How to Develop a Flag Raising Event

Maggie Lattanzio, MSN, RN, CCRN
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- Programmatic Nurse Specialist
- Cardiovascular Services
- UPMC Passavant McCandless
- Donation Champion
• 400 licensed beds serving the North Hills of Pittsburgh and surrounding communities.
• Service line specialties include cardiovascular, oncology, and orthopedics.
• 38 bed Emergency Department
• 32 bed Critical Care Unit
HAP Donate Life Challenge Participation

- Third year participating in HAP Challenge
- Achieved **platinum** level recognition in 2016
- Utilization of CORE volunteers to increase awareness
- Collaboration with CORE team members to create strong relationships
Planning the Event

- Meetings with ACR, CORE PSL
- Planning with Donor Advisory Group
- Coordinating not just one event…but two!
  - McCandless and Cranberry
Marketing the Event

- Internal communications team UPMC – screensaver, Extra, internal television screens and e-mail blasts.
- Advertisements
- Spreading the word through clinical departments
2016 Flag Raising Ceremony

Confidentiality Peer Review
Act 13 Protected
Questions?