

GIFT OF LIFE NEWS



A publication of *Gift of Life Donor Program*, the region's organ and tissue transplant network, serving the eastern half of Pennsylvania, southern New Jersey and Delaware.

This holiday season, we want to thank and celebrate you –

our volunteers, donor families, recipients, community and hospital partners, staff, Board and other supporters – for your tremendous and ongoing commitment.



CELEBRATE

Together, we have made the *Gift of Life* region the most generous in the United States, leading the nation in the number of organ donors and transplants.

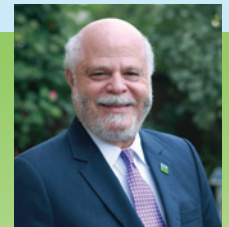
We are so grateful for, and continue to be inspired by, the selflessness of our donors and donor families who make a second chance at life possible for so many. The exuberance of the young recipients at the Transplant Games of America, pictured left, says it all! **Learn more about them at donors1.org/holiday, and view our environmentally friendly e-card, with savings supporting Family House's *Room for More Campaign*.**

We also want to celebrate the passion and dedication of our President and CEO Howard M. Nathan, who this year celebrated his 40th Anniversary with *Gift of Life*. Under his enthusiastic leadership, *Gift of Life* has saved tens of thousands of lives and enhanced the lives of a million more.

We all have so much for which to be thankful. **We wish you and yours a joyous holiday season, celebrating hope, love and life.** 

CELEBRATING FOUR DECADES OF LIFE-SAVING ACHIEVEMENT

Howard Nathan Honored for Visionary Leadership



This year marked a major milestone for *Gift of Life*, when in July, President and CEO Howard M. Nathan was honored for more than 40 years of visionary leadership and dedicated service, including 34 as its chief executive.

Howard is currently the longest-serving chief executive officer of any organ procurement organization (OPO) in the United States and is one of the world's foremost authorities on organ and tissue donation. Today, *Gift of Life* is the largest OPO in the nation, coordinating to date more than 46,000 organs for transplantation and approximately one million tissue transplants. It serves 11.2 million people in the eastern half of Pennsylvania, southern New Jersey and Delaware, with an organ donation and transplantation network that includes 130 acute care hospitals and 15 transplant centers.

continued on page 2



A Donate Life Organization



GIFT of LIFE
DONOR PROGRAM
THE REGION'S ORGAN & TISSUE TRANSPLANT NETWORK
800-DONORS-1 • www.donors1.org
401 North 3rd Street
Philadelphia, PA 19123-4101

Non-profit Org.
U.S. Postage
Paid
Philadelphia, PA
Permit No. 862

Helping Families During Their Most Difficult Time

Howard began his career with Gift of Life in July 1978 as a transplant coordinator when the organization had only three employees, working directly with grieving families in the hospital to educate and inform them about the option for donation. This work empowered Howard with a unique and very personal perspective of the impact of organ donation.

“The power of donation and transplantation is really the power of what life’s about. It’s about people helping people. It’s about neighbor helping neighbor,” said Howard.

Advancing the Field of Donation

Under Howard’s leadership, Gift of Life has been the leading OPO in organ donors in the United States for 10 consecutive years. In 2017, it successfully coordinated life-saving organs from 565 organ donors. These selfless gifts resulted in 1,546 organs transplanted – the most organ donors and transplants of any OPO in the nation in one year. Gift of Life’s annual donation rate ranks among the highest in the world, equating to 50-organ donors-per-million-population.

Internationally known and widely respected, Howard has published more than 400 scientific papers and abstracts during his career. He has travelled to 17 countries and has hosted donation and transplant professionals from more than 30 countries at Gift of Life to promote best practices in organ donation and transplantation.

Howard pioneered Pennsylvania Act 102 in 1994. The landmark legislation mandated hospitals routinely notify OPOs of potential opportunities for donation, and later served as a model for federal law. It established Pennsylvania’s driver’s license registry, one of the first in the nation.



Howard in his early years.

Howard’s efforts and influence have had a life-changing and life-saving impact on hundreds of thousands of families across the nation and around the world.

Mr. Nathan often says, “Taking death and turning it into new life – there is nothing more motivating that I could ever imagine.”



CONGRATULATE HOWARD WITH A SPECIAL HOLIDAY NOTE and help Family House’s “Room For More” campaign at donors1.org/Howard (see article in Family House section).

SAVES LIVES

Recognizing the essential and important contributions that PennDOT and its DMVs make in registering 95 percent of Pennsylvania’s organ donors, Gift of Life Donor Program President and CEO Howard M. Nathan and CORE CEO Susan A. Stuart co-authored the following op-ed to coincide with the launch of DMV Appreciation Week. It appeared in nine newspapers across the state, including some of the state’s largest, such as *The Philadelphia Inquirer*, *Pittsburgh Post-Gazette*, the *Patriot News* and *Morning Call*, among others. The following version of the op-ed appeared in *The Philadelphia Inquirer* September 24.

Like most Pennsylvanians, you may not think often about PennDOT or your local driver’s license center, except when you need to renew your driver’s license. That is, unless you are among the 8,000 Pennsylvanians waiting for a life-saving organ transplant.

In addition to providing essential services to millions of Pennsylvanians – in the second quarter of this year alone, that number was nearly 10 million – your local PennDOT center is helping to save lives, every day.

30 Seconds to Second Chances

Gift of Life and KYW Newsradio Join Forces to Raise Awareness for Organ Donation



Chances are, if you have tuned in to Philadelphia’s leading news radio station during the past several months, you have heard members of our community featured in Gift of Life’s “30 Seconds to Second Chances” campaign.

In May, Gift of Life launched “30 Seconds to Second Chances” on KYW Newsradio 1060. The intent of the campaign is to raise awareness of the life-saving power of organ donation, incorporating brief comments from organ transplant recipients and donor families who have been personally touched by donation. The radio spots are hosted by Cherri Gregg, KYW Newsradio’s award-winning community affairs reporter, pictured above.

Longer form podcast interviews with each of our campaign participants can be found by going to KYW Newsradio’s website.

Each spot closes with the following important message: **Did you know that 114,000 people in the U.S. are waiting for a life-saving organ transplant? Every day, twenty people die waiting. Think about if you or a loved one needed a transplant. In our region alone, 5,200 men, woman and children – our neighbors – are waiting. Show you support them. Show you care. It only takes 30 seconds to register as a donor. One person can save up to eight lives and enhance the lives of more than 75 others. Show you believe in giving the gift of life. It’s the right thing to do and supported by all major religions. Visit donors1.org to register.**

We would like to thank the following members of the Gift of Life family for sharing their time and their personal stories for this important campaign:

- Joe Pratt
- Markita Lewis
- Cynthia London
- Arlinda Griffin / Mary Smith
- Rev. Curtis Burton



PennDOT centers are where 95 percent of Pennsylvanians who register to be organ and tissue donors sign up. Where Pennsylvanians say “yes” to potentially saving the life of one of the more than 8,000 people in our state currently on the waiting list. Where Pennsylvanians say they would give the gift of life.

PennDOT’s partnership and commitment to asking each customer to register as an organ, tissue and cornea donor gives hope to those among us who are waiting for a second chance at life.

Nearly all Pennsylvanians say they support organ donation, but the reality is that less than half are actually registered as donors. And in Pennsylvania – where someone dies every 18 hours waiting for an organ transplant – supporting them is what drives the mission of our organizations each and every day. It should also drive more Pennsylvanians to register as organ donors. We all have the unique opportunity to potentially help save the life of a neighbor, a child, or simply a fellow Pennsylvanian in need.

As you would expect, organ donation registration rates vary across the state.

In this region, Chester County has the highest rate of organ donation designations per registered drivers at 58.3 percent thanks to the work of the

PennDOT centers here and the many who have registered. Montgomery County is a close second at 53.88 percent. Sadly, 41 of our 67 counties have registration rates per registered drivers below 50 percent.

Of course, we are working to increase organ donor registration rates to 100% in all 67 counties. When we try to understand why so many Pennsylvanians say they support organ donation but do not register as donors, we often hear that they need more information or haven’t thought about it much beyond the request made at their local PennDOT center.

We hope to change that this week as our team of dedicated volunteers and staff from Philadelphia’s Gift of Life and Pittsburgh’s CORE will be out talking to people and sharing information at PennDOT centers across the state about organ donation, as well as celebrating the DMV’s unsung role in our statewide mission to register all eligible Pennsylvanians as organ, tissue and cornea donors.

We encourage you to stop by your local PennDOT center to pick up information and register to be an organ donor. Or, you can always learn more and register to be an organ donor in just a few seconds, any time, day or night, on the statewide Donate Life PA website:

www.donatelifepa.org/registration

CLINICAL

ORNER

Hospitals Honored for Promoting Donation

Thirteen health systems and 65 individual hospitals in *Gift of Life's* region achieved honors in the 2018 Hospital and Healthsystem Association of PA (HAP) Donate Life Hospital Challenge. Hospitals earned points by conducting donation-related activities while a comprehensive scorecard was used to guide their campaign programs and track achievements.

The top health systems in *Gift of Life's* region are:

First Place:	Einstein Health Care Network
Second Place:	The University of Pennsylvania Hospital System
Third Place:	Jefferson Health

The top hospitals are:

First Place:	Temple University Hospital
Second Place:	Penn Presbyterian Medical Center
Third Place:	Hospital of the University of Pennsylvania

The challenge ran throughout April with the following results:

	Health Care Systems	Hospitals
Titanium Level:	6	30
Platinum Level:	7	32
Gold Level:		2
Bronze Level:		1

"Everyone at *Gift of Life Donor Program* applauds the tremendous innovation and hard work of HAP and our hospital partners in making the HAP Donate Life Pennsylvania Hospital Challenge such a force in promoting donation and transplantation," said Howard M. Nathan, President and CEO, *Gift of Life Donor Program*. "Our hospital partners hosted hundreds of community events and implemented many new programs to foster a growing culture of donation."

Also, 62 hospitals in Pennsylvania and one in Delaware were part of a record-high number of participants nationwide in the 2018 Hospital Organ Donation Campaign through the U.S. Department of Health and Human Services.

Congratulations to the hospitals that reached platinum, gold, silver and bronze recognition levels for their efforts. In *Gift of Life's* region of Pennsylvania, hospitals achieved the following levels:

Platinum: 14	Gold: 9	Silver: 30	Bronze: 9
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Paoli Hospital, St. Mary Medical Center Win Gift of Life Award

Gift of Life Donor Program and the Hospital Association of Pennsylvania (HAP), honored Paoli Hospital and St. Mary Medical Center with the 2018 **Gift of Life Award** November 2 at the HAP Southeast Connect meeting in King of Prussia, PA. The prestigious annual award is given to hospitals with superior performance in organ donation that have achieved a 75% organ donation conversion rate during the past year, or that have dramatically improved their performance over the previous year. This is the *second* time that Paoli Hospital and the *third* time that St. Mary Medical Center have received this award!

SUPPORTING SECOND CHANCES

Gift of Life Donor Program supported the annual **PRO-ACT Recovery Walk**, September 22 at Penns Landing, where 30,000 raised awareness about the need to end the stigma surrounding drug and alcohol addiction.



Inspired by a recent op-ed (reprinted here on pages 2-3), one reader submitted the following letter on organ donation to Allentown's *Morning Call* newspaper.

Approaching the one-year anniversary of my brother's death has been weighing heavily on me as I opened The Morning Call Wednesday and read the column about more organ donors needed.

My brother was 60 years young and enjoying retirement when a massive stroke hit him. Although there was nothing the medical field could do to bring him back, there were plenty of things they could do to help others, based on Kevin's decision to check the box marked "organ donor" on his driver's license.

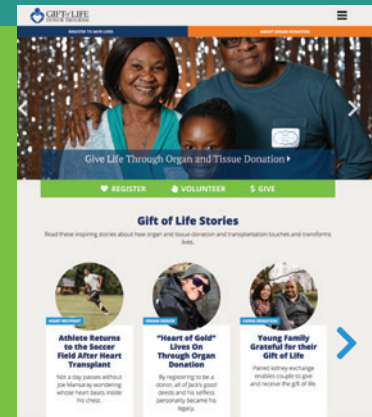
His liver saved the life of a young mother with two children under the age of 6, his kidneys gave two people renewed leases on life, corneas to let someone see the change of seasons once again. Skin, bone and tissue were all [recovered] to help 50 to 100 people personally as well as in medical research.

What a wonderful gift to leave. So, don't hesitate to check the organ donor box when you renew your driver's license.

You never know whose life you will change, and it's nice to know some part of my brother is still here with us. I hope that includes his sense of humor, one of his many wonderful traits.

Pat Earley Ward
South Whitehall Township

Have you seen our new and improved website?



We're looking for your feedback now that donors1.org has received a well-deserved makeover. We believe our new site is a great improvement to its predecessor and will be an effective vehicle for raising awareness and driving organ donor registrations.

You are invited to explore the website and send us your feedback by completing a quick survey. Everyone who submits feedback will be entered to win a \$25 gift card of their choice. TWO winners will be selected at random at the end of the month.

Please access the survey by visiting donors1.org/survey and thank you for your help!

Email Alicia Dietzmann at adietzmann@donors1.org if you have any questions.

MARK YOUR CALENDAR

for these two exciting annual *Gift of Life* events you won't want to miss!

THE PARTY

FRIDAY, MARCH 29, 2019
The Bellevue Hotel, Philadelphia, PA



SUNDAY, APRIL 14, 2019
Philadelphia Museum of Art

Life and Legacy Celebrations Honor Donors

Tears mingled with smiles as about 250 organ, tissue and cornea donors were honored at five special ceremonies this fall in Delaware, New Jersey and Pennsylvania.

Gift of Life Donor Program's Life and Legacy Celebrations featured heartfelt personal stories from organ and tissue recipients who shared their deep gratitude to heroic donors and their families. The ceremonies included a photo tribute, beautiful live harp music, and the presentation of a donor medal, yellow rose and handmade wrap to each family.

Family members pinned one-of-a-kind quilt squares made in memory of their loved one to a large fabric background creating a colorful display before each ceremony. The squares will be combined into full-sized memorial quilts for community displays.

Donor families continue to find these annual ceremonies deeply meaningful. Here are some comments on what they found significant:

I felt that my family member will never be forgotten.

It was all so beautiful but I enjoyed hearing the appreciation in the recipient's speech.

The ability to see other (donor) families and hear other families' stories.



Family members view a Threads of Love Memorial Quilt.

CONGRATULATIONS, YOU DID IT!

After 8 years of getting our message to legislators, Senate Bill 180 passed and the Donate Life PA Act has become Law.

This accomplishment would not have been possible without the unwavering dedication and commitment of our volunteers, supporters and organ donation advocates across Pennsylvania who repeatedly contacted lawmakers and stood beside us in the Capitol rotunda.

Lives will be saved as a direct result of your important work. The Donate Life PA Act will increase donation and education, and bring Pennsylvania in line with best clinical practices nationwide.

Thank you for helping give the more than 7,300 people in Pennsylvania currently on the waiting list a better chance to get a second chance.