

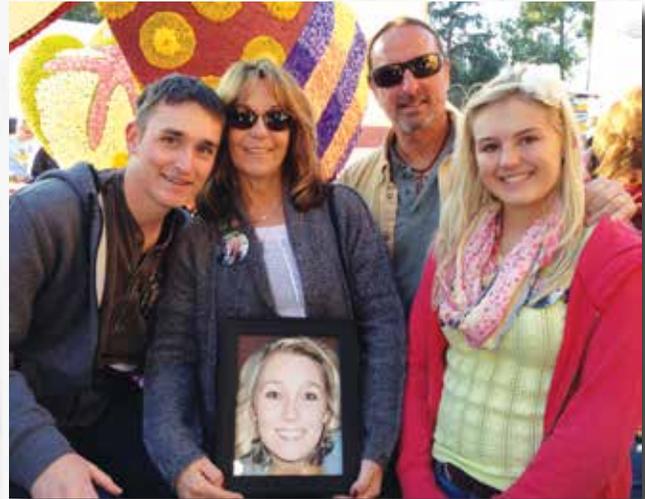
Journeys of the Heart

Coloradan honors sister in Pasadena's Rose Parade

In celebration of Donor Alliance's eighth official year sponsoring OneLegacy's Donate Life Rose Parade float campaign, the organization was honored to send 18-year-old Peter Lang of Golden, Colorado to sit alongside 31 other riders from around the country on the tenth Donate Life Rose Parade float entry inspired by the 2013 Rose Parade® theme "Oh, the Places You'll Go!™." Peter rode

in honor of his sister Perri, a spirited 20-year-old with beautiful blue eyes who lost her life following a tragic car accident. The Donate Life Rose Parade float was themed "Journeys of the Heart" representing the ups and downs of life which teach us many lessons.

The float riders, comprised of donor family members, recipients and living donors, participate in the parade in a tribute to the millions of people touched by organ,



"With the gifts from my sister Perri, three lives were saved and many others have been changed."



eye and tissue donation. Holding a framed photo of Perri, Peter remarked, "With time, I have realized what a great impact this unspeakably tragic event has had. With the gifts from my sister Perri, three lives were saved and many others have been changed. To me, there is nothing

more special than to be able to give others a second chance at life."

Joining Peter in Pasadena were his parents, his girlfriend and several representatives from Donor Alliance's staff.

Read the Langs' story at www.DonorAlliance.org.

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Donor Alliance is the federally-designated, non-profit organ procurement organization and an American Association of Tissue Banks (AATB) accredited tissue bank serving Colorado and most of Wyoming. As a recognized leader in facilitating the donation and recovery of transplantable organs and tissues, Donor Alliance's mission is to save lives through organ and tissue donation and transplantation. To achieve this mission, Donor Alliance employs effective family approach and recovery programs in more than 100 hospitals. Donor Alliance also inspires the public to register as organ and tissue donors through community partnerships, public outreach and education campaigns throughout its Donation Service Area.

Donor Alliance shows appreciation to “Advocates for Life”

Donor Alliance’s Advocates for Life volunteer program is comprised of donor family members, transplant recipients, transplant candidates and others who are passionate about supporting organ and tissue donation and transplantation. Advocates are the heart and soul of Donor Alliance’s efforts to inspire the public to register as organ and tissue donors in Colorado and Wyoming.



Julie Blank, left, with Ashlee Dixon, volunteer and special events coordinator

On February 9, 2013, Donor Alliance celebrated the program’s 2012 achievements with nearly 90 Advocates and their family members at the Hudson Gardens Inn in Littleton, Colorado. Advocates enjoyed an awards ceremony, live music, breakfast and a chance to mingle with fellow volunteers and Donor Alliance staff.

In 2012, 151 Advocates participated in 177 different volunteer opportunities – a contribution of 2,884 hours of service to Donor Alliance. The following Advocates were singled out for going above and beyond in 2012:



Most Registrants in a Single Event

Saul Cordero, Judith Garcia-Cordero and Del Gutierrez

Most Advocate-Initiated Events

Pat Thomas

Most Events

Debi Youngerman

Most Hours

Beverley French, Cheryl Walters and Elaine McFarlane

Rookie of the Year

Rita McCullough

Ongoing Excellence

Robin Mitchell

2012 Advocate of the Year

Julie Blank

About Julie: An active Advocate for Life since 2009, Julie assists at the main office several times per month while also managing donor designation stations and assisting with special events and projects across the Denver-metro area. Donor Alliance employees appreciate Julie’s cheerful, enthusiastic attitude and her dedication to whatever task she is assigned.



Donor Alliance Advocates and staff mingle while enjoying breakfast at Hudson Gardens Inn



Tissue grafts from local donors help children across the world

AlloSource, a Donor Alliance partner and tissue processor in Centennial, Colorado, recently shared heartwarming news with Donor Alliance's staff. Two young patients in Ghana had received lifesaving operations thanks to tissue provided for the Foundation of Orthopedics and Complex Spine (FOCOS). FOCOS is a nonprofit organization providing comprehensive and affordable orthopedic care to underserved communities in Africa and throughout the world. It was founded by renowned spine surgeon Dr. Oheneba Boachie-Adjei, a native of Ghana.

"Though we know that tissues help save and improve millions of lives around our country and world each year, it is rare that we learn the stories of those patients who benefit from

It is truly amazing to witness the transformation of so many young lives. Please know how much your work is appreciated by us all.

the allografts. We were encouraged learning Vivian and Julius's stories and wish them healthy, successful futures," said Sue Dunn, president and CEO of Donor Alliance.

Dr. Boachie reports that FOCOS surgeons commonly use allografts in corrective spinal surgeries and have been able to help children and adults from Ghana, Ethiopia, Sierra Leone, Liberia, Haiti and beyond. FOCOS surgeons prefer to use allograft bone for all spine fusion operations, but supply is scarce so allografts are rationed. Cortical-cancellous allografts work well for most spine fusions and obviate the need to graft iliac crest bone from the patient's pelvis.

"If we had enough supply of the allograft bone for every patient, we certainly would use it each time," said Dr. Boachie. "It is truly amazing to witness the transformation of so many young lives. Please know how much your work is appreciated by us all."

To learn more about FOCOS, visit www.orthofocos.org.

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Julius & Vivian



Julius When seven-year-old Julius was brought to FOCOS Orthopedic Hospital, he was suffering from Potts Disease and tuberculosis leaving him nearly paralyzed and unable to walk. He underwent lifesaving surgery in November 2012. One month after the operation, Julius returned to his village looking forward to a full recovery.

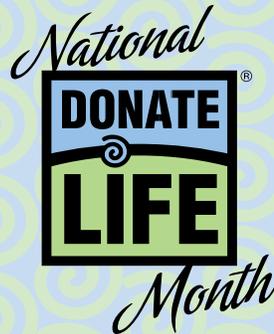
the child could not be helped, Vivian's mother was able to locate FOCOS in Ghana. In April 2012 at age 11, Vivian underwent her final corrective surgery using allograft bone. She is now a lively young lady who is eternally thankful for the generosity she has received.

Vivian Born with early-onset scoliosis, Vivian was nearly paralyzed by age two. After being told by numerous doctors that

Donor Alliance participates in record number of National Donate Life Month events

Donor Alliance's Advocates for Life participated in a total of 76 awareness events and donor designation stations throughout the month of April, a 38% increase over the 55 events of April 2012 and more than ever before.

"It's a real testament to the dedication of our entire Advocate base," said Ashlee Dixon, Donor Alliance's volunteer and special events coordinator. "In 30 days, 65 Advocates clocked 480 hours to help us make the largest impact in recent years."



Much of the increase came in the number of Advocate-initiated events: 23 in 2013 compared to 11 during April 2012. With events ranging from speaking opportunities, hospital booths, 9News Health Fairs, Volunteer Fest Colorado and an egg hunt at a local church, nearly one-third of Donor Alliance's Advocate base participated in National Donate Life Month activities.



Series of radio remotes promote organ, eye and tissue donation across Colorado

In conjunction with local radio groups, Donor Alliance held six live radio remote events across Colorado in celebration of National Donate Life Month. Delivering the message that donation and transplantation saves lives to thousands of people over the air and in person, the events also reminded residents to designate their decision to be organ, eye and tissue donors.

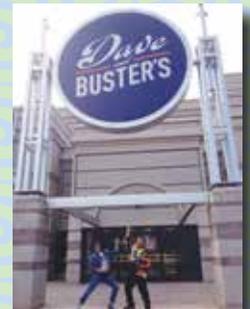


Teaming up with the Hard Rock Café, Donor Alliance Advocates, staff and partners swept through Denver's 16th Street Mall on April 19th to celebrate National Blue and Green Day. Dozens of people adorned in blue and green passed out cards debunking the most common myths about donation and encouraging passersby to show the heart on their driver's license at Hard Rock for a special discount.

Entercom's KOSI 101, 99.5 The Mountain and Alice 105.9 hosted radio remotes from the event.

A similar three-day event took place at Dave & Buster's in Denver, encouraging listeners of 92.5 The Wolf, KOOL 105 and Mix 100 FM to take advantage of a free power play card for "showing their heart."

Additionally, Donor Alliance joined ESPN 102.3 FM to support the broadcast of the Colorado State University spring football game and encouraged patrons of the Chapel Hills Mall in Colorado Springs, the Promenade Shops in Loveland and the Ale House in Grand Junction to take advantage of giveaways in return for showing their support of donation.



Wyoming Medical Center hosts 5K for organ and tissue donation

This National Donate Life Month, the Wyoming Medical Center (WMC) Foundation and WMC No Opportunity Wasted (NOW) donation resource team held its inaugural donation awareness and donor recognition 5K on Saturday, April 27 in Casper, Wyoming. The event was both a venue for the hospital to promote donation and a means to recognize the organ and tissue donors and their families that gave the gift of life in 2012. Some 120 supporters, including several donor families and recipients from near and far, participated in an honorary balloon release and the inaugural 5K run/walk.



For WMC Chaplain Keith Evans, the most striking part of the event was speaking to a wife of a donor. Though she had arrived late and missed the balloon release, a little boy gave her the last remaining balloon. The woman wrote her husband's name on a tag and tied it to the balloon with a green ribbon. After a few quiet words and a brief moment of silence, she launched it with tears streaming down her face.

"For me as a chaplain, that somber moment demonstrated the broad spectrum of emotions that linger with donor families: the wonderful pride and honor of knowing their loved one helped someone else who was in need mixed with the deep grief of losing a part of their life," said Evans.



"This is a time to thank families for the gift of donation in the past year," said Beth Holscher, race organizer and care management coordinator at Wyoming Medical Center. "Family members deserve much credit for organ and tissue donation, as they are often the ultimate end-of-life decision makers."



The NOW team hopes to continue this event in the years to come.

Colorado & Wyoming state agencies honored



Andrea Smith, director of communications/PR for Donor Alliance, presents the gold medal to Don Edington, Wyoming Department of Transportation Driver Services program manager in Cheyenne on May 14

Donor Alliance recently presented the Colorado Department of Revenue and the Wyoming Department of Transportation with gold medals from Donate Life America for their help achieving two of the highest donor designation rates in the country in 2012. Donor designation rate measures the percentage of state residents who opt in as organ, eye and tissue donors when obtaining or renewing their driver's license or state identification. Colorado and Wyoming were two of the ten states to receive this distinction in 2012 with donor designation rates of 66.5 percent and 59 percent, respectively.



Jennifer Prinz, COO of Donor Alliance, presents the gold medal to Mike Dixon, senior director of Colorado Division of Motor Vehicles in Denver on April 30

Colorado legislators gather to learn about organ, eye and tissue donation

Amidst one of the busiest legislative sessions in recent memory, dozens of Colorado legislators took the time to learn more about organ, eye and tissue donation. State representatives, senators, lobbyists and aides gathered at the Warwick Denver Hotel for an educational luncheon organized by Donor Alliance and Aponte & Busam Public Affairs Consultants on February 21.

The informative luncheon discussed the framework and challenges facing organ and tissue donation organizations

today. Donor Alliance President and CEO Sue Dunn presented on the history, structure and needs of the industry before lawmakers took part in a riveting question and answer session that addressed the hurdles facing the industry locally and nationally.

“State legislatures often experience high turnover rates,” explained Sue Dunn. “That makes it all the more important that we continue ongoing dialogue and



education with this key group, helping ensure our mission of saving lives through organ and tissue donation.”

Transplantation Science reaches 10,500 students

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Since expanding to Wyoming last year, the Transplantation Science program has grown to reach more than 10,500 students in Donor Alliance’s service area. In the 2012/2013 school year, the program reached nearly twice the number of students in Colorado and more than 10 times the number of Wyoming students compared to the previous school year.

“The Transplantation Science curriculum ensures that middle and high school students learn the basic science behind organ and tissue donation and transplantation at an appropriate age and confronts the most common myths head on,” says Kathryn Cicerchi, community relations coordinator. “We were thrilled to see such growth in the program during the past school year, and I know we will continue to reach even more young people with the help of our dedicated educators.”

Transplantation Science educators drove an estimated 8,000 miles to guarantee that these students received the facts

about donation along with their typical science and health curricula, enabling students to make an informed decision when they apply for their driver’s permit or license. The program is funded in part through donations made at Colorado driver’s license offices.

Educator Ken Turnipseed teaches middle school students at MLK Jr. Early College in February 2013



Rose Medical Center hosts “Lifecycle of Donation” Setting the standard in hospital partnership

During National Donate Life Month, Rose Medical Center, a HealthONE hospital, hosted a first of its kind “Lifecycle of Donation Day.” This half-day summit brought experts to the table to educate the Rose Medical staff about the organ, eye and tissue donation process.

Employees of Donor Alliance worked with Rose Medical Center to plan the day which included presentations on the Uniform Anatomical Gift Act, highlighted hospital-specific data, presented a recent case study as a best practice and a presentation from the Rocky Mountain Lion’s Eye Bank to the nearly 40 attendees. The event also featured a Physician Grand Rounds and lunch presentation by Donor Alliance’s Medical Director Dr. Katherine Fitting and



double-lung recipient Judy Kang as well as a celebratory cake and donor education table.

“We thank Rose Medical Center for setting the bar high as one of the first Hospital Workplace Partners in our donor service area,” said Jennifer Moe, communications outreach coordinator for Donor Alliance.



Aftercare program provides resources for donor families

While receiving an organ or tissue transplant may be the best day of a recipient’s life, it may also be the worst day for a family experiencing the loss of a loved one. Recognizing this fact, Donor Alliance’s Aftercare program exists to provide initial bereavement services and organ and tissue donation education to the families of organ and/or tissue donors.

“Whether a family has just experienced the loss of a love one or years have passed, the Aftercare program serve as a resource for each of our donor families,” said Emily Herbst, Donor Alliance’s aftercare coordinator. “It is our privilege to provide this service to those whose family members have made such a difference in our community. My position exists to ensure that Donor Alliance provides the best care possible for these families.”

Some of the tools provided by the Aftercare program include:

- “Reflections and Hope,” a quarterly newsletter for donor family members
- Specific information regarding a loved one’s organ and tissue donation

continued on page 8

A DONOR ALLIANCE PROGRAM

WORKPLACE PARTNERSHIP *for Life*

2013 WORKPLACE PARTNERS

Colorado Hospital Association
Exempla Lutheran Medical Center
KONG

The Medical Center of Aurora
Parker Adventist Hospital
Porter Adventist Hospital
Rose Medical Center
Sky Ridge Medical Center
St. Anthony Hospital
St. Thomas More Hospital
Swedish Medical Center
University of Colorado Hospital
Westcon Group, Inc.
Wyoming Cares/Wyoming Shares
Wyoming Medical Center

Donor Alliance releases infographic

Information graphics, or infographics, are intended to present complex information quickly and clearly. Donor Alliance's communications team worked with Spark Inbound Marketing to create an infographic illustrating the need for organ and tissue donation and the impact of transplantation in the area, releasing it on April 2nd as part of National Donate Life Month.

"The amount of data available in our field is immense; in fact, the Organ Procurement and Transplantation Network's (OPTN) database, which reports on organ transplants, is one of the most comprehensive in healthcare," said Andrea Smith, director of communications and public relations. "Our goal was to relay some of the most notable facts and statistics about donation and transplantation in our service area in an easily-digestible and highly-shareable format; who's waiting, which organs are most needed, the impact just one person can have as a donor and, of course, truths about donation."

Since its release, portions of the infographic have been shared far and wide by donation and transplant organizations across the country and even the world. One measure of its popularity: the infographic generated

Our goal was to relay some of the most notable facts and statistics...in an easily-digestible and highly-shareable format.

more than 250,000 unpaid impressions through Facebook shares alone during National Donate Life Month, over 92 times the size of Donor Alliance's Facebook following at the time.

A portion of this infographic is included in the pull-out poster in the centerfold of this newsletter. Access



and share the complete infographic at www.DonorAlliance.org (click on "Why Donate," then "Infographic.")

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Connect On Social Media

Donate Life Colorado

facebook.com/DonateLifeColorado
twitter.com/DonateLifeCO

Donate Life Wyoming

facebook.com/DonateLifeWyoming
twitter.com/DonateLifeWY

Guy VROOM

facebook.com/GuyVroom1
twitter.com/GuyVroom

Or search "Guy Vroom" on

Instagram and
foursquare

Sign up For E-news!

Donor Alliance now sends

Perspectives via email!

To make sure we land in your inbox, enter your email address in the form at the bottom of www.DonorAlliance.org.

Aftercare continued from page 7

- Referrals to online and in-person support groups
- Books, pamphlets and online resources on grief and loss
- Donor family memorial events
- Commemorations of individuals' gifts of life, including the memory card program and the "Rocky Mountain Threads of Life" quilt program

Visit www.DonorAlliance.org and click on "Donor Families" to access the above resources and to view the digital "Rocky Mountain Threads of Life" quilt.

Coroner's Corner

Coroner Spotlight: Michael J. Dobersen, Arapahoe County Coroner



Dr. Dobersen has been a Forensic Pathologist and the Coroner/ Medical Examiner for Arapahoe County, Colorado since 1993. He is also an Associate Clinical Professor in the Department of Pathology at the University of Colorado Health Sciences Center, as well as the past president of the Colorado Coroner's Association. Dr. Dobersen

was born and raised in Cleveland, Ohio and earned his undergraduate degree in zoology and medical technology from Kent State University. He received a Ph.D. in Microbiology and Biochemistry from the University of Miami School of Medicine in 1976. After working for 10 years, he attended medical school at the University of Colorado Health Sciences Center and obtained an M.D. degree in 1989. Dr. Dobersen is married and has two grown children.

Interview with Dr. Dobersen:

When did you first know you wanted to become a coroner?

Was it always something you aspired to be?

"There was not any one specific moment that made me say I want to become a coroner, but I chose it as a second career following years of research. You've always heard it said that certain parts of medicine suit different people's personalities. Well it was during my fellowship in medical school that I came to realize forensic pathology suited me. I also think my love of watching Quincy when I was younger had an influence."

Tell us about the first time your work involved organ and/or tissue donation?

"One of my very first cases when I started in 1993 was the

Chuck E. Cheese's murders, recently back in the news. As victims were being transported to hospitals, their families actually contacted me to provide authorization for organ and tissue donation, which I did. We were able to conduct a full criminal investigation while providing families an option to donate."

What about your organ and tissue donation cases makes you say, "This is something I am committed to making sure happens for these families?"

"For me being able to speak with these families knowing they have lost a loved one suddenly and unexpectedly and now they have a positive outcome because donation was an option. Knowing I can help make this happen for these families is very rewarding."

Do you have a personal tie to organ and tissue donation?

"I don't have a direct tie to donation in my family. But I can tell you I do have a red heart on my driver's license as a registered organ, eye and tissue donor!"

What would be the one thing you would want others to know about your work?

"Having worked in my office now for 20 years, I am continually impressed that our staff lives our motto of 'Family

Focus.' All we do centers around families; it is really special to be a part of a culture of people dedicated to those we serve."

What are you most proud of in life?

"Becoming a recent 'empty nester.' I am most proud of having raised two children who are now productive members of society. My son now lives in Oregon and works with disadvantaged children and my daughter works with hospice patients. I may have had some influence in their life paths."

Donor Alliance acknowledges the following coroner's offices for their assistance providing lifesaving and healing organs and tissue for their communities in 2012:

Park County Coroner's Office

Top Coroner, Western Slope Region

Arapahoe County Coroner's Office

Top Coroner, Denver-Metro Area

Natrona County Coroner's Office

Top Coroner, Wyoming

All we do centers around families; it is really special to be a part of a culture of people dedicated to those we serve.

THE STATE

Hospitals with at least one

Children's Hospital Colorado

Total **ORGAN DONORS** 1
 Total **ORGANS TRANSPLANTED** 4
 Total **TISSUE DONORS** 2
 Potential Organ Donor
CONVERSION RATE:* 100%

+ Medical Center of Aurora

Total **ORGAN DONORS** 2
 Total **ORGANS TRANSPLANTED** 4
 Total **TISSUE DONORS** 9
 Potential Organ Donor
CONVERSION RATE:* 50%

Denver Health Medical Center

Total **ORGAN DONORS** 1
 Total **ORGANS TRANSPLANTED** 7
 Total **TISSUE DONORS** 7
 Potential Organ Donor
CONVERSION RATE:* 100%

Medical Center of the Rockies

Total **ORGAN DONORS** 1
 Total **ORGANS TRANSPLANTED** 5
 Total **TISSUE DONORS** 6
 Potential Organ Donor
CONVERSION RATE:* 33%

Exempla Good Samaritan Medical Center

Total **ORGAN DONORS** 1
 Total **ORGANS TRANSPLANTED** 2
 Total **TISSUE DONORS** 11
 Potential Organ Donor
CONVERSION RATE:* 100%

Memorial Hospital

Total **ORGAN DONORS** 3
 Total **ORGANS TRANSPLANTED** 12
 Total **TISSUE DONORS** 16
 Potential Organ Donor
CONVERSION RATE:* 75%

Littleton Adventist Hospital

Total **ORGAN DONORS** 1
 Total **ORGANS TRANSPLANTED** 4
 Total **TISSUE DONORS** 8
 Potential Organ Donor
CONVERSION RATE:* 100%

Parkview Medical Center

Total **ORGAN DONORS** 2
 Total **ORGANS TRANSPLANTED** 6
 Total **TISSUE DONORS** 6
 Potential Organ Donor
CONVERSION RATE:* 100%

Longmont United Hospital

Total **ORGAN DONORS** 1
 Total **ORGANS TRANSPLANTED** 1
 Total **TISSUE DONORS** 8
 Potential Organ Donor
CONVERSION RATE:* 100%

 Hospitals that transfer eligible organ donors to the Donor Alliance Recovery Center

 Hospital Workplace Partners

* **CONVERSION RATE:** Brain dead declared potential plus brain dead not declared potential

OF DONATION

organ donor · January - March 2013

Poudre Valley Hospital

Total **ORGAN DONORS** 3
Total **ORGANS TRANSPLANTED** 7
Total **TISSUE DONORS** 9
Potential Organ Donor
CONVERSION RATE:* 50%

St. Mary-Corwin Medical Center

Total **ORGAN DONORS** 1
Total **ORGANS TRANSPLANTED** 4
Total **TISSUE DONORS** 3
Potential Organ Donor
CONVERSION RATE:* 100%

St. Mary's Medical Center

Total **ORGAN DONORS** 2
Total **ORGANS TRANSPLANTED** 9
Total **TISSUE DONORS** 8
Potential Organ Donor
CONVERSION RATE:* 67%

Swedish Medical Center

Total **ORGAN DONORS** 6
Total **ORGANS TRANSPLANTED** 18
Total **TISSUE DONORS** 13
Potential Organ Donor
CONVERSION RATE:* 83%

St. Anthony Hospital

Total **ORGAN DONORS** 7
Total **ORGANS TRANSPLANTED** 14
Total **TISSUE DONORS** 20
Potential Organ Donor
CONVERSION RATE:* 80%

University of Colorado Hospital

Total **ORGAN DONORS** 1
Total **ORGANS TRANSPLANTED** 6
Total **TISSUE DONORS** 9
Potential Organ Donor
CONVERSION RATE:* 33%

11

St. Anthony North Hospital

Total **ORGAN DONORS** 1
Total **ORGANS TRANSPLANTED** 1
Total **TISSUE DONORS** 6
Potential Organ Donor
CONVERSION RATE:* 50%

Valley View Hospital

Total **ORGAN DONORS** 1
Total **ORGANS TRANSPLANTED** 2
Total **TISSUE DONORS** 2
Potential Organ Donor
CONVERSION RATE:* 100%

TISSUE

262
TOTAL TISSUE
DONORS

3,376
TOTAL HOSPITAL
TISSUE REFERRALS

NON-HOSPITAL
TISSUE DONORS
(CORONER'S OFFICES)
10

NON-HOSPITAL TISSUE
REFERRALS
(CORONER'S OFFICES)
126



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Donor Alliance's Andrea Smith instructs volunteers before the National Blue and Green Day street sweep on Denver's 16th Street Mall (article on page 4)