

# Category 3

## Voice of the Customer

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**Steve Mansfield**, Director of Tissue Bank Operations

**Jay Ruterbories**, Director of Organ Procurement

**Jami Bammer**, Organ Recovery Specialist Manager

**Candace Klitzke**, Quality Assurance Manager

**Karan Collins**, Director of Hospital Development





## MISSION

Donor Alliance saves lives through organ and tissue donation and transplantation.

## VISION

Maximizing all donation opportunities



**ILEAP**

Integrity  
Leadership  
Excellence  
Accountability  
People First

**CORE  
VALUES**

## Donation Service Area

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WYOMING



**25** Donor Hospitals

## Key Customers

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4 Transplant Centers  
2 Tissue Processors



COLORADO

**87** Donor Hospitals

# Category 3

# Voice of the Customer

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# Key Takeaways

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Collection of Customer Feedback

Integration into Our Business Model

Improve Key Service Deliverables

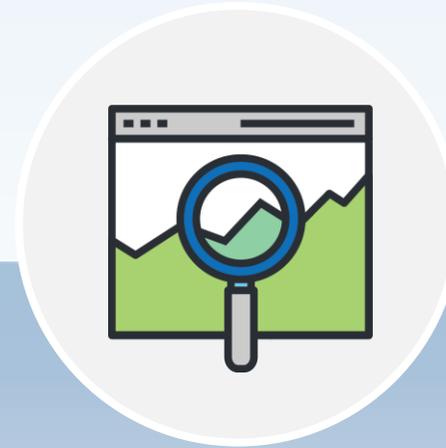


# Collection of Customer Feedback

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Direct 1:1



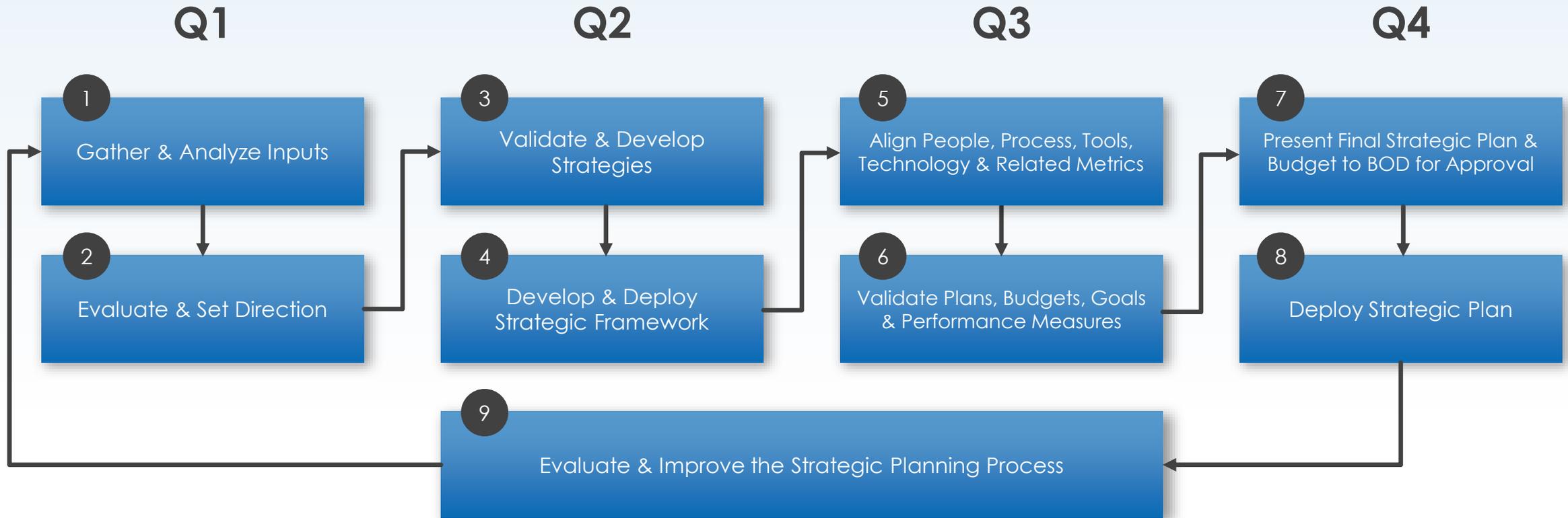
Qualitative /  
Quantitative Survey

# Create Strong Relationships

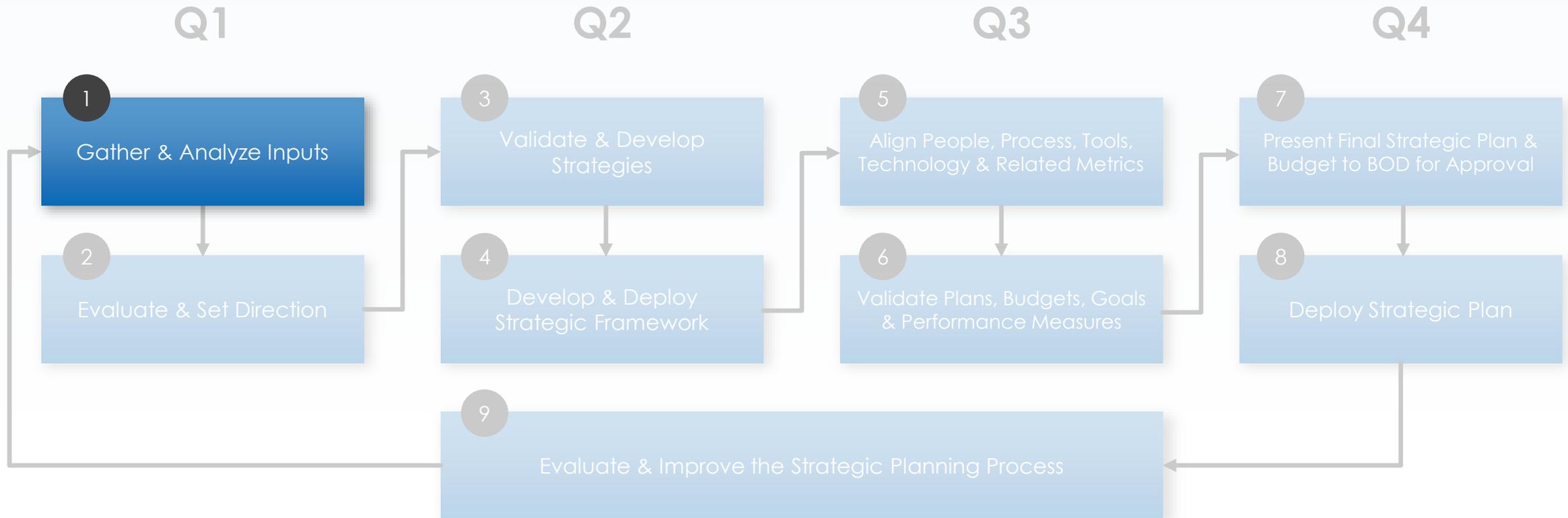
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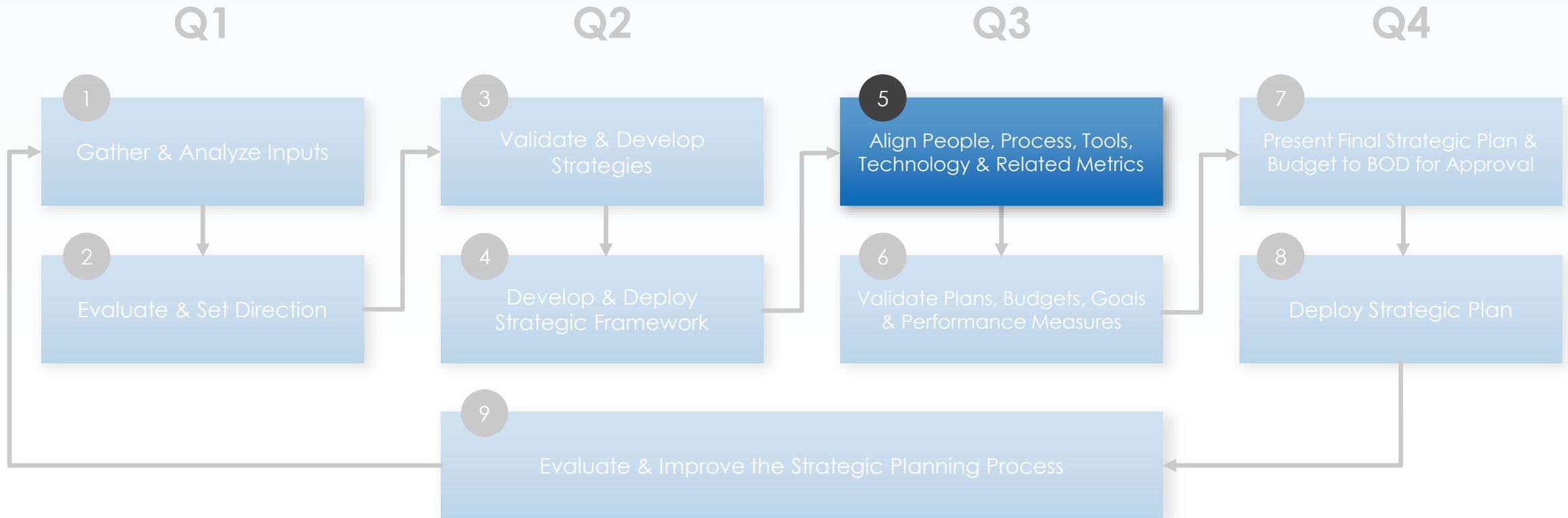
# Integration



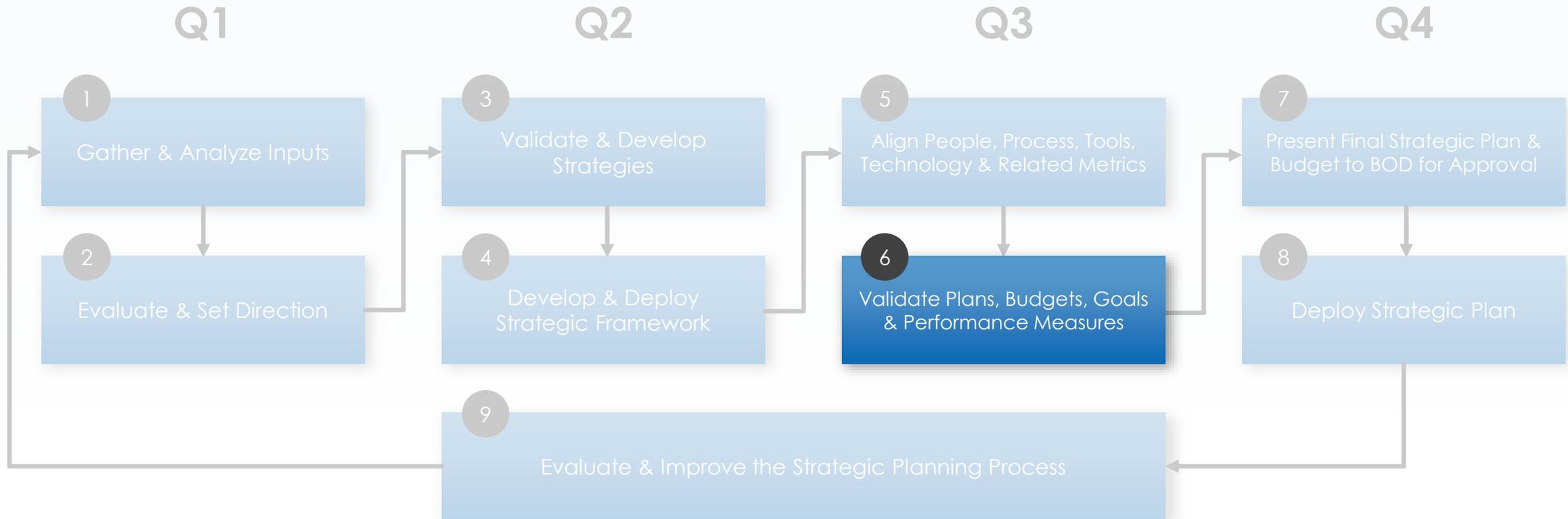
# Input into the Strategic Planning Process



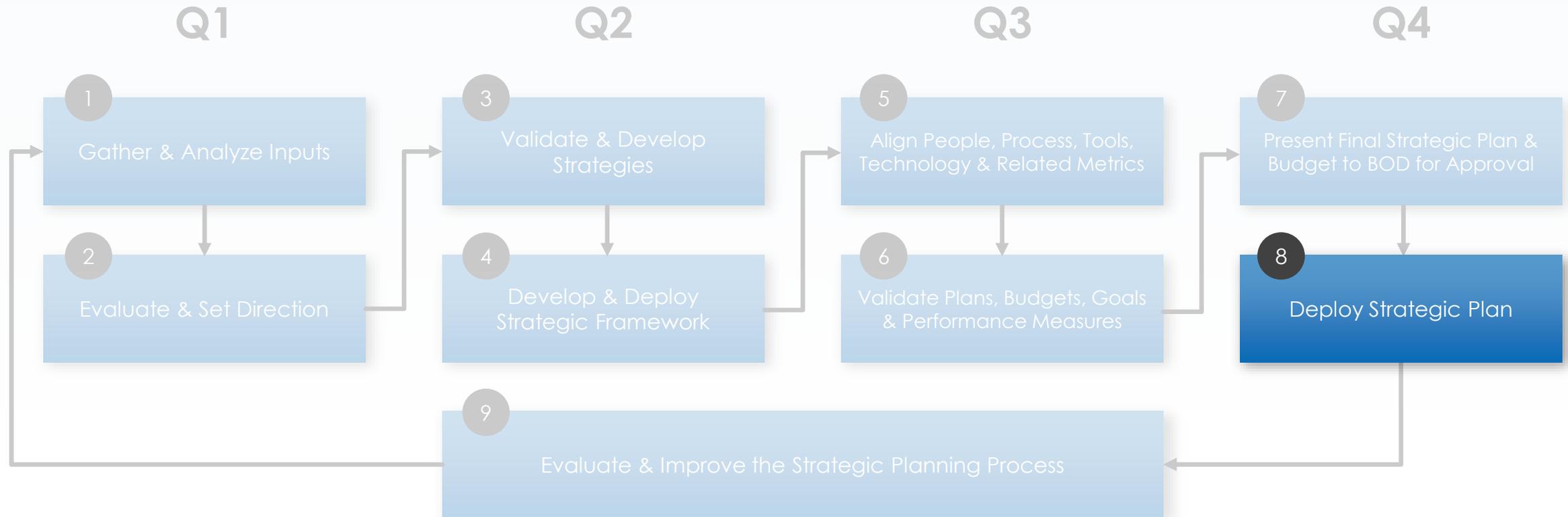
# Strategic Action Plans & Process Measures



# Strategic Action Plans & Process Measures



# Deployed to Staff, Customers & BOD



# Improve Key Service Deliverables

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**Complaint  
Management**



**Performance  
Improvement**



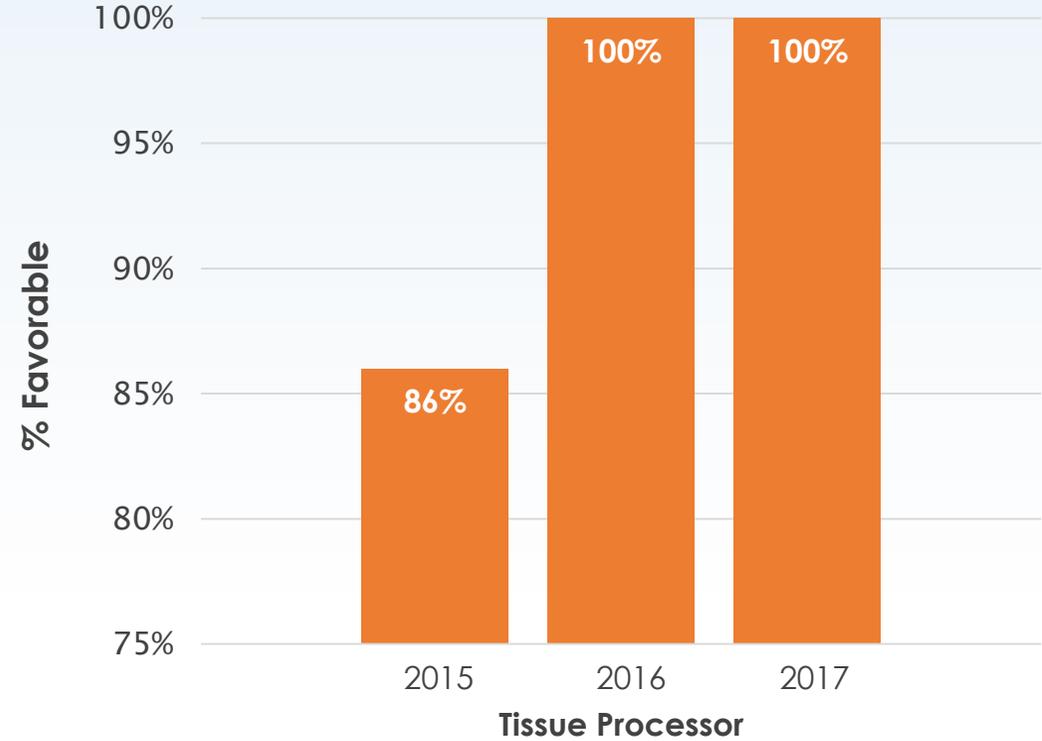
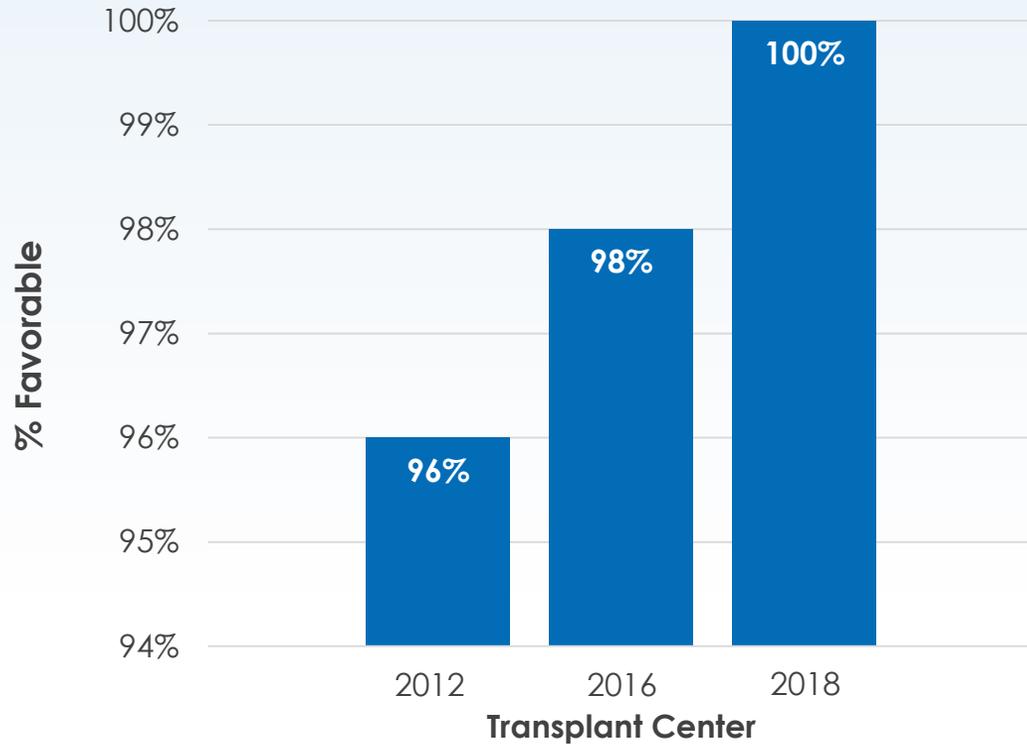
**Stimulate  
Innovation**

# Voice of the Customer

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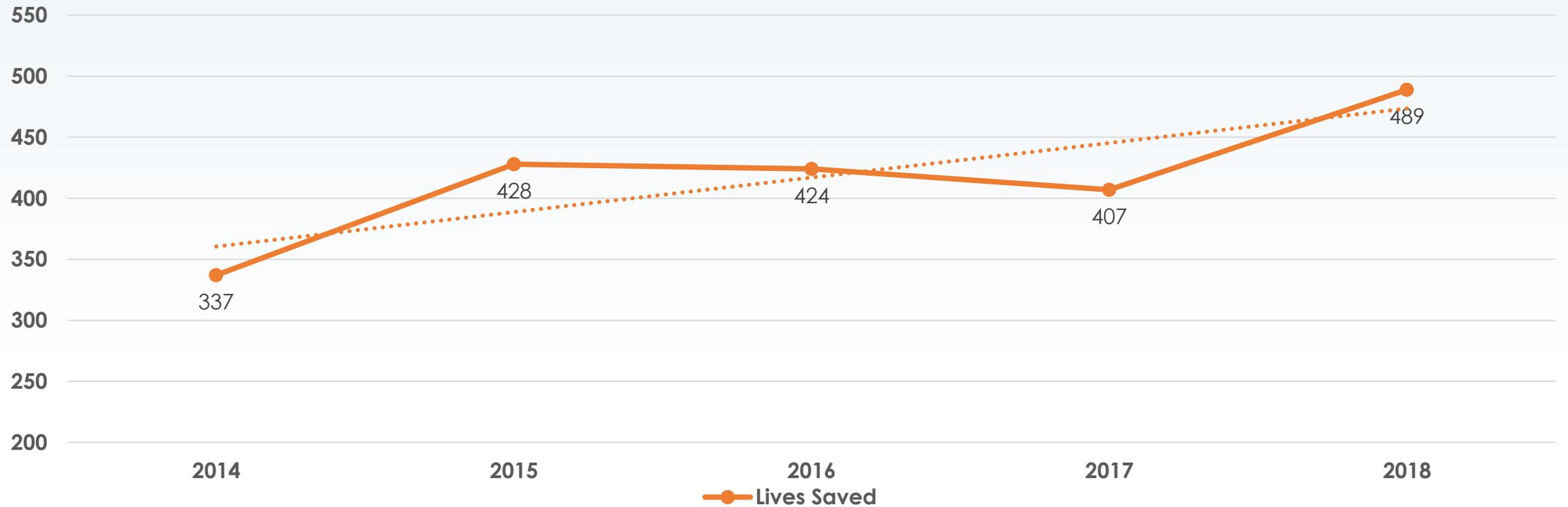
# Customer Satisfaction



# Organ Transplants

RMPEX Journey 2011 - 2015

Baldrige Journey 2016 - 2018





2014 - 2018

630,000

LIVES SAVED & HEALED

# The Future

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Leverage Technology Platforms

Dedicated Customer Liaisons

Surveys



# What We Have Discussed

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Collection of Customer Feedback

Integration into Our Business Model

Improve Key Customer Deliverables

# Customer Testimonials

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Donor Alliance's staff is very helpful and responsive. I am familiar with other OPO's and Donor Alliance is by far superior.

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- Transplant Surgeon

# Customer Testimonials

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Their passion and  
commitment to their  
roles.

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- Executive Director of Transplant



# Customer Testimonials

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“  
Their expertise in their field.  
Expertise in organ  
donation.”

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- Lung Transplant Coordinator



# Customer Testimonials

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“Donor Alliance continues to be our partner of choice after many years.”

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- Tissue Donor Services Director



# Customer Testimonials

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We know tissue is central to your mission and we appreciate the support and activity from the leadership of Donor Alliance.

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- Tissue Processor CEO





# SHARING DAY IN DENVER, CO

SAVE THE DATE!

**OCTOBER 30, 2019**

