



Organ Transplantation Program Update

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OPTN Updates - Kidney

- On December 4, the Organ Procurement and Transplantation Network (OPTN) implemented a new Kidney Allocation System (KAS). The new KAS was designed to reduce the kidney discard rate and give higher priority to certain compatible blood types that will make more kidneys available for transplant and extend the time a transplanted kidney may remain viable. The new policy should also help shorten the waiting time for some groups of people whose immune system makes it extremely difficult to find a match.

OPTN Updates - Liver

- The OPTN Liver and Intestinal Organ Transplantation Committee is working with the Scientific Registry of Transplant Recipients (SRTR) to examine potential new districts for liver allocation that are based on empirical data and mathematical methods.
- The goal of any proposed revision to the OPTN regional structure for purposes of liver allocation will be to increase access to livers for patients with the greatest medical urgency and to decrease geographic disparity for such patients.
- The OPTN released a concept document outlining issues under consideration by the Committee, which were discussed during a public forum on this issue held on September 16, 2014.

TransNet

Electronic Tracking and Transport Project

- As part of the HHS Entrepreneurs Fellowship Program, HRSA is continuing its work with the OPTN to improve the organ packaging, labeling, and transportation process and to reduce errors OPO application beta tested by 8 OPOs
 - TransNet general deployment to OPOs began this week with first of several Train the Trainer sessions
- Transplant center prototype application under development
 - Beta test of transplant center application planned for this summer



HHS Innovator-In-Residence

in collaboration with:



ORGANIZE



HHS Innovator-in-Residence

- Program based out of Chief Technology Officer's Office (IDEA Lab) since 2012.
- **Solving shared problems through partnerships** broadly promoting innovation in health and healthcare through government actions
- Collaborations include shared personnel (as allowed under the Intergovernmental Personnel Act) designed to **promote dissemination of innovations, and synergy with non-governmental organizations.**
- **Draws in entrepreneurial expertise into government** to work on cross-collaborative teams for one or two-year terms.
- **Past and current projects:** patient engagement, home-based health care innovations, uses of geospatial information platforms for health communications, etc.

HHS Innovator-in-Residence

IIR Activities in Organ Transplantation in Partnership with ORGANIZE

- **Problem Identification** – identify barriers to increasing organ donation consent rates and organ procurement performance. Involves working with HHS staff and experts to identify how best to improve existing and define future best practices.
- **Strategy** – coordinate among stakeholders for pilot studies. The IIR will serve as a subject matter expert on efforts to increase donor registration, organ donation, and transplantation rates.
- **Project Development** - work to develop project plans and execute activities in conjunction with stakeholders for development and deployment of best practices.
- **Knowledge Creation** - work to coalesce and interpret the informational resources of OPOs, university researchers, medical institutions and HHS. Will emphasize use of data to inform stakeholders to enable emergence of understandings of organ donation landscape, ultimately leading to best practices in the public domain.

HIV Organ Policy Equity (HOPE) Act

- HOPE Act signed into law November 21, 2013
- Stipulates that the OPTN may develop standards for use of organs from HIV–positive donors for transplant in individuals who were already infected with HIV
- Requires that HHS develop and publish research criteria for safe use of organs from HIV positive donors for transplant into recipients who are already HIV positive
 - NIH lead on research criteria
 - Criteria to be finalized by November 2015

Public & Professional Education

- **Mass Media**
 - PSAs and Ads
 - Social Media
 - Donate Life Month
- **Workplace Partnership for Life**
 - Hospital Campaign

National Living Donor Assistance Center (NLDAC)

- HRSA awarded a new cooperative agreement to the University of Michigan to continue operation of the National Living Donor Assistance Center (NLDAC)
- NLDAC provides reimbursement of travel and subsistence expenses for living organ donors to travel to a transplant center to donate an organ
- HRSA will provide funding of up to \$3.5 million yearly for up to five years
- Since beginning operation in 2007, the NLDAC has facilitated more than 2600 living organ donor transplants

National Goals Study

- HRSA entered into a contract with the Lewin Group to analyze potential new national goals for organ donation and transplantation.
- Project will evaluate current donation service area (DSA) performance patterns as a framework for developing a new national goal focused on increasing the number of organs transplanted.
- Utilizing regular input from the community, the process will address three themes – the culture of donation, authorization, and transplanting more organs – and identify specific actions that can be taken by various members of the donation and transplantation community to help meet this national goal.

TV and Radio

- PSAs Aired
 - TV: 10,981
 - Radio: 47,179
- PSA Earned Value
 - TV: \$3,014,984
 - Radio: \$2,077,297
- PSA Gross Impressions
 - TV: 237,290,398
 - Radio: 2,452,847



*TV and radio PSA data as of 12/31/14; TV data based on Sigma tracking

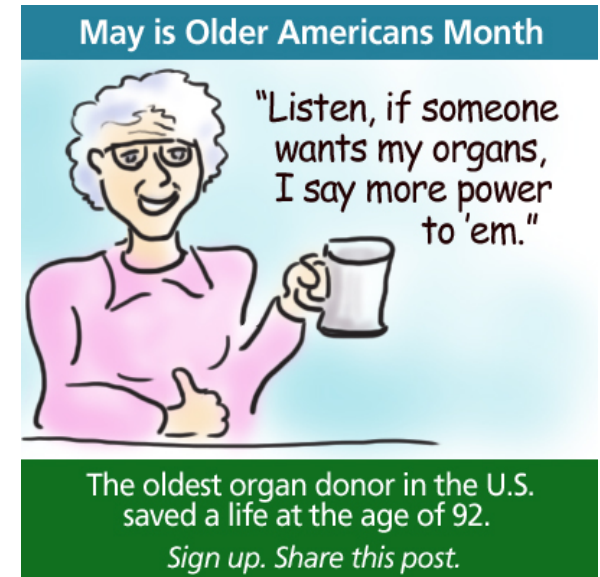
Print Ads

- Print PSAs ran in 69 publications
 - Total media value: \$655,000
- Paid placements:
 - MLB NL and AL Championship Series programs
 - MLB World Series program
 - NFL Pro Bowl program
 - NFL Super Bowl program
 - NBA All-Star Game program



Social Media

- Increased Facebook page fans from 60,000 to 180,000
- Campaigns generated 55 million impressions
- Transitioned from awareness to engagement and website traffic
 - Engagement with posts: 1.2 million users
 - Clicks to website: 11,290
- New focus on mobilizing fan base



Digital Video

“Organ Donation and Transplantation: How Does It Work?” video viewed on YouTube and Facebook over 52,000 times



Walgreens Partnership

- Placement on the back of Walgreens prescription receipts across the country
 - 51 million receipts
- Web banner on walgreens.com



2015 Donate Life Month

- Promote youth videos on Facebook
- Pitch youth print PSAs to publications
- Videos and print PSAs are expected to be available on organdonor.gov



Workplace Partnership for Life (WPFL)

- A national initiative to engage community gatekeepers (businesses, education institutions, faith institutions, medical facilities, etc.) in educating about and promoting organ, eye, and tissue donation
- Launched by HHS in 2003
- Partner recruitment – 10,000+
- Specific-focus campaigns
 - Businesses
 - Colleges and universities
 - Hospitals

Hospital Campaign Overview

- Launched 2011
- Goal: Increase registry enrollments
- Registry enrollments, Phases I - III: 327,815
- Phase IV: September 2014 - April 30, 2015
- Phase IV goal: 100,000 registrations
- Partners today
 - 1146 of 4,471 Hospitals
 - 156 of 247 Transplant Centers
 - 26 of 52 State Hospital Associations
 - 58 of 58 OPOs
 - 25 of 52 DLAs
 - 11 National Partners





Organ donors save more than 75 lives every day.

Register as an organ, eye, and tissue donor.



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organdonor.gov



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