



DONATE LIFE
America
Donor Designation Collaborative



Increasing Donor Designation: *Accomplishments and Opportunities*

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Donor Designation Collaborative Faculty
September 2011





Goals of the Donor Designation Collaborative

100 Million Actionable Donor Designations
50% Donor Designation Rate

An effective and functioning registry in
every state





CELEBRATING

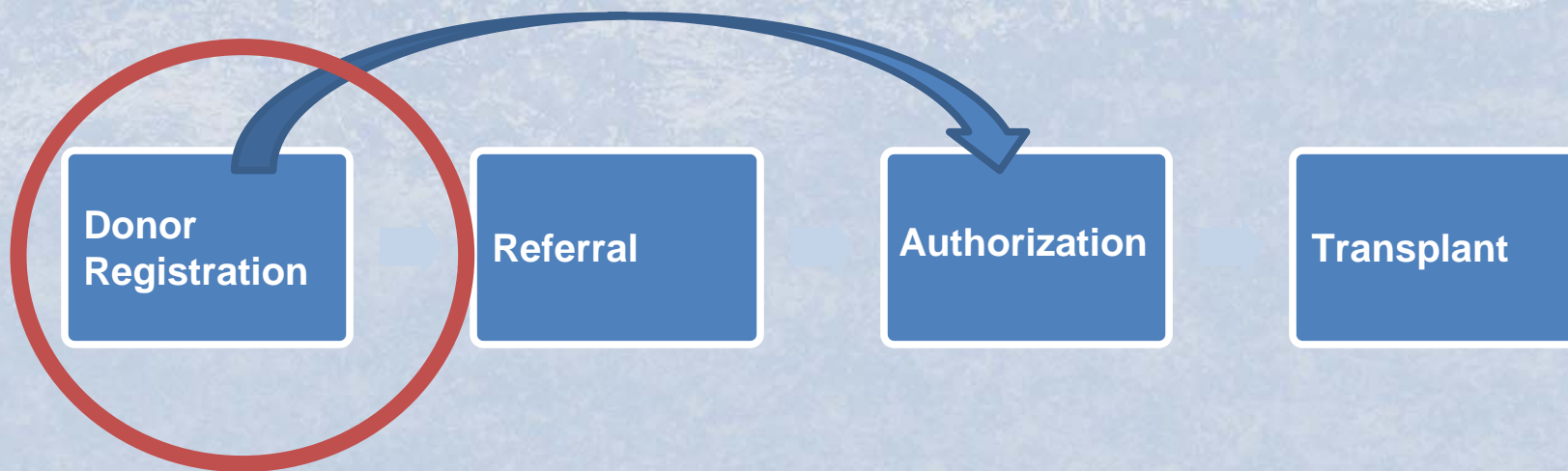
100 MILLION REGISTERED DONORS

Join the 100 million registered
organ, eye and tissue donors.

Register today at donatelife.net



Why Donor Designation



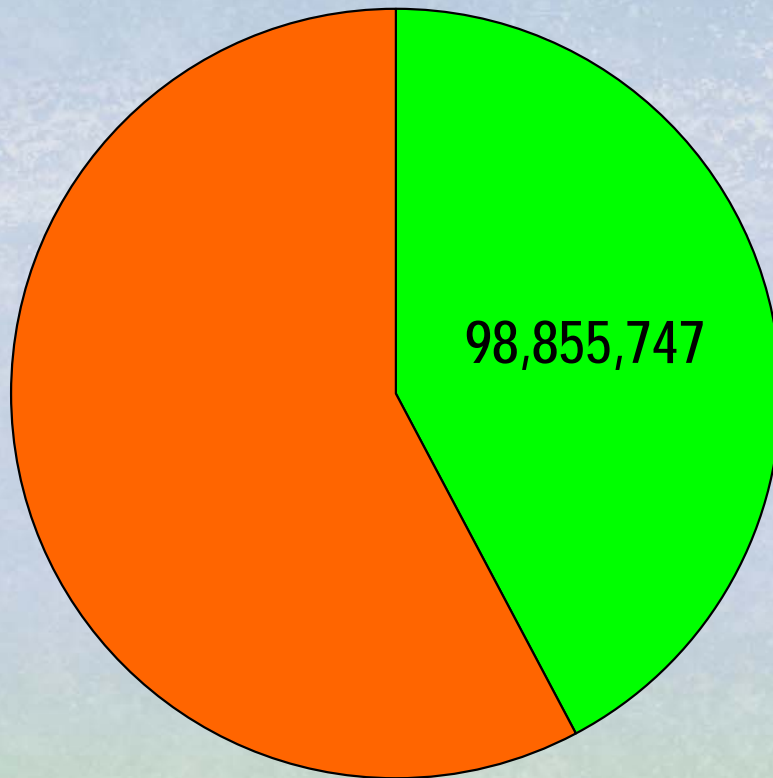
Donor Designation Collaborative Terms

Acronym	Definition
DD	Donor Designation = anatomical gift
DDR	Donor Designation Rate (%) (License/ID)
ADD	Actionable Donor Designation (number)
DOD, DTD, DED	Designated Organ Donor (Tissue, Eye)
Effective Registry	7 Best Practice Characteristics

Effective Registry Design Criteria

1	Enrollment not delayed	No follow up/confirmation required
2	UAGA Legislation	Upholds 1 st person authorization (www.anatomicalgiftact.org)
3	Effective registry searching	24/7 searchable
4	DMV enrollment	Enrolls donors via DL or ID cards
5	DMV records	Uploaded and searchable within 1 week of enrollment
6	Paper forms	Can enroll via paper forms
7	Online registration	Can enroll online

Donor Designation Highlights – Q2 2011



U.S. Pop. Age 18+: 234,830,011

- 50 states and DC
- Period ending 6/30/11
- ADD Pop. 18+ Share:
42.1%

■ Designated Donors



Donor Designation Highlights – Q2 2011

Q2 2011	Number Recovered	Number Registered	1 st Person Consent
Organ	2,123	772	36.4%
Tissue	7,530	3072	40.8%
Eye	12,371	5671	45.8%



Actionable Donor Designation



**Actionable Donor
Designation (ADD)**

An individual's commitment to donate
recorded in a searchable donor registry

Total Donor Designations, as of 6/30/11

State	ADD
CA	8,485,765
FL	5,892,764
IL	5,731,085
OH	5,099,027
PA	4,378,295
NC	4,107,159
GA	3,967,665
WA	3,815,868
VA	3,761,747
IN	3,272,238

State	ADD
MO	2,853,794
CO	2,475,000*
NY	2,472,496
WI	2,460,016
MN	2,404,762
MA	2,379,358
MI	2,218,493
NJ	2,211,213
MD	2,183,518
OR	2,141,301

*Estimated



Total Donor Designations, as of 6/30/11

State	ADD
LA	1,969,266
TX	1,775,610
OK	1,772,308
AZ	1,748,663
TN	1,582,930
IA	1,407,733
UT	1,272,649
AR	1,268,528
KY	1,108,978
AL	2,057,816

State	ADD
CT	1,061,257
NM	940,000*
NV	815,216
SC	712,769
KS	674,219
ID	673,853
NE	659,312
MT	594,424
ME	525,688
HI	510,776

*Estimated



Total Donor Designations, as of 6/30/11

State	ADD
WV	500,528
MS	435,674
AK	408,040
RI	372,442
DE	341,655
SD	338,457
ND	330,147
WY	260,000*
NH	225,722
DC	197,594
VT	1,929
51 total	98,855,747

*Estimated



Change in Total Donor Designations, 12 Months Ending 6/30/11

State	ADD 12/31/09	ADD 3/31/11	Change
TX	866,293	1,775,610	105.0%
SC	456,809	712,769	56.0%
NH	160,389	225,722	40.7%
IA	1,076,656	1,407,733	30.8%
HI	409,230	510,776	24.8%
KY	894,972	1,108,978	23.9%
CA	6,848,585	8,485,765	23.9%
AL	1,664,964	2,057,816	23.6%
NY	2,107,304	2,472,496	17.3%
MI	1,900,431	2,218,493	16.7%

*Estimated



Change in Total Donor Designations, 12 Months Ending 6/30/11

State	ADD 12/31/09	ADD 3/31/11	Change
TN	1,391,330	1,582,930	13.8%
AR	1,119,349	1,268,528	13.3%
DC	175,299	197,594	12.7%
KS	599,016	674,219	12.6%
DE	306,028	341,655	11.6%
MS	394,239	435,674	10.5%
VA	3,404,963	3,761,747	10.5%
RI	338,658	372,442	10.0%
CO	2,275,000	2,475,000	8.8%
ME	484,541	525,688	8.5%

*Estimated



Change in Total Donor Designations, 12 Months Ending 6/30/11

State	ADD 12/31/09	ADD 3/31/11	Change
FL	5,436,899	5,892,764	8.4%
MA	2,209,310	2,379,358	7.7%
GA	3,688,425	3,967,665	7.6%
IL	5,334,588	5,731,085	7.4%
LA	1,858,613	1,969,266	6.0%
MD	2,065,879	2,183,518	5.7%
WA	3,615,254	3,815,868	5.5%
NJ	2,100,531	2,211,213	5.3%
AK	387,654	408,040	5.3%
MT	565,276	594,424	5.2%

*Estimated



Change in Total Donor Designations, 12 Months Ending 6/30/11

State	ADD 12/31/09	ADD 3/31/11	Change
MO	2,722,140	2,853,794	4.8%
ID	647,223	673,853	4.1%
WY	250,000*	260,000*	4.0%
CT	1,021,426	1,061,257	3.9%
WV	482,147	500,528	3.8%
MN	2,321,444	2,404,762	3.6%
OH	4,935,996	5,099,027	3.3%
ND	320,425	330,147	3.0%
WI	2,394,200	2,460,016	2.7%
NV	794,813	815,216	2.6%

*Estimated



Change in Total Donor Designations, 12 Months Ending 6/30/11

State	ADD 12/31/09	ADD 3/31/11	Change
OK	1,729,193	1,772,308	2.5%
OR	2,090,600	2,141,301	2.4%
NE	644,038	659,312	2.4%
NC	4,018,322	4,107,159	2.2%
PA	4,307,361	4,378,295	1.6%
IN	3,224,280	3,272,238	1.5%
SD	334,720	338,457	1.1%
NM	972,899	940,000*	-3.4%
UT	1,341,187	1,272,649	-5.1%
AZ	1,892,420	1,748,663	-7.6%
VT	0	1,929	NA
51 Total	90,581,319	98,855,747	9.1%

*Estimated; **Significant decrease or increase due to data cleansing





Actionable Donor Designation



**ADD Pop. 18+
Share**

Number of designated donors as a percentage of state population age 18 and older

ADD Pop. 18+ Share, 6/30/11

State	Share
AK	78%
MT	78%
WA	74%
OR	72%
IN	67%
UT	65%
ND	65%
CO	64%
OK	63%
NM	62%
WY	62%
MO	62%
VA	61%

State	Share
IA	61%
MN	59%
ID	59%
IL	59%
AR	57%
LA	57%
OH	57%
AL	57%
NC	57%
WI	56%
SD	55%
GA	54%
HI	51%

State	Share
ME	50%
MD	50%
DE	50%
NE	49%
MA	45%
RI	45%
PA	44%
NV	41%
FL	40%
DC	40%
CT	39%
AZ	35%
WV	35%

State	Share
KY	33%
NJ	33%
TN	32%
KS	32%
CA	31%
MI	29%
NH	22%
SC	20%
MS	20%
NY	16%
TX	10%
VT	0%
ALL	42.1%

Signup Rate in Given Period of Time

Donor Designation Rate (DDR)

Rate at which individuals join the state donor registry expressed as a percentage of all drivers licenses and ID cards issued within a period of time

- Example: If a state issues 200,000 driver's licenses in a quarter, and 80,000 of these drivers check 'yes' to be designated donors, the quarter's donor designation rate is 40%

Change in Donor Designation Rate, Q2 2010 to Q2 2011

State	DDR, Q2 2010	DDR, Q2 2011	Change in Pts	Relative Change
MI	17.2%	19.2%	2.1%	12.1%
NH	52.2%	56.4%	4.3%	8.2%
LA	52.6%	56.2%	3.6%	6.8%
IA	50.3%	53.6%	3.4%	6.7%
NY	12.4%	13.1%	0.7%	5.8%
VA	32.8%	34.5%	1.8%	5.5%
TN	32.1%	33.8%	1.7%	5.2%
CT	37.9%	39.5%	1.6%	4.3%

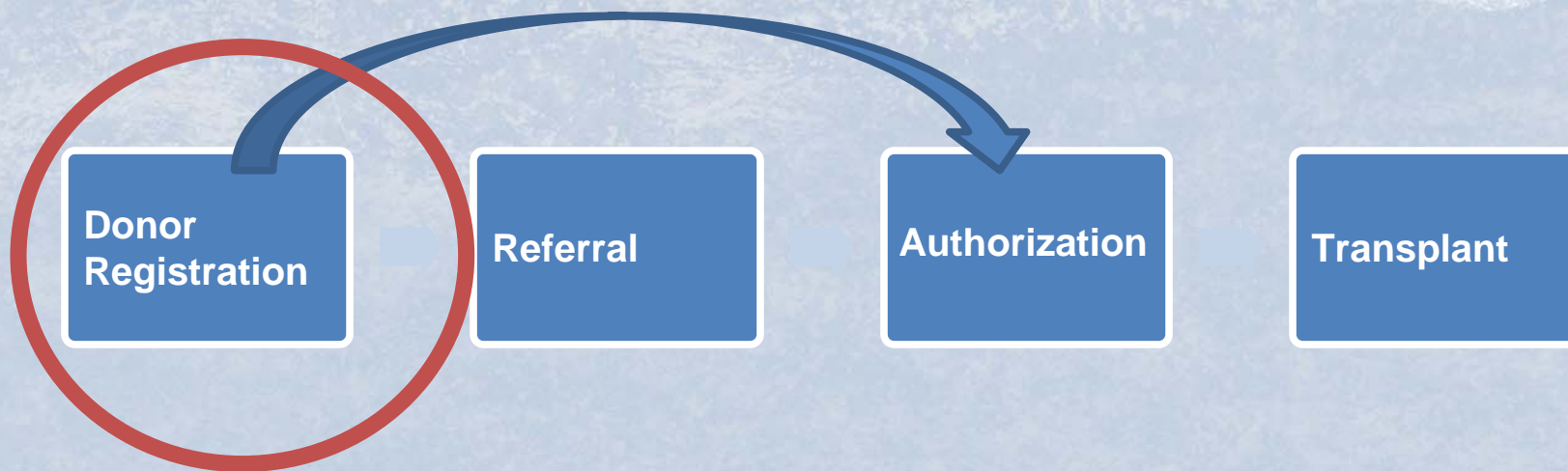
Change in Donor Designation Rate, Q2 2010 to Q2 2011

State	DDR, Q2 2010	DDR, Q2 2011	Change in Pts	Relative Change
MT	63.4%	65.8%	2.4%	3.8%
MD	45.1%	46.8%	1.7%	3.7%
CO	65.2%	67.4%	2.1%	3.3%
OH	55.5%	57.0%	1.5%	2.7%
MO	40.0%	40.6%	0.7%	1.7%
PA	45.0%	45.5%	0.6%	1.3%
NC	53.1%	53.2%	0.1%	0.2%

Change in Donor Designation Rate, Q2 2010 to Q2 2011

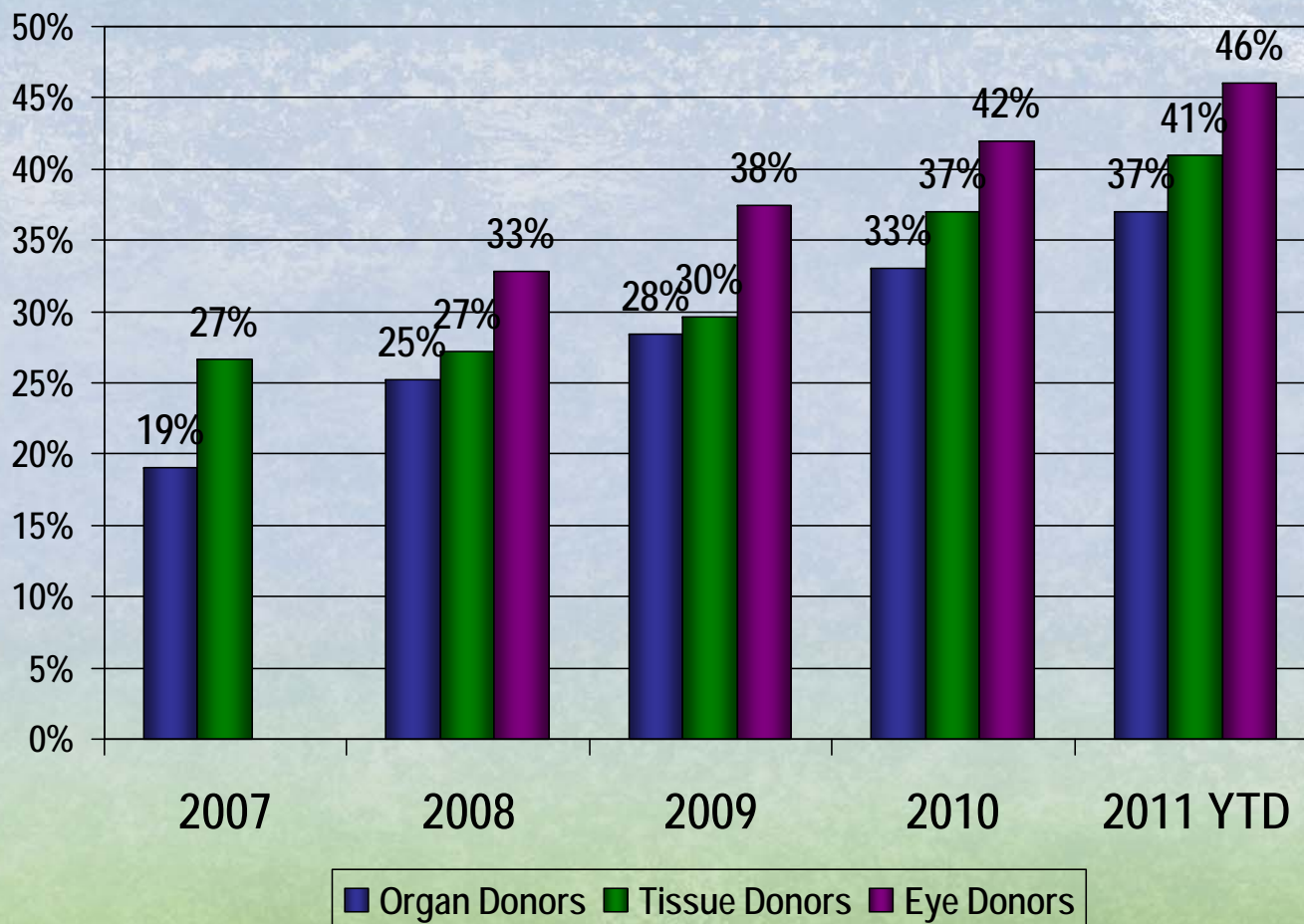
State	DDR, Q2 2010	DDR, Q2 2011	Change in Pts	Relative Change
HI	42.9%	42.7%	-0.2%	-0.6%
WY	59.8%	59.4%	-0.4%	-0.7%
WA	59.8%	58.8%	-0.9%	-1.6%
NE	44.4%	43.6%	-0.8%	-1.9%
AZ	23.4%	22.6%	-0.8%	-3.3%
DC	37.1%	29.5%	-7.6%	-20.5%

Why Donor Designation



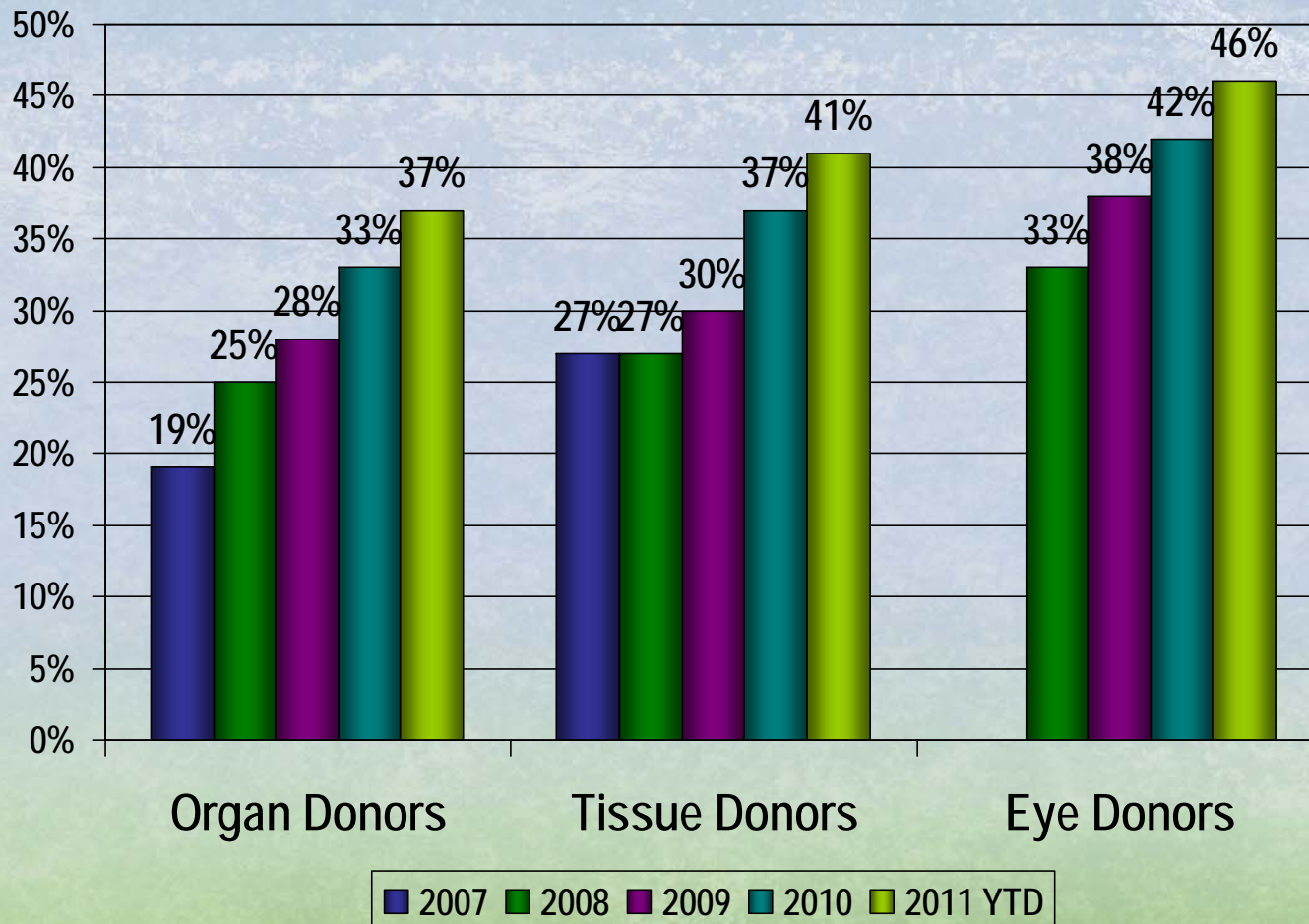
Impact on Donation, 2007-2011 Q2

Designated Donors Among Recovered Donors



Impact on Donation, 2007-2011 Q2

Designated Donors Among Recovered Donors



Key Measures, Q2 2011

State	ADD Pop 18+ Share	DOD Share	DTD Share	DED Share	DD Rate
AK	78%	0%	78%	57%	77.0%
AL	57%	39%	36%	NS	NS
AR	57%	59%	0%	0%	NS
AZ	35%	29%	44%	43%	22.6%
CA	31%	24%	35%	31%	NS
CO	64%	63%	58%	59%	67.4%
CT	39%	37%	51%	NT	39.5%
DC	40%	33%	45%	60%	29.5%
DE	50%	67%	49%	51%	NS
FL	40%	34%	43%	50%	39.5%

NS = Data Not Submitted

NT = Data Not Tracked



Key Measures, Q2 2011

State	ADD Pop 18+ Share	DOD Share	DTD Share	DED Share	DD Rate
GA	54%	39%	63%	45%	NS
HI	51%	13%	27%	28%	42.7%
IA	61%	67%	43%	36%	53.6%
ID	59%	75%	37%	52%	56.5%
IL	59%	59%	55%	58%	NS
IN	67%	61%	21%	48%	NS
KS	32%	26%	25%	31%	NS
KY	33%	55%	39%	32%	16.8%
LA	57%	62%	48%	48%	56.2%
MA	45%	32%	43%	NT	NS

NS = Data Not Submitted

NT = Data Not Tracked



Key Measures, Q2 2011

State	ADD Pop 18+ Share	DOD Share	DTD Share	DED Share	DD Rate
MD	50%	50%	45%	54%	46.8%
ME	50%	38%	45%	NT	NS
MI	29%	20%	22%	20%	19.2%
MN	59%	45%	54%	57%	52.0%
MO	62%	48%	53%	68%	40.6%
MS	20%	14%	43%	39%	NS
MT	78%	50%	62%	53%	65.8%
NC	57%	57%	0%	50%	53.2%
ND	65%	71%	74%	68%	NS
NE	49%	26%	36%	30%	43.6%

NS = Data Not Submitted

NT = Data Not Tracked



Key Measures, Q2 2011

State	ADD Pop 18+ Share	DOD Share	DTD Share	DED Share	DD Rate
NH	22%	14%	28%	NT	56.4%
NJ	33%	23%	30%	29%	30.4%
NM	62%	56%	49%	NS	55.5%
NV	41%	38%	46%	64%	36.2%
NY	16%	18%	16%	17%	13.1%
OH	57%	54%	65%	60%	57.0%
OK	63%	46%	69%	NS	NS
OR	72%	38%	60%	52%	NS
PA	44%	38%	54%	52%	45.5%
RI	45%	40%	58%	NT	NS
SC	20%	28%	28%	21%	25.6%

NS = Data Not Submitted

NT = Data Not Tracked




Key Measures, Q2 2011

State	ADD Pop 18+ Share	DOD Share	DTD Share	DED Share	DD Rate
SD	55%	67%	89%	30%	46.0%
TN	32%	23%	43%	43%	33.8%
TX	10%	3%	0%	0%	27.3%
UT	65%	33%	53%	46%	NS
VA	61%	35%	52%	49%	NS
VT	0%	0%	0%	NT	NS
WA	74%	60%	48%	59%	58.8%
WI	56%	45%	53%	35%	57.2%
WV	35%	64%	46%	53%	NS
WY	62%	50%	63%	60%	59.4%
ALL	42.1%	36.4%	40.8%	45.8%	39.1%

NS = Data Not Submitted

NT = Data Not Tracked





20 million in 2012: A needed surge

- Continue to develop the “Culture of Donation”
- Current donor designation rates good
- So many are depending on us
- Need a national campaign!
- GOAL: 125 million
 - 20 million ADD to reach goal





National Collaboration



- Flash mobs
- Links of Life
- National Conventions
- Fans for Life: Athletics Challenge
- Flaunt Your Blue & Green

Contact: twallace@onelegacy.org



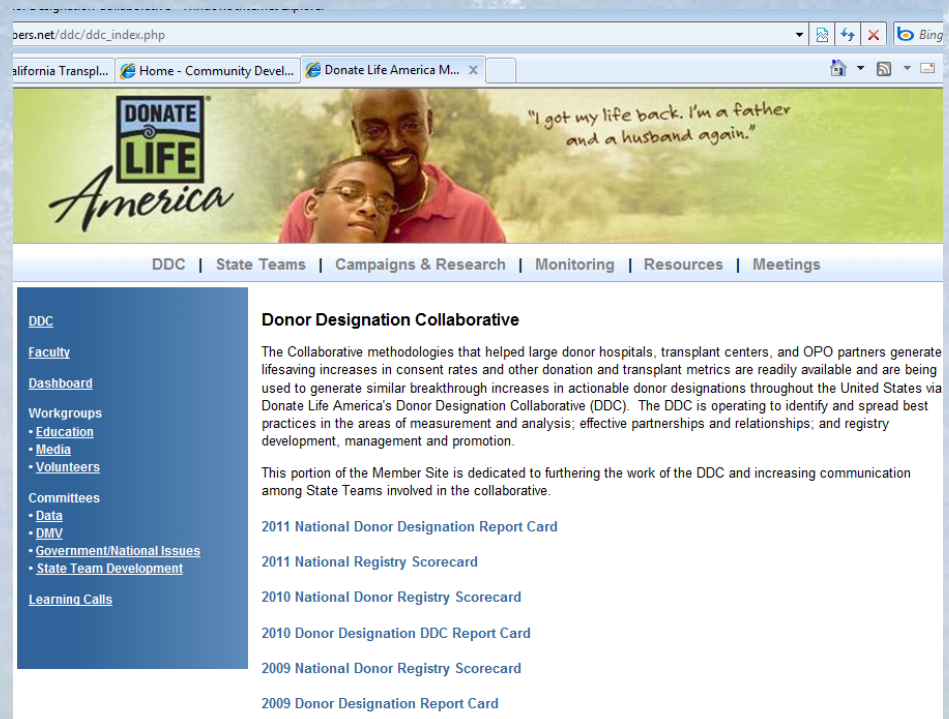
Donor Designation Success Study “D2S2”

A comprehensive report which will provide insights into donor designation efforts and best practices which will guide states in doing their work more efficiently and more effectively.



DDC Collaborative Tangibles

- Faculty liaisons
- Tools & resources
- Best practices
- Data!



bers.net/ddc/ddc_index.php

Home - Community Devel... Donate Life America M...

DONATE LIFE America

"I got my life back. I'm a father and a husband again."

DDC | State Teams | Campaigns & Research | Monitoring | Resources | Meetings

DDC

[Faculty](#)

[Dashboard](#)

Workgroups

- [Education](#)
- [Media](#)
- [Volunteers](#)

Committees

- [Data](#)
- [DMV](#)
- [Government/National Issues](#)
- [State Team Development](#)

[Learning Calls](#)

Donor Designative Collaborative

The Collaborative methodologies that helped large donor hospitals, transplant centers, and OPO partners generate lifesaving increases in consent rates and other donation and transplant metrics are readily available and are being used to generate similar breakthrough increases in actionable donor designations throughout the United States via Donate Life America's Donor Designation Collaborative (DDC). The DDC is operating to identify and spread best practices in the areas of measurement and analysis; effective partnerships and relationships; and registry development, management and promotion.

This portion of the Member Site is dedicated to furthering the work of the DDC and increasing communication among State Teams involved in the collaborative.

- 2011 National Donor Designation Report Card
- 2011 National Registry Scorecard
- 2010 National Donor Registry Scorecard
- 2010 Donor Designation DDC Report Card
- 2009 National Donor Registry Scorecard
- 2009 Donor Designation Report Card

DLAmembers.net





Donor Designation Collaborative Faculty

Susan Mau Larson, Chair 2011

(LifeSource)

Kim Kennedy, Workgroups Chair

(Mountain Region Donor Services)

Brian Bush

(Illinois Secretary of State Organ & Tissue Donor Program)

Sean Fitzpatrick

(New England Organ Bank)

Andrea Gregg

(LifeCenter Northwest)

Jennifer Knight

(SightLife)

Cathy Olmo

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Jeanette Slakey

(Legacy Foundation)

Chrissy Jenkins, Incoming Chair

(Old Dominion Eye Foundation)

Natalie Benavides, State Team Dev. Chair

(Old Dominion Eye Foundation)

Dave Bosch

(Gift of Hope)

John Green

(Gift of Life Donor Program)

Tracy Jean

(MTF)

Tim Makinen

(Gift of Life Michigan)

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(Iowa Donor Network)

Bryan Stewart

(OneLegacy)

