



HOSPITAL C-SUITE SNAPSHOT SERIES

ORGAN DONATION: WHAT A CEO NEEDS TO KNOW

The Organ Donation and Transplantation Alliance connects organ procurement organizations, transplant centers and hospitals to education and best practice resources nationwide.



1. THE GREAT NEED

There are approximately **120,000** people waiting for a lifesaving organ in the United States, some of whom live within your own community and are being cared for at your hospital. The leadership you show on this issue can change the lives of patients, families and your staff who care for them.

2. LEADERSHIP IS KEY

The importance of your leadership in organ donation cannot be overstated, and The Joint Commission agrees. Read more at organdonationalliance.org/csuite

3. COLLABORATE

Leadership begins by personally leading your hospital's Organ Donation Committee, or appointing a high-level clinical executive to do so. You can work with your local Organ Procurement Organization (OPO) to make sure this committee is creating a culture in which donation is a priority.

4. WE KNOW WHAT WORKS

Insist that your Organ Donation Committee is working closely with your local OPO to implement the recommendations of the Organ Donation Breakthrough Collaborative, launched in 2003 by HRSA and proven to increase consent rates and the number of organs available for transplant.

5. PHYSICIANS ARE VITAL

Ensure that physicians are an integral part of your Organ Donation Committee, and use them as Clinical Champions to work with families and OPOs in real time. Make sure that the clinical culture at your hospital includes the implementation of testing for Brain Death in patients where appropriate, following the American Academy of Neurology (AAN) guidelines, before initiating any conversations with family members about withdrawal of life-supporting measures.

6. INFORM THE PUBLIC

Let the public know that you consider organ donation an important priority by using the resources available from the American Hospital Association. Access these resources at organdonationalliance.org/csuite

7. LEARN BEST PRACTICES

When tragedy strikes and the outcome is death, many families find healing through organ donation. Take a look at an article from *Health Executive*, titled "Increasing Organ Donation and Procurement: The Hospital Leader's Role," for more ideas on what your fellow CEOs are doing in their organizations. Access the article at organdonationalliance.org/csuite

8. RECOGNIZE & REWARD

Finally, take the time to round, recognize and reward your staff who work to improve organ donation and procurement at your facility. Take the opportunity to meet a recipient and/or a donor family to see for yourself the immeasurable difference your leadership can make to this important issue!

VISIT THE ALLIANCE ONLINE:
ORGANDONATIONALLIANCE.ORG



ORGAN DONATION: A CEO'S PERSPECTIVE

Visit organdonationalliance.org/csuite to hear from fellow hospital and health system executives on the importance of executive advocacy for organ, eye and tissue donation.

