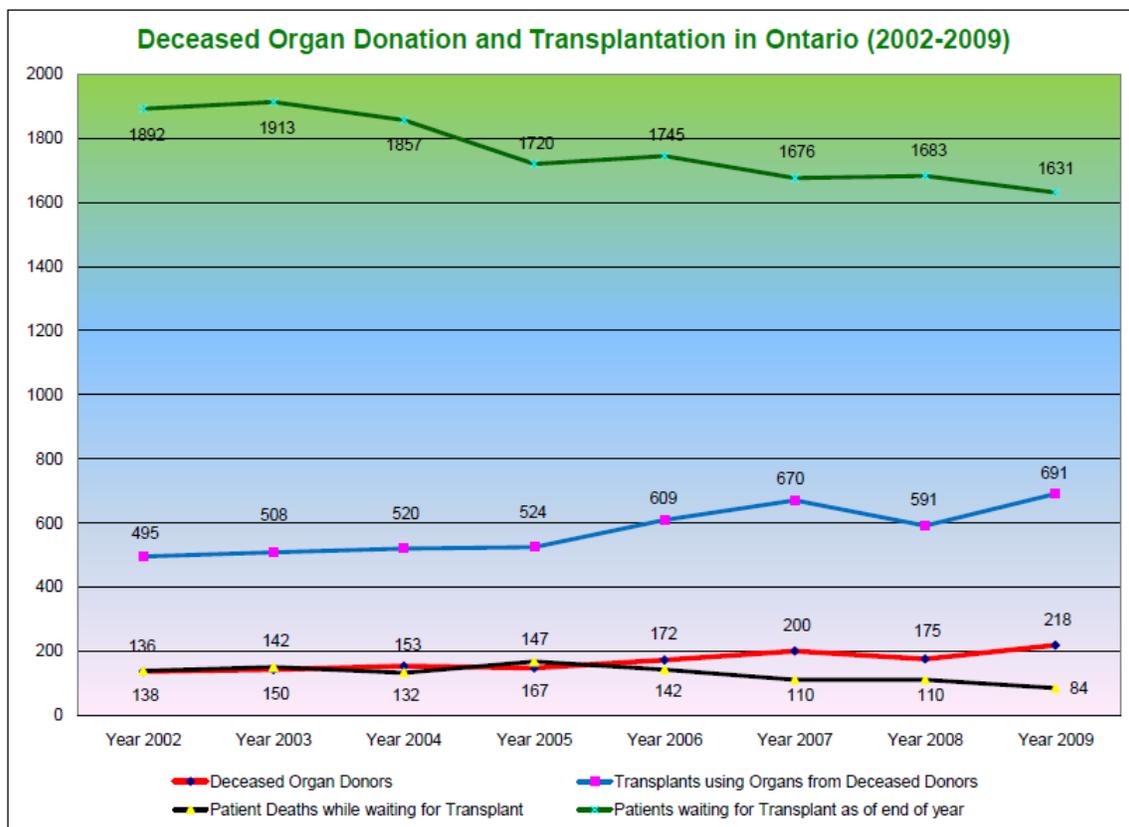


# Backgrounder

Tuesday, January 26, 2010





## THE STRATEGY BEHIND THE RESULTS

### Donation After Cardiac Death (DCD)

Implemented three and a half years ago, DCD enables more families to act upon their loved ones' wishes to donate their organs and tissues. DCD has become a routine part of donation practice in most major donation hospitals. This has led to a significant increase in organs available for transplant. Ontario continues to be the leader in practising DCD in Canada.

### Building Accountability

Metrics provided by Trillium Gift of Life Network (TGLN) to hospitals has enabled them to see their relative performance. This has facilitated hospitals to seek help from colleagues in high performance centres. Furthermore, advocates for organ and tissue donation have been identified at all levels within hospitals, from frontline staff to senior management, ensuring that the support and necessary resources for organ and tissue donation are made available.

### Call-Screen-Connect for Tissue Donation

In the summer of 2008, TGLN began implementation of the Call-Screen-Connect Strategy in hospitals across the province. This strategy involves the transfer of the approach and consent for tissue donation from healthcare professionals to the Tissue Coordinators in TGLN's Provincial Resource Centre (PRC) and the use of a value-positive approach to consent.

As of December 31, 2009, 18 hospitals utilized the telephone consent services provided by the PRC. A review of the data suggests that the telephone consent service provided by TGLN has been highly successful, with TGLN coordinators obtaining a consent rate of 50 per cent, in comparison to the 20 per cent consent rate obtained by the healthcare professionals.

### **Tissue Recovery Program**

For the past several years, TGLN has been collaborating with the hospital and tissue community in Ontario to enhance tissue recovery capability across the province. In the summer of 2008, TGLN established an Eye Recovery Program to support eye donation in the Greater Toronto Area and Central Ontario. In 2009, there were 526 eyes recovered by TGLN's Eye Recovery Team for the purpose of transplantation, research and education. TGLN continues to develop strategies to address the recovery limitations for skin, heart valve and musculoskeletal tissue.

### **Education for Healthcare Professionals**

Education for healthcare professionals in the province has focused on three key messages:

- 1) The importance of timely referral to TGLN to ensure the opportunity to donate is offered to those who can donate.
- 2) The influence of end-of-life planning and communication on the family's experience and decision to donate.
- 3) The positive outcomes associated with a trained TGLN coordinator on the family's choice to donate.

In addition to routine education for healthcare professionals, a number of tools were developed to assist hospitals and healthcare providers during donation situations, including templates for protocols, procedures, checklists and standing orders for care of organ donors.

### **Performance Excellence**

TGLN implemented a daily internal review of all donation cases in November 2008 to seek opportunities for improvement in the donation process. This daily review, as well as our continued focus on providing performance metrics, has allowed us to focus our improvement efforts. Furthermore, a mentoring program to augment the learning of new clinical staff at TGLN has been implemented so that they benefit from the expertise of senior clinical staff.

### **Values-Based Requesting**

TGLN Coordinators receive 16-20 hours of training to work with families regarding donation decisions and end-of-life care, and they work with hospitals to ensure orientation for nurses and physicians in Intensive Care Units includes organ and tissue donation information.

### **Organ and Tissue Donation Collaboratives**

One of the major education initiatives over the past five years has been an annual Ontario Organ Donation Collaborative symposium for the 21 major donor hospitals. The purpose is to introduce and spread hospital practices proven to improve donation rates. Hospitals share the initiatives that have contributed to the success

of their donation programs, and awards are presented to hospitals that achieve their donation performance benchmark. In 2009, with the financial assistance of Canadian Blood Services, Ministère de la Santé et des Services sociaux in Québec and the Ministry of Health and Long-Term Care in Ontario, TGLN partnered with Québec Transplant to successfully host a bilingual conference focused on improving donation outcomes.

### **Improvements to Consent Registration**

An affirmative donor registration process was implemented in December 2008. The public was informed of this change through brochures and posters distributed through ServiceOntario. The consent form also was simplified to make registration easier. In November 2008, TGLN also gained access on a 24/7 basis to the Ministry of Health and Long-Term Care database to inform families of their loved ones' donation decisions.

### **Reimbursement Programs for Patients on the Wait List and Living Donors**

Many individuals need to relocate to get on the wait list and for the transplant process to occur. The Transplant Patient Expense Reimbursement Program (TPER) was introduced on May 1, 2009 to assist those individuals with this financial burden. Qualified accommodation expenses for patients who are waiting for a heart, heart-lung or lung transplant can be reimbursed. Another financial assistance program is the Program for Reimbursing Expenses of Living Organ Donors, which provides reimbursement for qualified travel, accommodation and meal expenses, as well as loss of income for living organ donors.

### **Youth Outreach**

An advertising campaign aimed specifically at Ontario's youth was launched on April 20, 2009. *RecycleMe.org* is a provocative new way to reach young people via transit and online advertising, website and social media. To extend even further, TGLN took *RecycleMe.org* on a Campus Tour to continue spreading the word.

High schools are also taking part in awareness activities with the *One Life ... Many Gifts* education program. Now going into its third year, the *One Life ... Many Gifts* curriculum is being introduced to schools across the province, educating students about organ and tissue donation.

### **Multi-Faith Outreach**

Muslim, Jewish and Catholic faiths came together in February 2009 to show their united support for organ and tissue donation. Each community developed a brochure in partnership with TGLN and disseminated thousands of these brochures to their congregants in September 2009. Similarly, the Aboriginal community of the Nishnawbe Aski Nation developed brochures in English, Cree, Ojibway and Ojicree to distribute in June 2009.

### **About Trillium Gift of Life Network**

Trillium Gift of Life Network (TGLN) is a not-for-profit agency of the Government of Ontario and is responsible for planning, promoting, coordinating and supporting organ and tissue donation in Ontario so that more lives can be saved.

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