: OneLegacy digitalDonor EDR; Accessed 2/11/16

# Rapid Referral Response, On-Site Presence

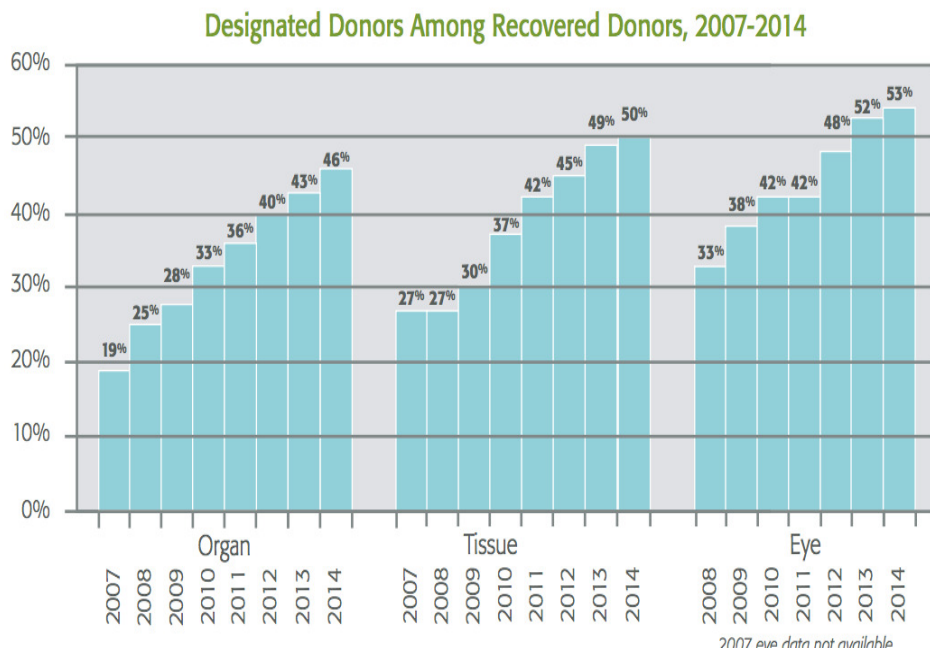
- “digitalDonor RESPONSE” ensures on-site presence
  - To ensure MD engagement
  - To support and assist families
  - To prevent early d/c of ventilatory support

Organ Referral Status Board												
Record Count: 17			Active Referrals: 17			Average Age: 44.4			Consent to Cross Clamp: -01:52			
Referral Status	Referral D/T	Hospital	Last Name	Age	Race	Diagnosis	Reg	CRS	PTC	RCC	FCS	
Pending OL Evaluation - New Referral	01/31/2016 10:49	Keck Hospital of USC		58 Y/M	Hispanic	Cardiopulmonary Arrest	No					
Pending OL Hospital Site Visit	01/31/2016 05:49	Kern Medical		41 Y/M	Caucasian	Head Trauma	No	MBM	MJA			
Pending OL Hospital Site Visit	01/31/2016 08:19	Saint Bernardine Medical Center		52 Y/F	Caucasian	Cardiopulmonary Arrest	No	MBM		KL	VB	
Pending OL Hospital Site Visit	01/31/2016 08:56	Saint Mary Medical Center		22 Y/M	Hispanic	Cardiopulmonary Arrest	No	MBM		SK		
Pending-Continue to Follow	01/27/2016 03:33	Providence Saint John's Health Center		53 Y/F	Caucasian	Altered LOC	No	MBM		GB H	JFP	
Pending-Continue to Follow	01/29/2016 12:22	Long Beach Memorial Medical Center		27 Y/M	Arabic	Head Trauma	No	MBM		GM		
Pending-Continue to Follow	01/31/2016 05:20	Hoag Memorial Hospital Presbyterian		67 Y/F	Caucasian	ICH	No	MBM		SK H		
Pending-Continue to Follow	01/31/2016 06:50	Good Samaritan Hospital - Los Angeles		63 Y/M	Caucasian	Cardiopulmonary Arrest	No	MBM		GM H		
Pending Death-Organ	01/29/2016 23:16	Riverside County Regional Medical Center		24 Y/M	Caucasian	Head Trauma	Yes	MBM		MDK H	VB	
Pending Death-Organ	01/30/2016 20:21	Kern Medical		14 Y/M	Hispanic	Respiratory Failure/Distress/Anoxia	No	MBM	MJA			JFP
Pending Decision	01/26/2016 23:07	White Memorial Medical Center		44 Y/M	Hispanic	ICH	No	MBM	EAV H			MRC H
Pending Donor Work-up	01/28/2016 22:20	UC Irvine Medical Center		56 Y/M	African American	Non-hemorrhagic Stroke	No	MBM	MTF H			JFP
Pending Donor Work-up	01/29/2016 19:47	Los Alamitos Medical Center		52 Y/F	Asian	ICH	Yes	MBM	KAT KS H			VB
Pending Recovery-Organ	01/27/2016 06:40	Saint John's Regional Medical Center		55 Y/M	Caucasian	Cardiopulmonary Arrest	Yes	MBM	BTH H			JFP

**H** = Coordinator on-site, laptop and phone report all cases in hospital, Supervisor monitors via digitalDonor

# Authorization Rate: *Broad-Based Interventions*

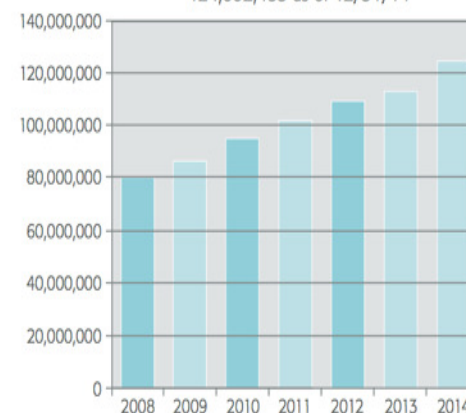
- DMV Donor Registration



Data Source: [http://donatelifenet/wp-content/uploads/2015/09/DLA\\_Annual-Report\\_FINAL-for-onscreen-viewing.pdf](http://donatelifenet/wp-content/uploads/2015/09/DLA_Annual-Report_FINAL-for-onscreen-viewing.pdf); Accessed 2/11/2016

Donor Designation in the United States

124,602,453 as of 12/31/14



50 states, DC and PR as of 12/31/14  
U.S. Population Age 18+: 248,049,083  
(From U.S. Census as of 7/12/14)

## 50% OF U.S. ADULTS NOW REGISTERED AS DONORS

Congratulations to the donation and transplantation community and Departments of Motor Vehicles across the United States. We have now registered more than 50 percent of the adult population as lifesaving and healing donors, making us the largest "membership" organization in the country! Thank you and keep up the good work!

# Authorization Rate: *Broad-Based Interventions*

- Earned Media
- Positioning donation by sharing inspiring stories...  
...at minimal cost



## LOCAL NEWS sponsored by PACIFICA COMMERCIAL REALTY

Donate Life Float In Rose Parade To Note Lompoc Teen's Gift

Ten years after he died, Brice Fabing remembered through bike drive, organ donation



Jim Stavits, who received Brice Fabing's heart and a kidney, stands between the Lompoc teen's parents Mark and Corinne Fabing. The photograph of Brice will be included in the Tournament of Roses Parade on New Year's Day and Stavits will ride as part of the entry. (Janet Scully / Woodhawk photo)

 **NBC NEWS** HOME TOP VIDEOS DECISION 2016

**'I could feel his heart:' Organ donor families bond with recipients after transplants**





# Authorization Rate: *Broad-Based Interventions*

- Paid Media: Seldom economically viable.. eg. 2009 DLCA \$3 million, 1 month radio, tv, billboards resulted in 7/10ths% increase in 15-25yo registration rate, with likelihood that 0.5% will ever become a potential donor
- Targeted Paid Media: One published study of \$300K investment at OneLegacy showed an increase, but was confounded by simultaneous introduction of Hispanic Family Care Staff...



## Promoting Organ Donation to Hispanics: The Role of the Media and Medicine

GLORIA GARCIA BOHRER

OneLegacy, Los Angeles, California, USA

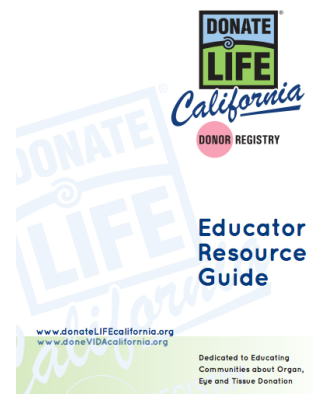
Data Source: J Health Commun. 2006 Oct-Nov;11(7):683-98.

Promoting organ donation to Hispanics: the role of the media and medicine.



# Authorization Rate: *Targeted Interventions*

- Schools (AB1963)
- Churches (Donor Sabbath)
- Consulates (Embajadores)



DONATE LIFE ORGAN DONATION AWARENESS-LOS ANGELES-  
ONELEGACY PARTICIPATES IN MEXICAN CONSULATE  
VENTANILLA DE SALUD PROGRAM

# Authorization Rate: *Targeted Interventions*

- Technology-Enabled Ambassadors/Embajadores in
  - Schools
  - DMVs
  - Consulates
  - The Community



OneLegacy Ambassadors  
October 1, 2010 · 🌐

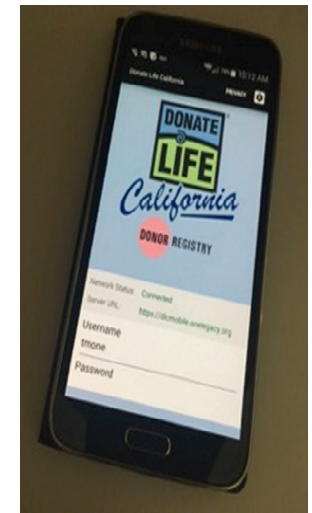
The Consul from El Salvador in Los Angeles, Mr. Walter Duran, signed up to be a donor in the state of California in an event at the Salvadorian Consulate. Two Salvadorian organ donors, who between them saved 8 lives, were also honored. A big thanks to Embajadores Elsa Arana, Daisy Castro and Claudia Sanchez for making the event so meaningful.



OneLegacy Ambassadors  
January 26 at 3:26pm · 🌐

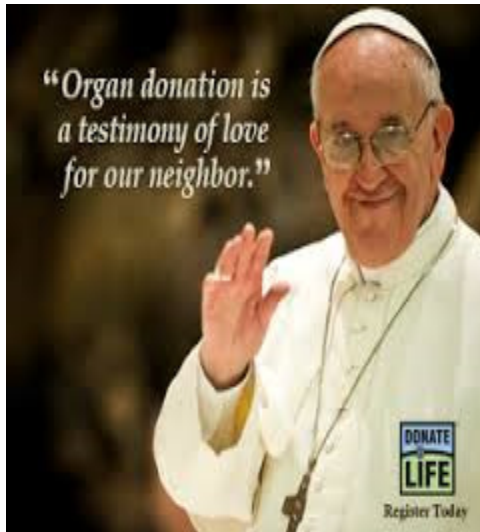
Tomorrow will mark the third week our Embajadores de OneLegacy have been able to utilize the OneLegacy eRegistration Devices in the consulates!

This weekend we will be giving each Regional Ambassadors Leads their region's OneLegacy eRegistration Devices that will be available for the Ambassadors to use on top of the Ambassador's personal smartphones.



# Authorization Rate: *Targeted Interventions*

- Churches/Religious Leaders



## The Selfless Great Love of Body and Organ Donors

Sunday, 05 March 2006 00:00 | Master Cheng Yen

# Authorization Rate: *Targeted Interventions*

- Demographically Defined Social Media Audiences (OL/UCLA pilot project)



## Social Media and Organ Donor Registration: The Facebook Effect

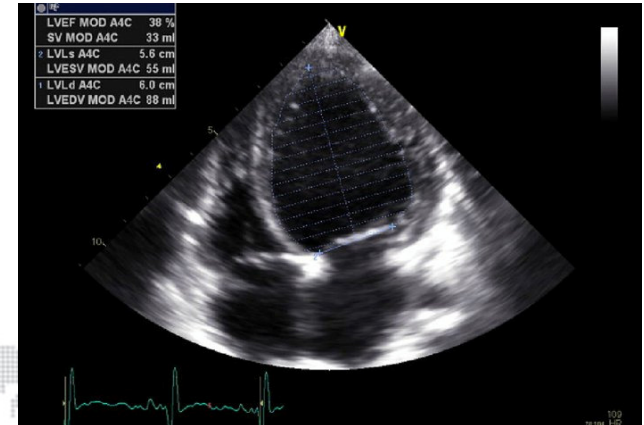
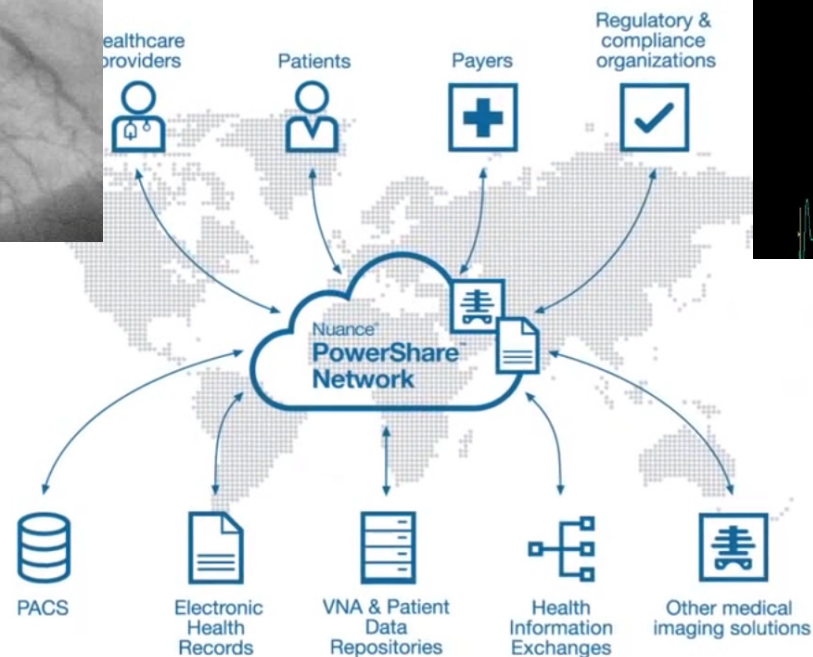








# Increasing Organs/Donors: Provide Access to Cardiac Imaging: Nuance PowerShare Network

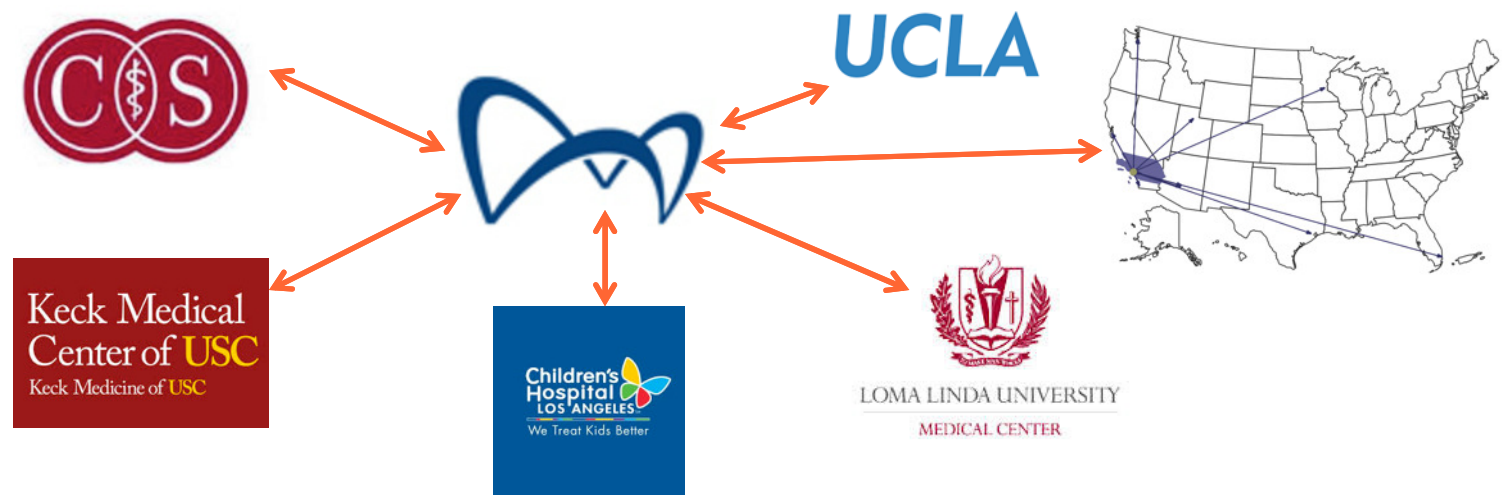


# Increasing Organs /Donor: Donor Management

- Clinical Intervention
  - Ventilatory Management: APRV
  - Hespan to reduce fluid overload potential
  - Corticosteroids
  - GIK (Glucose, Insulin, Potassium) Protocol to improve metabolism of stunned myocardium and improve diastolic and systolic function
  - Cardiac Catheterization as requested
  - Time: Case times increased from 36 hours to 60 on thoracic cases to allow interventions to improve function

# OPO – Transplant Center Relationships

- Case-Specific Review with O.L. and Local Transplant Center Staff
- Regular Education and Collaboration at UNOS Region 5
- Running the National List on EVERY case



All with a Relentless Urgency to End Deaths on the Waitlists and  
Inspire All of Us With Stories Like the One Shared by OneLegacy  
Donor Mom Heather Clark



50,962,456 Views

CNN

February 1 at 5:38am · 🌐

Inspiring millions more to register to Donate Life

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**RESOLVING THE ORGAN SHORTAGE**

📺 PRACTICE | 🗣️ POLICY | 📺 POLITICS





saving lives through  
organ, eye & tissue donation

