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### EXPLORE TRANSPLANT UNVEILS INITIATIVES TO SUPPORT LIVE KIDNEY DONATION CONSENSUS CONFERENCE RECOMMENDATIONS

## New Website and 'Explore Living Donation' Education Program to Serve People with Kidney Failure, Potential Living Donors and Transplant Professionals

LOS ANGELES, Calif. – Feb. 3, 2015 – Explore Transplant, the nonprofit organization that helps kidney patients, their family and friends learn about transplant and living donation as treatment options, unveiled a new education program and website that underscore the organization's commitment to support the recommendations of last June's Live Kidney Donation Consensus Conference in Rosemont, Ill.

"Over the last several months, we have invested our time and resources in the Explore Living Donation program to help transplant centers educate kidney patients and potential living donors before, during and after their evaluation," said Bryan Stewart, Executive Director of Explore Transplant. The consensus conference – a seminal gathering of 67 transplant physicians, administrators, researchers and other experts organized by the American Society of Transplantation (AST) – recommended best practices in five priority areas, including educational processes for transplant candidates and potential living donors.

The Explore Living Donation education program builds on the components of the researchtested Explore Transplant program, which has helped tens of thousands of kidney patients make an informed decision about their transplant options. When patients decide to be evaluated, the consensus conference recommends that transplant programs' educational processes reflect a philosophy that living donor kidney transplantation is the best option for most transplant candidates.

This philosophy is embedded throughout the Explore Living Donation program, which offers two education packets – one for Kidney Patients and for Family and Friends – that teach these distinct audiences about the advantages of living donation compared to waiting for a deceased donor transplant; different types of directed donation and paired exchange programs; the process of living donor evaluation, surgery and recovery; and the risks and benefits of donating. The program also addresses commonly held concerns about living donation and shares real-life transplant stories of donors and recipients. Kidney patients also receive supplementary resources to help them start the process of finding living donors, including video stories of patients sharing how they found donors and examples of language to use when initiating conversations and written communication about the possibility of living donation. In addition, a Spanish-language version of the program is in development.

Explore Transplant has also invested in a new website that features videos, stories and journal entries in which kidney recipients, living donors and transplant experts share their experience and advice with kidney patients, potential living donors, and transplant professionals.

# Explore Transplant Initiatives 2-2-2

Explore Transplant's new initiatives are supported by 13 board members who are experts in nonprofit management, kidney disease and treatment, patient education, healthcare management and marketing. They are led by two recently elected members – president Virginia A. (Ginny) McBride, RN, MPH, and treasurer Katrina M. (Tina) Dinkel, MA – who join secretary Sheila A. Leander, PhD, RN as officers. Ginny McBride has held several high-profile national leadership positions in the field, including serving as the U.S. Department of Health and Human Services (HHS) project officer for the government's contract to operate the National Organ Procurement and Transplantation Network (OPTN). She also co-led the highly successful Organ Donation and Transplantation Breakthrough Collaborative initiative, which was instrumental in increasing the U.S. deceased donation rate from 55% in 2003 to the goal of 75% in 2009.

"Having seen first-hand the results that came from spreading best-practices in organ donation, I am excited to join Explore Transplant's board and staff in contributing to a national collaborative effort to increase living donor kidney transplants," said McBride.

The Explore Transplant team is managed by Bryan Stewart, who since 2002 has made enduring contributions to national and state initiatives to promote organ, eye and tissue donation and transplantation, including the Donor Designation Collaborative, Donate Life California Registry, Living Donation California and the Donate Life Rose Parade Float. Bryan previously served as vice president of communications at OneLegacy, the organ and tissue recovery organization serving the greater Los Angeles area.

Explore Transplant was founded in 2010 by Amy D. Waterman, PhD, a Social Psychologist and Associate Professor in Residence in the UCLA Division of Nephrology. Her research focuses on understanding the critical, modifiable patient, provider and system barriers affecting deceased and living donor kidney transplant rates and designing interventions to overcome them.

For more information about Explore Transplant, visit <u>www.ExploreTransplant.org</u>.

#### **About Explore Transplant**

Explore Transplant, a nonprofit organization, strives to effectively educate kidney patients, their supporters and providers about transplant and living donation so that people with failing kidneys can live longer and enjoy the best possible quality of life. Since 2009, Explore Transplant education programs and training seminars have benefited tens of thousands of kidney patients served by over 120 transplant centers and 3,000 dialysis facilities.

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