THE ALLIANCE
YEAR 2015 IN REVIEW

The Alliance
LEADERSHIP IN ORGAN DONATION AND TRANSPLANTATION

When reviewing the slides, click on the images for more details or to link to the appropriate sites.
2015 Alliance Operational Goals Impacting the Donation & Transplantation Community

1. Establish the Alliance brand and identity
2. Cement our position as the leading provider of engaged learning among OPOs, transplant centers and donor hospitals
3. Establish and convene Alliance Leadership Councils to advance the mission of the Alliance
Goal # 1: Establish the Alliance brand and identity

CONNECT  EQUIP  ENGAGE  INNOVATE

Fostering connections and equipping leaders to save and heal lives.
Social Media Presence and Followers
Established

Facebook: 898
LinkedIn: Company 357, Group 257
Twitter: 152

NEW YouTube
New Website & New Subpages Added

- Community Event Calendar
- DTCP Collective Goal
- Corporate Supporters
- Terminology & Data References
- Share Your Stories
- Professional Partners
Website Visits & Repeat Users

YEAR 2014

• 100,836 Hits
• 20,559 Users
(Alliance team not excluded)

Jan 2015 – Dec 2, 2015

• 86,365 Hits
• 23,193 Users
(Alliance team excluded)
Communications Provided

Bi-Monthly Newsletter

**Alliance in Action**

*a bi-monthly newsletter for donation and transplantation professionals to learn how to be in action to advance donation and transplantation practices.*

**In This Issue**
- Professional Partnerships
- Quick Poll
- Alliance Learning Opportunities
- Community Meetings
- Be Equipped
- Connect & Collaborate
- DL Rose Parade Float & DTCP Collective Goal
- About the Alliance

*"If the hyperlinks don't work, right click, copy and paste the hyperlinks into a separate webpage."*

**Message From the Board Chair**

Dear Alliance Community:

The Alliance has been helping the donation and transplantation community achieve together what no one organization could achieve on its own, by providing leadership and education on issues affecting the quality and management of donation and transplantation across the nation. Each year the support and dedication from our community partners grows even greater, and we are especially grateful to those individuals who have generously provided their time and expertise to The Alliance for almost 10 years.

Beginning in 2016, The Alliance is seeking financial support from the donation and transplantation community to help maintain the valuable performance improvement resources that have been developed over the years, and to continue to develop and implement new resources to advance donation and transplantation practices. We want to thank those who have already chosen to become our **Professional Partners** and to those planning on contributing.

Throughout the National Breakthrough Collaboratives, we learned that as a donation and transplantation community, our **ultimate strength** and successes are found when we connect and learn from each other. The Alliance is dedicated to continuing this **philosophy of collaboration** by bringing all stakeholders of the donation and transplantation community together through various

Annual Impact Report

**The Alliance**

*Leadership in Organ Donation and Transplantation*

Connecting OPOs, transplant centers and donor hospitals to education and best practice resources

*SINCE 2006*
Communications Provided

- **Listserv** >1,900 subscribers
- **Blog postings** ≥ twice/week
- Community Critical Issues Survey administered
- Alliance Leadership Council Gap Analyses administered
- Leadership Focus Group calls conducted
Resource Updates

Organ Donation Toolbox

Jan – Nov 2015:
➢ 14,000 total views

Transplant Quality Resource Guide and Tools

Jan – Nov 2015:
➢ 2,900 total views
Goal #3:

Cement our position as the leading provider of engaged learning among OPOs, transplant centers and donor hospitals
**Estimated Attendance based on polls**
Webinar Reviews

Get Connected Evaluations

<table>
<thead>
<tr>
<th>Month</th>
<th>Objectives Met</th>
<th>Overall Eval</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct</td>
<td>3.68</td>
<td>3.6</td>
</tr>
<tr>
<td>Sep</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Aug</td>
<td>3.4</td>
<td>3.3</td>
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<tr>
<td>Jul</td>
<td>3.61</td>
<td>3.61</td>
</tr>
<tr>
<td>May</td>
<td>3.3</td>
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<td>Apr</td>
<td>3.3</td>
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<tr>
<td>Mar</td>
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<tr>
<td>Feb</td>
<td>2.9</td>
<td>3</td>
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<tr>
<td>Jan</td>
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Transplant Evaluations

<table>
<thead>
<tr>
<th>Month</th>
<th>Objectives Met</th>
<th>Overall Eval</th>
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<tbody>
<tr>
<td>Oct</td>
<td>3.87</td>
<td>3.84</td>
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<tr>
<td>Sep</td>
<td>3.7</td>
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<tr>
<td>Jul</td>
<td>3.61</td>
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<tr>
<td>Jun</td>
<td>3.39</td>
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<tr>
<td>Feb</td>
<td>3.4</td>
<td>3.3</td>
</tr>
<tr>
<td>Jan</td>
<td>3.6</td>
<td>3.5</td>
</tr>
</tbody>
</table>

**Scale 1-4: 4 highest, 1 lowest score**

Evaluations Still Pending Nov
### Special Topic Webinar Attendance

<table>
<thead>
<tr>
<th>Webinar Topic</th>
<th>Registrations</th>
<th>Estimated Attendees</th>
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<tbody>
<tr>
<td>Brain Death Webinar – Nursing Focused</td>
<td>100</td>
<td>446</td>
</tr>
<tr>
<td>Brain Death Webinar – Physician Focused</td>
<td>50</td>
<td>175</td>
</tr>
<tr>
<td>Innovation Webinar – Reconstructive Transplant</td>
<td>40</td>
<td>180</td>
</tr>
<tr>
<td>Innovation Webinar – Research Donation</td>
<td>41</td>
<td>167</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>231</strong></td>
<td><strong>968</strong></td>
</tr>
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Webinar Data

- A total of 258 unique organizations have participated to date in at least one webinar
  - 58 OPOs (incl. one Canadian OPO)
  - 124 Transplant Centers
  - 41 Donor hospitals
  - 36 Other organizations

For 2016 webinar topics, visit our [webinar series](#) page.
New Education Resources Introduced

Hosts OnDemand Education

Monthly Education Publication
Goal #4:

Establish and convene Alliance Leadership Councils to advance the mission of the Alliance
The Alliance Volunteers:

147 Volunteers serve on at least:

• One of our three Leadership Councils
• One of our workgroups or committees
• Ad hoc workgroups formed for specific projects/initiatives
We Enjoy Working with Our Many Volunteers and They Produce Amazing Work

**We Enjoy Working with Our Many Volunteers and They Produce Amazing Work.**

- **Donor Management Leadership Council**
  - Organ Donation Toolbox
  - Physician Awards
  - DIREP
  - Anesthesia White Paper
- **Clinical Training Course**
- **Onboarding Program**
- **Transplant Leadership Council**
  - Transplant Quality Resource Guide & Tools
  - Webinar Faculties
  - Kidney Utilization Initiative
  - Honoring the Gift of Life at the EOL
- **Leadership & Innovation Council**

**Workgroups in yellow font have completed their projects.**
This Council addresses opportunities to improve outcomes of, and decrease the variation among OPOs and hospitals in donor management practices.

- Brain Death Toolkit completed and linked to Organ Donation Toolbox
- Advanced Practice Clinical Training Course curriculum drafted
- Donor Intervention Research Expert Panel
  - Finalized the Research Roadmap
  - Submitted formal request letter to HRSA
- Anesthesia guidelines paper
  - Final paper submitted to American Society of Anesthesiologists
Transplant Leadership Council

This Council works to promote engagement of transplant centers by examining and addressing issues relevant to transplant center performance and advancement.

- Redesigned the Transplant Quality Resource Guide and Tools
- Developed the Transplant webinar series topics, content and speakers
- Planning group to develop an Onboarding program for transplant professionals
Leadership and Innovation Council

This Council facilitates leadership networking and innovative idea exchange, testing and implementation within the organ donation and transplantation community in an effort to save and heal more lives.

- Established in June 2015

- 15 “Shark Tank” ideas presented at in-person meeting

- Two primary workgroups
  - Decreasing kidney wastage
  - Honoring the Gift of Life at the End of Life
Meet The Alliance Team

We truly appreciate the amazing support and hard work of our many Council and workgroup members and our Board of Directors. We are humbled to have the opportunity to serve the donation and transplantation community.

LeAnn Swanson, MPH
Executive Director
Miami, FL

Hedi Aguiar, RN, MSN
Director, Programs & Communications
North Hollywood, CA

Kathy Thomas
Administrative Assistant
Orlando, FL
The Alliance
LEADERSHIP IN ORGAN DONATION AND TRANSPLANTATION

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www.organdonationalliance.org