



Donate Life Louisiana Hospital Campaign

Kenneth Alexander





Donate Life Louisiana Hospital Campaign

- Our vision was to create a campaign that every hospital, regardless of size or type, could implement and have an impact on the waiting list.
- Campaign was launched at the 2008 LHA Summer Conference.
- We wanted to increase the registry list while educating our communities.





Original Campaign Goals

To increase the Donate Life Louisiana Registry by 10% or 160,676 new registrations by the end of 2009.

- Met the first goal in August 2009
- Set a second goal to reach 200,000 by July, 2010 which was achieved in February, 2010





Tools for Success

- Electronic Toolkits
- LHA Website – Campaign Section
- LOPA/LHA Staff
- Donate Life Louisiana Materials
- HHS Resources
- Champion Network





Next Goal for Registry Campaign

- Increase the Louisiana Donor Registry by another 50,000 by July 2010 (total of 250,000)
 - Increase number of hospitals participating in registry campaign
- Began planning next phase of campaign





Louisiana

Indirect Benefits

- Referrals from Non-referring Hospitals
- Organ Donors from Previously “Non-Donor Hospitals”
- Increase in Hospital Staff Education
- Increased Pre-Donor Management
- Culture Change





Taking the Campaign to the Next Level

- New challenge issued by LHA board for 2010
- Increase the conversion rate in all organ donor hospitals in Louisiana to 75% or greater by the end of 2011
- 4 training sessions held across the state in the 1st quarter of 2010





Clinical Champion

- Provide active leadership and support of organ and tissue donation
- Share best practices with hospital staff members
- Work collaboratively with LOPA Staff





Factors Directly Impacting Conversion Rates

- Timely Notification
- Family support and treatment at the hospital
- Physician support through donation process
- Using Effective Requestors
- Timeliness and appropriateness of the approach
- Maintaining organ function





LA Hospital Data

Year	Percentage of Registered Donors (Organ)	Conversion Rate	Organs Transplanted per Donor
2008	38%	54%	2.88
2009	38%	69%	3.21
2010	42%	79%	3.25
2011	52%	75%	3.57
2012 (Jan-Jun)	58%	94%	3.60





Hardwiring Success

- Annual registry drives/celebrations
- Improved conversion rates
- Improved pre-donor management





Continued Support

- LHA continues commitment to donation
 - Donate Life Louisiana state team
 - HRSA's Workplace Partnership for Life leadership team
 - Newsletters and website





From Campaign to Culture





Thank You!



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