

# Partners for Life



A newsletter for hospital professionals partnering with Carolina Donor Services to save lives through excellence in organ and tissue donation.

Fall/Winter 2011 Edition

## Free Community Education Materials Available for Hospitals

The Carolina Donor Services Hospitals and Community Education Project was born out of feedback from our hospital partners who expressed a desire to partner with CDS in providing donation education to the public. Our hospital partners relayed a strong desire to help CDS educate the public regarding the serious need for organ and tissue donation. Based on this feedback, CDS developed a program that offers hospitals resources to use in their educational efforts. The available resources can be used both within the hospitals and at venues where the hospital is providing health-related public education.

CDS has a variety of free materials available as part of this program:

- General information rack cards (available in both English and Spanish)
- Table top rack card holders
- *Say, "Yes."* 17-minute educational DVDs
- Donate Life North Carolina paper enrollment forms
- CDS Friends For Life Volunteer brochures
- Donate Life Flags
- CDS Partners for Life Hospital Newsletters
- Donation/transplantation related articles to print in employee or community-focused newsletters
- Donation/transplantation related articles and links to post on your hospital's website
- Donation/transplantation related posts for your organization's Facebook page
- Speakers for your hospital event

Materials are easy to order. They can be ordered online at

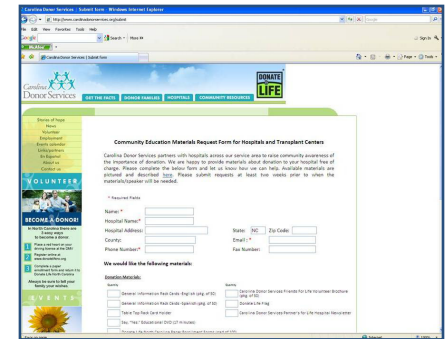
<http://www.carolinadonorservices.org/submit> or you can download an order

form and email, fax or mail it back to us once you have completed it. We will do our best to fill orders as they come in. Please submit your request at least two weeks prior to when the materials/speaker will be needed. Depending on the hospital, orders may be mailed or delivered by the hospital's Hospital Development Specialist.

If you have questions about the Community Education Materials for Hospitals project, please contact your Hospital Development Specialist. Not sure who your Hospital Development Specialist is or how to contact them? Visit our website at

[www.carolinadonorservices.org/centers\\_hospitals](http://www.carolinadonorservices.org/centers_hospitals) for some assistance.

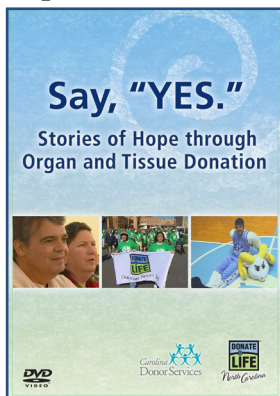
Please help us share with your hospitals that these supplies are available to you free of charge.



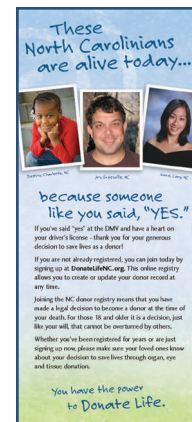
Community education materials online request form located at [www.carolinadonorservices.org/submit](http://www.carolinadonorservices.org/submit).



Table top rack card holder.



*Say, "Yes."* DVD.



English and Spanish general information rack cards.

Carolina Donor Services maximizes the passing of the heroic gift of life from one human being to another through organ and tissue donation.



3621 Lyckan Parkway  
Durham, NC 27707  
(919) 489-8404  
(919) 493-5112 fax

909 E. Arlington Blvd.  
Greenville, NC 27858  
(252) 757-0090  
(252) 757-0708 fax

1551 Westbrook Plaza Drive, Suite 200  
Winston-Salem, NC 27103  
(336) 774-4450  
(336) 774-6591 fax

[www.carolinadonorservices.org](http://www.carolinadonorservices.org)  
[www.donatelifenc.org](http://www.donatelifenc.org)  
Public Info: (800) 200-2672



## A Bird? An Egg? No...A Kidney Pump!

If you happen to see a CDS employee wheeling around a strange looking egg-shaped device, chances are there's a kidney inside of it waiting to be given to someone in need.

CDS kidney pumps are designed so that the kidney inside is kept cold, secure and preserved until the recipient is ready for it. CDS owns a total of eight pumps, four of them reside in Durham and four in Winston-Salem. This makes it

easier to pump and transport kidneys to any of our four transplant centers: Pitt Memorial in Greenville, UNC in Chapel Hill, Duke in Durham and Baptist in Winston-Salem.

CDS pumps kidneys for many dif-

ferent reasons. There are certain criteria in the donor that may require pumping (such as age, urine lab values, hypertension/diabetes history) or one of our transplant surgeons may request it for reasons such as OR scheduling or locating a recipient. Kidney pumping ensures that the kidney is acceptable for transplant and a kidney on a pump lasts much longer outside of the body than one sitting in a box on ice.

So, how does it work? Once the kidney is recovered and examined by the recovering surgeon, a CDS Preservation Coordinator (PC) takes it back to the office and places it on the pump in a sterile environment. It is placed in a holder called a cassette that is kept cold with an ice bath surrounding it. Cold solution is poured over the kidney inside the cassette and that solution is "pumped" in a continuous circuit throughout the kidney entering the artery and coming out of the vein. This process keeps the kidney well-hydrated and open. The solution preserves the kidney until it can be used for transplant. Think of the solution as the substitute for blood until the kidney is ready to be transplanted into the recipient. The kidney pump is then hooked up to a special network in the office so that it can be monitored from home via a computer. If anything goes wrong with the pump, alerts are sent to the PC's phone and the PC can return to the office to fix the alarm. The chances of something going wrong are rare because the pumps at CDS are very well-maintained. CDS pumps almost every kidney recovered in the service area, as well as the majority of kidneys accepted and brought in from out of state.

Last year CDS pumped a total of 255 kidneys. Out of that number, 236 were transplanted in our service area.

It is a wonderful feeling to wheel a kidney on a pump into an OR room to a person who desperately needs it. So, next time you see an egg-shaped device near an OR, smile and know that someone in your hospital will soon be receiving the amazing gift of life.



## Donor Hospital Performance Dashboard

January - June 2011

Hospital	Referrals	Organ Donors	Organ Conversion Rate	Tissue Donors
Alamance Regional Medical Center	271	0	NA	8
Albemarle Hospital	152	0	NA	1
Allegheny Memorial Hospital	18	0	NA	0
Annie Penn Hospital	86	0	NA	1
Ashe Memorial Hospital	52	0	NA	3
Beaufort County Hospital	106	0	NA	2
Behavioral Health (psych)	0	0	NA	0
Bertie Memorial	27	0	NA	0
Betsy Johnson	120	0	NA	5
Bladen County	76	0	NA	1
Blue Ridge Regional Hospital/ Spruce Pine	54	0	NA	0
Blowing Rock Hospital	24	0	NA	0
Broughton Hospital (psych)	2	0	NA	0
Brunswick Community	49	0	NA	2
Brynn Marr (psych)	0	0	NA	0
Caldwell Memorial Hospital	90	0	NA	2
Cape Fear Hospital	20	0	NA	0
Cape Fear Valley Health System	691	8	89%	19
Carteret County Hospital	100	0	NA	4
Catawba Valley Medical Ctr.	147	0	NA	8
Central Regional Hospital	0	0	NA	0
Central Carolina Hospital	121	0	NA	2
Chatham Hospital	14	0	NA	0
Charles A. Cannon, Jr. Memorial Hosp.	24	0	NA	0
Cherry Hospital (psych)	3	0	NA	0
Chowan Hospital	60	0	NA	0
Coastal Plain Hospital (Rocky Mtn.)	0	0	NA	0
Columbus Reg. Healthcare System	75	0	NA	0
Carolina East Medical Center	324	0	NA	10
Danville Regional	279	0	NA	6
Davie County Hospital	8	0	NA	1
Davis Regional Medical Center	39	0	NA	1
Dorthea Dix (psych)	0	0	NA	0
Duke Health Raleigh Hospital	91	0	NA	1
Duke University Medical Center	574	10	77%	13
Duplin General Hospital	32	0	NA	1
Durham Regional	160	1	100%	2
First Health Montgomery	2	0	NA	0
First Health Moore	305	0	NA	10
First Health Richmond	26	0	NA	1
Forsyth Medical Center	769	6	100%	8
Franklin Regional	33	0	NA	2
Frye Regional Medical Center	207	1	100%	7
Granville Medical Center	66	1	100%	2
Halifax Regional Medical Center	160	0	NA	7
Heritage Hospital	76	0	NA	2
High Point Regional Hospital	267	1	100%	12
High Smith-Rainey Memorial	22	0	NA	0
Holly Hill (psych)	0	0	NA	0
Hugh Chatham Memorial Hospital	30	0	NA	1
Iredell Memorial Hospital	161	1	100%	6
JA Doshier	33	0	NA	0
John Umstead Hospital (psych)	0	0	NA	0
Johnston Memorial	5	0	NA	0
Johnston Medical Ctr-Smithfield	145	0	NA	0
JR Jones	17	0	NA	0

# Donor Hospital Performance Dashboard

January - June 2011

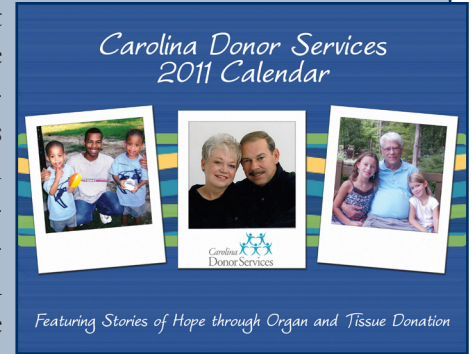
Hospital	Referrals	Organ Donors	Organ Conversion Rate	Tissue Donors
Kernersville Medical Center	10	0	NA	0
Kindred Hospital	97	0	NA	0
Lenoir Memorial Hospital	180	0	NA	5
Lexington Memorial Hospital	94	0	NA	9
Life Care Hospital in Rocky Mount	28	0	NA	0
Maria Parham Hospital	147	0	NA	6
Martin General Hospital	83	0	NA	1
Medical Park Hospital	0	0	NA	0
Morehead Memorial	112	0	NA	4
Moses Cone Health Systems	625	2	50%	15
Nash Healthcare System	299	0	NA	6
Naval Hospital Camp Lejeune	9	0	NA	1
Naval Hospital Cherry Pointe	0	0	NA	0
NC Specialty Hospital	0	0	NA	0
New Hanover Regional	584	7	78%	8
Wake Forest Baptist Medical Ctr	684	10	100%	12
Northern Hospital of Surry County	63	0	NA	3
Onslow	149	0	NA	4
Our Community Hospital	14	0	NA	0
Outer Banks Hospital	21	0	NA	3
Pender Memorial Hospital	17	0	NA	1
Person County Memorial Hospital	54	0	NA	2
Pitt County Memorial	686	9	75%	16
Pungo District	20	0	NA	2
Randolph Hospital	159	0	NA	3
Rex Healthcare	327	3	100%	3
Roanoke-Chowan Hospital	98	0	NA	2
Rowan Regional Hospital	205	1	100%	4
Sampson Regional Medical Ctr	95	0	NA	2
Sandhills Regional Medical Ctr	31	0	NA	1
Scotland Memorial	93	0	NA	3
Select Speciality Hospital-Durham	12	0	NA	0
Select Speciality Hospital-GSO	31	0	NA	0
Select Speciality Hospital-WS	0	0	NA	0
Southeastern Regional	315	1	100%	10
Stokes Reynolds Hospital	20	0	NA	0
The McDowell Hospital	37	0	NA	0
Thomasville Medical Center	60	0	NA	5
UNC Hospitals	521	11	73%	16
VA Hospital-Salisbury	42	0	NA	0
VA Medical Cntr-Durham	134	0	NA	1
VA Medical Cntr-Fayetteville	26	0	NA	0
Wake Med	530	18	82%	13
Wake Med Cary (Western Wake)	99	0	NA	1
Wake Med Apex	1	0	NA	1
Wake Med North	1	0	NA	0
Washington County Hospital	17	0	NA	1
Watauga Medical Center	77	0	NA	3
Wayne Memorial	245	1	100%	6
Wesley Long	193	0	NA	1
Wilkes Regional Medical Center	58	0	NA	0
Wilson Medical Center	204	0	NA	1
Womack Army Medical	43	0	NA	0
Women's Hospital of Greensboro	6	0	NA	0
Yadkin Valley Community Hospital	18	0	NA	1

Organ conversion rate=donors/eligibles + donation after cardiac death + donors over the age of 70 years. "NA" denotes no eligibles for the reporting period.

## CDS' 2011 Calendar, Featuring Stories of Organ Donation and Transplantation, Wins Two International Awards

Carolina Donor Services recently won a Gold 2011 Hermes Creative Award and a Gold 2011 Aster Award for its 2011 Calendar featuring stories of hope through organ and tissue donation.

Each year Carolina Donor Services creates and distributes a calendar that features pictures and stories of organ and tissue donors and their families, organ and tissue transplant recipients, those awaiting a transplant, and others who have been touched by donation. The calendars are distributed throughout the community and



aim to bring a personal touch to donation and transplantation. "Each page of the calendar tells the story of those who've been touched by donation. It provides a poignant reminder, each day of the year, of the critical need for donation. We are grateful to those who allowed us to feature their stories which brought about this international recognition of our efforts to educate North Carolinians about donation," said Dawn Hall, Director of Communications for Carolina Donor Services.

The Hermes Creative Awards recognizes outstanding work in the design and development of creative marketing materials. The awards are administered and judged by the Association of Marketing and Communication Professionals (AMCP). This year's competition drew over 4,000 entries from corporate marketing and communication departments, advertising agencies, PR firms, marketing firms and freelance professionals across the United States and around the globe.

The Aster Awards, hosted by Marketing Healthcare Today Magazine and Creative Images, Inc. recognizes outstanding healthcare professionals for excellence in their advertising/marketing efforts. This year's competition received approximately 3,000 entries from across the United States, as well as Canada and South America. Judging criteria for both awards includes creativity, layout and design, functionality, message effectiveness, production quality and overall appeal.

# Funeral Directors are Listening to You

When you called Carolina Donor Services' call center, were you told a "visitor" was listening to your referral? Well, it may have been a funeral director attending a three-hour continuing education program. Many funeral directors want to understand how the referral system works. So, what better way to explain the system than to show and tell? After getting approval from the NC Board of Funeral Service for the continuing education hours, we began offering the program to all licensees free of charge, which guaranteed attendance. Each director was given a short history of the call center and then placed with a coordinator. Nothing was off limits as far as questions about donation, our mission, and even the background of the coordinator they were observing. Transparency of our operation is a must in order to gain credibility and trust of the directors. Call volume was the only dictator that controlled what was seen by the funeral directors. All funeral directors saw the professionalism of nurses, our coordinators, and our tissue partners as we worked through the screening process. With this program we have been able to dispel myths about our relationship with hospitals, timeliness of referrals, and the time families take to make funeral home choices. As an acknowledgment to the effectiveness of the program, many directors have asked to return or have referred a licensee to us. Just think, your next referral may be training a funeral director!

## WakeMed: Raising Awareness About Organ Donation

There are over 3,000 North Carolinians waiting for a life saving organ transplant. Every year during Donate Life Month (April), Carolina Donor Services, along with hospitals in our service area, work together to raise awareness about organ donation. As one of the top employers of Wake County, WakeMed recognized that by raising donation awareness within the hospital, they are also helping raise awareness in the community. WakeMed's Heroes Support Network and WakeMed's PR department actively develop ways to communicate the importance of organ donation during Donate Life Month through newsletter articles, the hospital's website and TV-screens, paystubs, etc. To bring awareness this year, WakeMed decided to try something different.

While at a national conference, MaryAnn Wilcox, the former Chief Nursing Officer of WakeMed, saw a presentation about a hospital whose staff showed support for donation by signing the Donate Life flag and flying it during Donate Life

Month. Upon her return, MaryAnn suggested that a similar event occur at WakeMed Raleigh during Donate Life Month.

Up until then, due to construction at the hospital, the Donate Life flag was not raised or flown. In April, CDS staff set up a table in front of the cafeteria with information about organ donation and the flag for the hospital

staff to sign and show support. Over 100 employees signed the flag, stating that it was a wonderful idea. The flag is not only a symbol for organ donation, but represents the nursing staff and physicians' effort to help families going through the last stages of life and pay tribute to their loved one's decision to give the gift of life. WakeMed hopes to continue this tradition and fly the signed Donate Life flag every year.

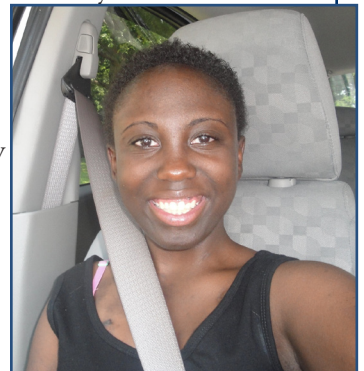
Such remarkable internal support may be one of the reasons WakeMed is one of the top donor hospitals in our service area. They have helped 20 donor families fulfill their loved ones' wishes through organ donation as of July 2011, which is almost as many donors as they had last year entirely.



Members of the WakeMed Heroes Support Network and nursing staff proudly display the signed Donate Life flag.

## Story of Hope

I was born on July 30, 1991, with one kidney and diagnosed with a disease called Multicystic Dysplastic Kidney Disease. I was able to live a normal life until the age of seven when my kidney failed on me. I remember my reaction when the doctor told me I needed to go on dialysis and could possibly need a kidney transplant. I was scared because I didn't understand anything he was talking about. I just knew that dialysis was not a fun process and that the need for a kidney was becoming more and more significant each day. My aunt,



Shantésa, two-time living kidney recipient.

Monique Martin, came forward and gave me one of her kidneys and I had my first kidney transplant on May 7, 1999. Without that transplant, I am not so sure I would be here today. Unfortunately, that kidney failed and it was back to the dialysis drawing board and the major difference that time was that I was 19 and fully understood everything involved. Fortunately, my aunt's neighbor, Meagan, decided to do a selfless service and gave me a kidney. Having received two kidneys from two living donors is a great experience especially when I get to see the ones who didn't give a second thought to donating an organ.

Sincerely,

### About us...

Carolina Donor Services is the region's federally designated organ procurement organization serving 7 million people in 78 counties of North Carolina and Danville, Virginia. Our service area includes 107 hospitals, and four transplant centers that perform heart, lung, liver, kidney, and pancreas transplants.

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

[www.facebook.com/CarolinaDonorServices](https://www.facebook.com/CarolinaDonorServices)

President and CEO, Lloyd Jordan  
Vice President/Chief Operating Officer, Danielle Niedfeldt  
Director of Communications and Marketing, Dawn Hall  
Director of Organ Services, Donna Croezen  
Director of Tissue Services, Kim Koontz  
Manager of Hospital Services, Lora Smitherman

Share your thoughts...

If you have story ideas from your hospital or other suggestions for this newsletter, please contact the Manager of Hospital Services at Carolina Donor Services. Call (800) 200-2672 or email us at [info@carolinadonorservices.org](mailto:info@carolinadonorservices.org).