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LEADERSHIP IN ORGAN DONATION AND TRANSPLANTATION

Donation Champions:
Developing and Maintaining Advocates During COVID-19

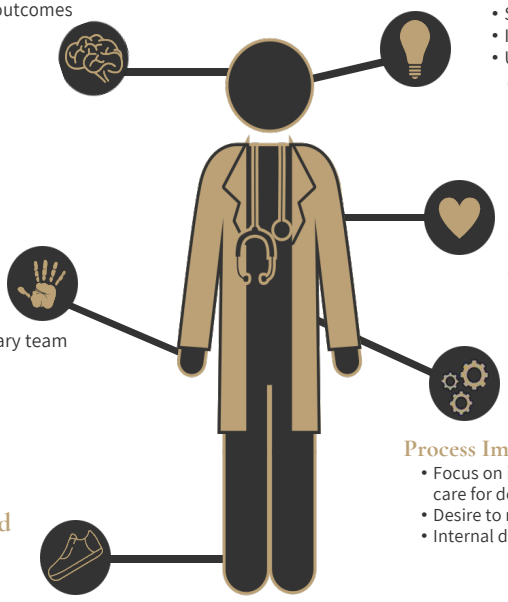
The COVID-19 global pandemic has created a level of uncertainty within the organ donation and transplantation community of practice. Since the outbreak, there have been significant delays in the procurement of vital organs. Still, Organ Procurement Organizations (OPOs) are continuing to exhaust every effort to facilitate life-saving transplants for those in need. Now, more than ever, hospitals have become the vital link between donation and a successful organ transplant. Without the support of a hospital and its staff, OPOs cannot continue to facilitate donation. This begs the question, how can OPOs effectively connect with more hospital partners to keep them engaged as advocates during such an unprecedented time?



The advocacy of a hospital "Donation Champion" has the potential to significantly impact the success of donation. Through positive influence and the counseling of their peers, Donation Champions can draw institutional attention to the best practices associated with organ donation. To effectively engage hospital staff, it's important to:

1. Develop relationships based on mutual interest and leverage pre-established relationships to continue building a network.
2. Provide opportunities for engagement (e.g. Donation Committees, Education, Flag Raisings, etc.)
3. Understand one's motivation based on their interests and the role they play in their respective organization.
4. Empower donation champions to engage and develop interest of new donation champions. (e.g. Peer to Peer Development opportunities, Executive Leadership meeting Attendance and Report Outs, etc.)
5. Utilize case studies to identify gaps and opportunities for process improvement.
6. Share donation outcomes with those involved in the care of the donor and the donation process.
7. Expose donation champions to OPO leadership.
8. Establish a donation committee. *In light of COVID-19, consider hosting virtual donation committee meetings and educational opportunities.*

Anatomy of a Donation Champion



Global Understanding of Death & Donation Process
- Personal ownership of patients & patient outcomes
- "Comes from world"
- Understands best practice
- Care continuum

Belief in OPO Mission
- Supportive of OPO mission
- Identifies a role within self to promote
- Understands critical need for donation and transplantation

Realizes importance of donation to all impacted
- Understands the importance of donation for the patient, donor family & recipient
- Committed to honoring the donor, not just the recipient

High EQ (Emotional Intelligence)
- Compassionate
- Works collaboratively with multidisciplinary team
- Strong communication skills

Process Improvement Focused
- Focus on improvement in process to provide best care for donor and family
- Desire to remove barriers and bridge process gaps
- Internal drive and passion to make things better

Moves Initiatives Forward
- Influence to make change
- Takes action
- Internal Credibility

Refernces

The content of this issue was, in part, based on a webinar presentation coordinated and presented by:

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A special thanks to our presenters for their contributions to this in-service.

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