Conemaugh Health System

Organ, Tissue, & Eye Donor Awareness
Conemaugh Health System

• Duke LifePoint Healthcare

• Four hospitals
  Conemaugh Memorial Medical Center, Johnstown, PA
  Conemaugh Meyersdale Medical Center, Meyersdale, PA
  Conemaugh Miners Medical Center, Hastings, PA
  Nason Hospital, Roaring Spring, PA
Conemaugh Memorial Medical Center

- Flagship of Conemaugh Health System
- 545 bed hospital
- Level 1 Trauma Center
- Level 3 Regional Intensive Care Nursery
- Intensive Care Units
Conemaugh Meyersdale Medical Center
20 bed

Conemaugh Miners Medical Center
30 bed

Nason Hospital
45 bed
Creating an Effective Team
Creating an Effective Team

- General & Senior Leadership support
- Marketing Communications involvement
- Personal / professional connection to purpose
- Enthusiasm & positive attitude
- Recruit others to help
  * Create a Donor Advisory Committee
Continuing Initiatives
April is Donate Life Month

Facts about Organ, Tissue & Eye Donation

* Every person who donates their organs, tissues and corneas can save or dramatically improve up to 50 lives.
* Over 8,000 people in Pennsylvania are currently in need of a life-saving organ. Nationally, over 120,000 are waiting. At least 18 will die each day.
* Of the 10,000-12,000 annual deaths who are considered medically suitable for donation, only a fraction donate.
* Deceased donors can provide kidneys, pancreas, liver, lungs, heart, intestinal organs, tissue and corneas to recipients.

The Gift of Life, A Decade Later ...

Conemaugh Physician Group - Plastic Surgery employee Diana Kolson does not consider herself a hero, but to her family, friends and colleagues, her humble demeanor does not undervalue the tremendous gift she gave a decade ago. On April 27, 2004, Diana became a living organ donor - giving the gift of life through a kidney she donated to her twin brother, Dan Lynch.

Dan battled a kidney disease and was on the verge of needing dialysis. His energy level was so depleted that he remained in bed for up to 20 hours per day. Doctors told Dan’s family that a living donor would save his life. Diana volunteered to be tested as a donor. “I received the papers and forms and went for testing the very next day,” says Diana. “There was no hesitation. I told people ‘this is my brother. If I can save his life, why wouldn’t I?’”

The night after surgery, Dan entered the room of Diana who was recovering. “He came in and said ‘let’s go dancing!’” Her brother who needed the brink of dialysis and more serious illness was now full of life -- life given to him by his loving sister, an organ donor.

Today, Dan lives in Pittsburgh and is “doing awesome”, according to Diana. He was able to walk his daughter down the aisle at her wedding and is expecting his first grandchild, a little boy.

Diana’s story was submitted to the Marketing Communications Department by an anonymous letter. Continuing her humble nature, Diana agreed to share her story with the sole purpose of promoting the importance of organ donation - from both living and deceased donors. “The difference in being a living donor is that I’m alive and I got to see the miracle,” says Diana. “Donation is well worth it. You have the ability to save someone’s life.”

IT ONLY TAKES 00:30 TO SAVE ANTONELA’S LIFE.
BECOME A REGISTERED ORGAN DONOR.
DonateLifePA.org
Internal Televisions
It only takes 30 seconds to save a life.

www.conemaugh.org/OrganDonation

External Electronic Billboards
Organ Donation at Conemaugh Memorial

Physicians and staff at Conemaugh Memorial Medical Center with the Center for Organ Recovery & Education (CORE) representatives help families through the difficult loss of a loved one while making the life-saving decision to help another individual in need.

Donations in 2012 by Conemaugh Health System patients have resulted in 34 life-saving organ transplants, 56 cornea transplants and as many as 1,500 life-enhancing tissue transplants. Additionally, countless individuals may someday benefit from organs and tissues that were recovered for research.

Conemaugh Memorial is a two-time recipient of the Thomas Poliziani Living Legacy Scholarship, by the Pennsylvania Hospital Collaborative in Pittsburgh; and the Department of Health and Human Service Medal of Honor for Organ Donation award.

Organ Tissue and Corneal Donation

Register as an Organ Donor!

What is CORE?

Facts about Organ Donation

Myths about Organ Donation

Organ Donation at Conemaugh Memorial

Organ Donor Recognition Wall

Donation Fact Sheet

Donor and Recipient Stories

Hospital & Healthsystem Association of Pennsylvania (HAP)

PA Department of Transportation

Conemaugh Website
Donate Life Flags
Register to be an Organ Donor!

More than 116,000 individuals are awaiting an organ transplant. 18 people will die today waiting for an organ.

One organ and tissue donor can help more than 50 people!

Visit www.donatelifepa.org to register as an organ donor!
Halloween Parade

Conemaugh Health System

GROWING OPPORTUNITIES FOR LIFE
Expanding Initiatives
April is National Donate Life Month

Donor of the Day

Tracy Yoder
Administrative Assistant
Woman Child Services
22 Years with Conemaugh Health System

“I am a registered organ donor because...
my personal goals in life revolve around service. In particular, service to others, my family, my faith, and my friends. If something should happen to me and a part or parts of me could continue to serve someone else, that would be awesome!”

For more information on becoming an organ donor, please visit www.conemaugh.org/organ-donation.

EXCELLENCE. EVERY PATIENT. EVERY TIME.
Display Case
Employee Engagement & Education

Conemaugh Westwood (non-clinical)
- Blue and green outfit contest
- Highlighting registered organ donors (employees)
- Lunch and learns
- Displays
Employee Engagement & Education

Conemaugh Meyersdale Medical Center
Conemaugh Miners Medical Center
Nason Hospital

- Inclusion in activities
- Assisting with funds / supplies
Johnstown Tomahawks Donate Life Game

Sunday, March 22, 2015
1:00 p.m.

Cambria County
War Memorial Arena
Johnstown Tomahawks Donate Life Game

Donor families will be recognized

Feature in weekend game program

Donate Life shirt for Chopper

Free raffle for registered organ donors or those who sign up at game
- Autographed broken goalie stick
- Autographed Tomahawks mirror
- Pittsburgh Penguins basket
- Idlewild Amusement Park tickets
Donor Recognition Wall

It is through their giving that life lives on. This wall is dedicated to all organ, eye and tissue donors.

Conemaugh Health System

It’s only in the giving of oneself to others that we truly live.

CARE
LOVE
GIFT
COMPASSION
SELFLESS
MEMORIES
RESPECT
HOPE

My Final Gift
It is now time for me to move on into the dark. But also the darkness will remain as the morning comes. As I’ve left behind a gift for someone so another way will truly live; my final gift, every living heart.

SUSANNE ANDERSON

Conemaugh Health System
Donor Recognition Wall Event

State speaker

Local heart recipient

Gift for donor family members

Additional invitees:
  High school representatives
  Tomahawks’ staff
  CORE staff, CMO, Board Member
High School Involvement

Richland High School SADD Group
High School Involvement

Richland High School SADD Group

Ideas for April:

- RamTV
- Casual for a Cause
- Blue & Green Day Outfit Contest (#RHSDonors)
- Donate Life Commitment Wall
- School talent show (April 2)
- After-school scavenger hunt
- T-shirts
Finding Time / Resources

Utilize resources from
Donate Life America
& OPO

Make it a priority

Reach out to local students
- Senior projects
- Internships
- Class projects (Marketing, Graphics, Art)