

# *Creating a Life Saving Donation Service Area Culture*

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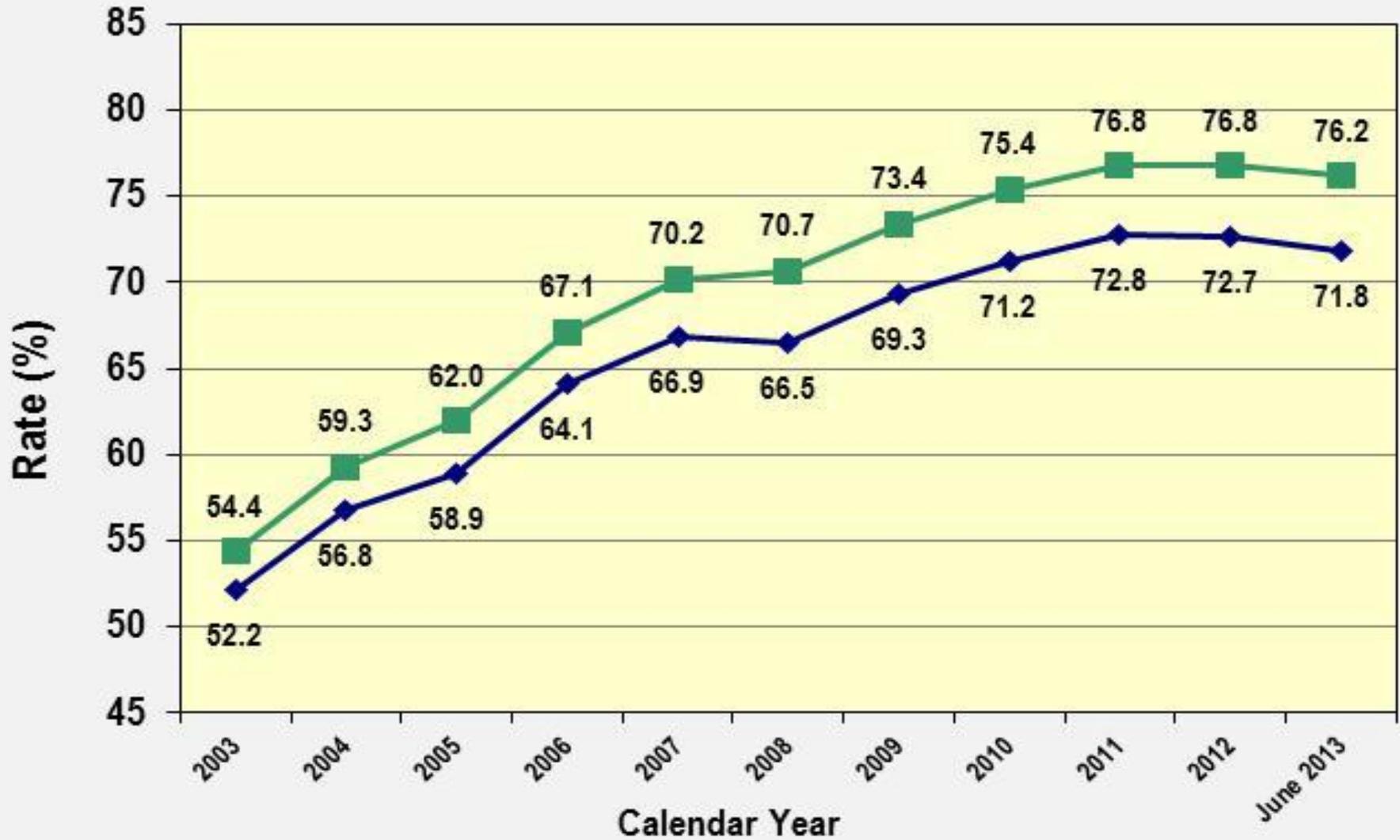
*“Organ donation is not a medical crisis. It is a social crisis.”*

**Sheryl Sandberg,  
COO, Facebook**

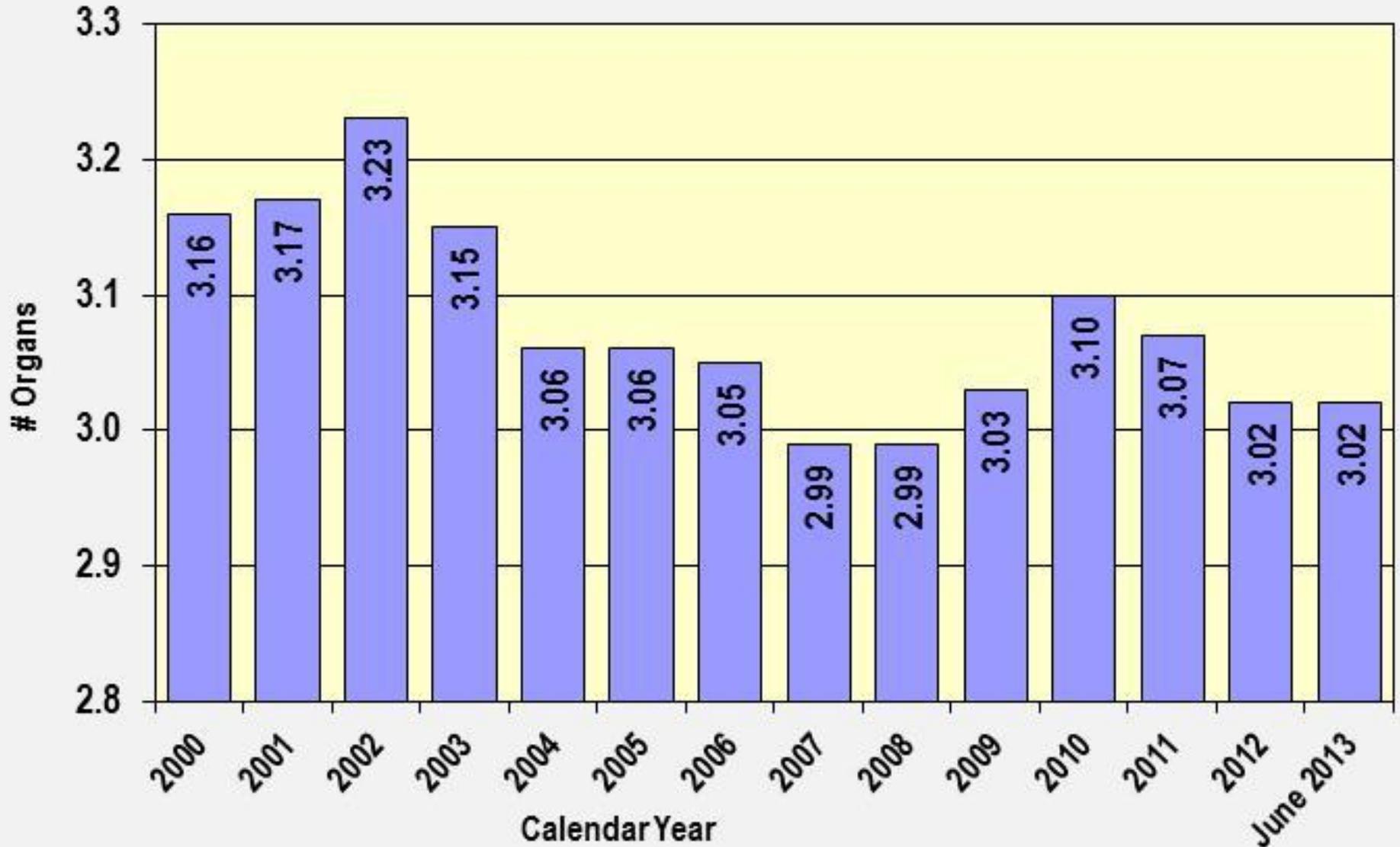
# DSA Culture

- **What does a Culture of Donation look like?**
- **Who has it?**
- **How do we create a positive & engaging one?**

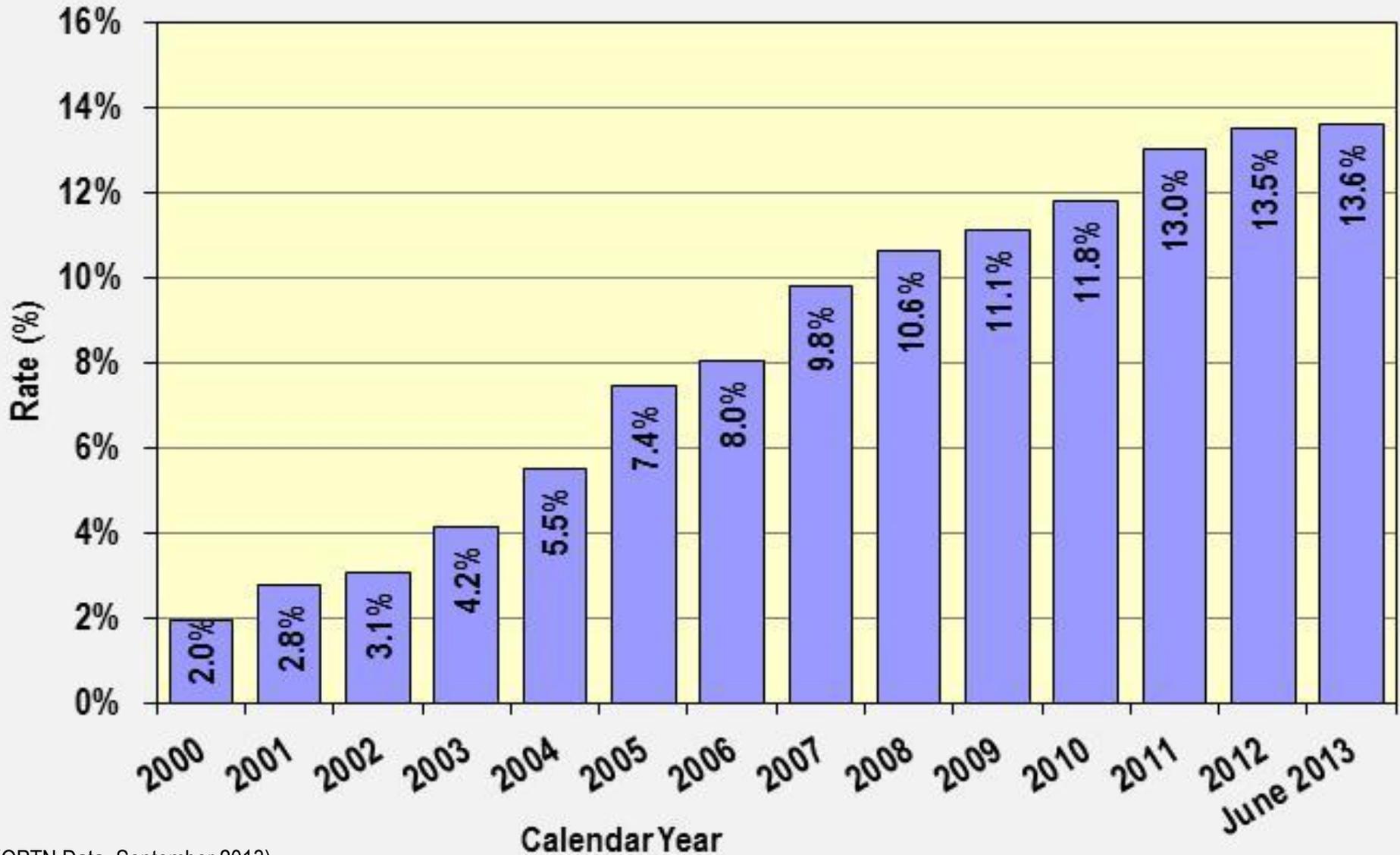
# Collaborative Conversion Rate: Goal 75%



# Organs Transplanted per Donor: Goal 3.75



# Proportion of Cases by DCD: Goal 10%



# Trends in Hospital Deaths, 2000-2010

- **8% decrease\* (776,000→715,000)**  
(in spite of 11% increase in hospitalizations)
- **$\frac{3}{4}$  age 65+;  $\frac{1}{4}$  age 85+ (both stable)**
- **LOS: Deaths 7.9 days; all pts. 4.8 days\***
- **Deaths from septicemia up 17%\***
- **Deaths from stroke down 27%\***
- **Average age of death: 72-73 (stable)**

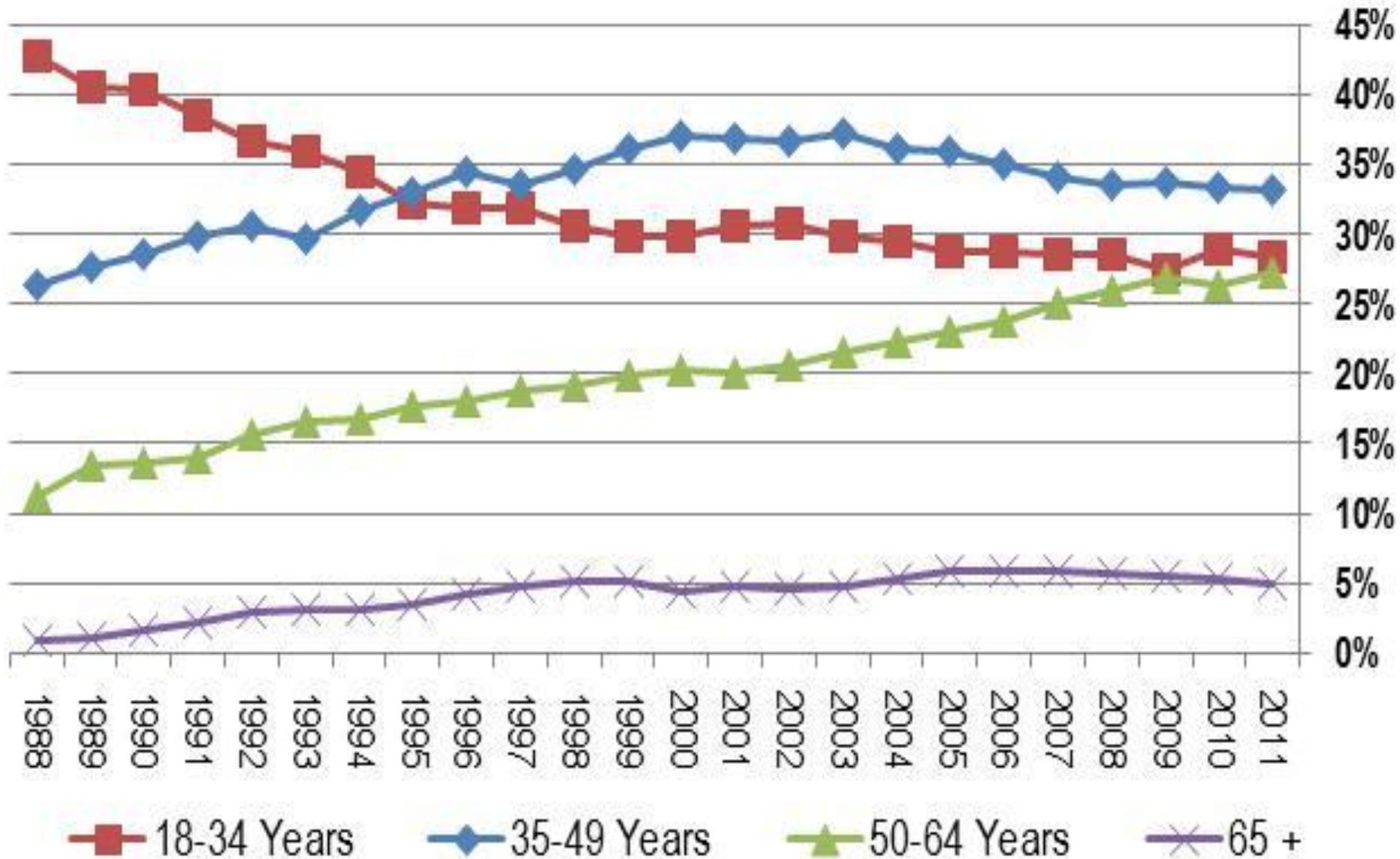
CDC/NCHS 3/27/13

National Hospital Discharge Survey

<http://www.cdc.gov/nchs/data/databriefs/db118.htm>

# Trend in Adult Donor Age, 1988-2011

(OPTN, March 2013)



# DSA Culture

## Strong Leadership

*“Coordinating the talents of those that work with us & pointing them in the right direction.”*

Walt Disney

# Clear Mission & Vision

Image of a more desirable future – what would your DSA look like?

## Focus:

- Increasing Transplantation
- Ending Deaths on the Waitlist
- Serving & Comforting Donor Families
- Maximizing the Gift
- Increasing donor designation
- Saving & Enhancing Lives

# Positive & Productive

- Invested in developing relationships & connections
- Teams working on a common goal
- Cooperation & Action
- Bringing...
  - Energy
  - Enthusiasm
  - Excitement & Engagement at all levels

# Communication

**Clear, Open & Fluid**

***What are some effective ways you communicate with the members of your DSA team?***

# Elements of Culture

## High Leverage Changes

Organ Donation as Mission  
Involve Leadership for Results  
OPO/Hospital team  
Analyze Data  
Early Referral/Rapid Response  
Master Effective Requesting  
Team Huddles  
DCD  
Donor Designation

## Studer Principles

1. Commit to Excellence
2. Measure the Important Things
3. Build Culture around Excellence
4. Create & Develop Great Leaders
5. Focus on Employee Satisfaction
6. Build Individual Accountability
7. Align Behaviors w/Goals & Values
8. Communicate
9. Recognize & Reward Success

# Hospital Leaders Speak...

*“Culture comes from a feeling of personal responsibility, sympathy & empathy.”*

*“When you meet a donor family, you cannot help but be touched by the unselfish act of families.”*

Linda Dean, Freeman Health System, Joplin MO

# CEO Leadership Webinar

for State Hospital Associations, Hospitals,  
OPOs, and Transplant Centers

October 28, 2013 | 4:00 – 5:00 pm ET



The American Hospital Association,  
American College of Healthcare Executives and the  
Organ Donation and Transplantation Alliance present:

## *Creating and Maintaining a Culture of Donation Excellence through Leadership*



**REGISTER NOW!**

[www.organdonationalliance.org](http://www.organdonationalliance.org)

# DSA Culture

*“A system of shared beliefs, values & norms that shape behavior”*

# Creating the DSA Culture

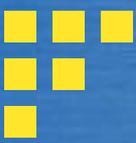
- Culture guides our decisions
- Culture brings value, drives extraordinary service & creates passion
- Measurement aligns resources to hit targets
- Work is worthwhile & makes a difference
- **Align with the mission, Connect with the vision**
- Positioning others in a positive light
- Thank you – appreciating exceptional behavior

What will **YOU** do now?

*Some is not a number,  
soon is not a time.*

Donald Berwick, MD

Former CEO, IHI



# *Putting a Face on Performance*

*It Really Is All About  
the 1's...*

*1 Donor at a Time*

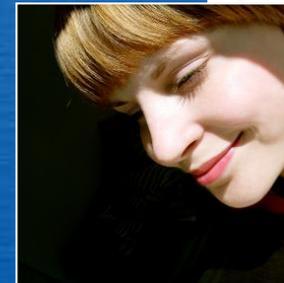
*1 Donor Family at a Time*

*1 Transplant Candidate at  
a Time*

*1 Month at a Time*

*1 Day at a Time*

*...and each 1 of  
YOU!*



*Light Up the World*

