Engagement of the C-Suite
Conemaugh Meyersdale Medical Center
Presented by Pam Swansboro, CNO
• C-Suite involvement with Organ/Tissue/Cornea Donation Awareness has become a common conversation.
• Building together with CORE our annual hospital development plan.
• Including recognition of our community for spreading donation awareness
• Honoring recipients
• Most of important, honoring donors and their families
CEO’s Speaking at CORE Events
Involving County and State Officials
Passionate in promoting awareness because:

CEO/CNO recognize and promote organ/tissue donation awareness as a part of following our vision “Making Communities Healthier”

Our community benefits as recipients, living donors, and promotes healing for donor families.

Community members recognize the HEROS that have given life saving and life enhancing donations.

CNO member of PA Organ Donation Advisory Committee. Promotes the ODTA HS Mini Grants by engaging schools to apply.
Conemaugh Hospital System

CEO’s sign rose vials for 2020 Tournament of Roses Parade
A Critical Access Hospital Leading Change in a Rural Community

Education & Awareness from “Top Down”

- CEO
- CNO
- Managers
- Employees
- EMS & Communities

Where to educate/discuss/promote

<table>
<thead>
<tr>
<th>Align with Mission &amp; Vision</th>
<th>CEO 1:1 meetings with awareness Champions Provide updates, programs, data and fun initiatives</th>
<th>Patient Advisory Council meetings. Share initiatives</th>
<th>Patient Safety &amp; Quality meetings. Share outcomes, conversion rates, late referrals, etc..</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Making Communities Healthier”</td>
<td>Where: People choose to come for healthcare</td>
<td>Where: Physicians want to practice</td>
<td>Where: Employees want to work</td>
</tr>
</tbody>
</table>

We want to create places where:

- People choose to come for healthcare
- Physicians want to practice
- Employees want to work
CEO Promotes Employee Engagement in Donation Awareness Activities.

Engagement of ER Medical Director, Director of Medical Staff & Supports CNO as member of PA Organ Donation Advisory Committee
CEO Community Involvement & Commitment

CEO does “ride a longs” with EMS

County Farm Safety Day

Rotary Club Member

Health and Welfare Council Member

Meyersdale Maple Festival Sponsorship
Speech for Flag Raising. Signing Rose Vial.
CEO support for community education to create awareness:

Manager & Employees volunteer for HS Career Fairs

Employees volunteer for Senior Health Fairs and Expos (sponsored by Senators/Representatives)

Employees volunteer at County Fair

Employees volunteer at various festivals
## CNO Involvement & Support

### Clinical Staff Involvement in Community Events
- Activities for 01/08
- 02/14
- HAP College Challenge

### Fun Activities
- Dress Down Days
- Blue & Green Day
- Flag Raising
- Donor Recognition Ceremony

### High School Mini Grant Support
- 3rd Year Windber Area School District
- CNO meets with HS leadership

### New Applicants
- Mini Grant supported by OTDA
Find Your Champions!

OR Staff
OR Leadership
Clergy
Social Work
Med Star Flight Crew
Organ & Tissue Donation Awareness (OTDA)

Iu13.org/educators/improvement/state-initiatives/otda/
Wolf Administration Recognizes 25 Years of Governor Robert P. Casey Memorial Organ and Tissue Donation Awareness Trust Fund December 17, 2019

Supports the High School Mini Grant Program

First in our Nation 25 years ago to promote & support organ/tissue donation with registration

- The trust fund was established to help increase awareness about the need for organ and tissue donation and inspire more people in Pennsylvania to sign up as organ and tissue donors.

- In 2019, approximately 49 percent of Pennsylvanians are registered as organ donors, a 10 percent increase from 2001.
Pennsylvania residents can make a three-dollar donation to the trust fund when getting or renewing a driver’s license, photo ID card and vehicle registration.

Donations can also be made on the state income tax form.

For more information on organ donation or how to donate to the Governor Casey Trust Fund, visit www.health.pa.gov.
Questions?

Thank You!
HAP Coaching Call

Bea Leyden, DNP, MBA, RN, CPHQ, NEA-BC
Donna Titus, MSN, RN, CEN
Introduction

- Jefferson Health - Northeast, part of Jefferson Health
  - Jefferson Bucks Hospital
  - Jefferson Frankford Hospital
  - Jefferson Torresdale Hospital

- Organ Donation Council
- HAP Donate Life Team
Honoring Donors: Quilts

- History of GLDP Quilts
- Hospital-specific quilts
- Torresdale virtual quilt
  - Prototype (Bucks/Frankford in March)
Jefferson Torresdale Hospital Quilt Display Ceremony

• Attendees
  • Family Members
  • Recipients Sharing Stories
  • Jefferson Torresdale Staff
  • Gift of Life Representatives
When Markita said yes to organ donation, she found comfort knowing that her son Marquis would give others a second chance at life. See their story: donors1.org

Collaborating for Life:
Gift of Life and Jefferson NE

Presented by: Denise Cirio
Hospital Services Coordinator
Methodology For Hospital Engagement

- Relationships
- Clinical Partnerships
- Messaging
- Culture and Advocacy
Donation Champion Learning Session

January 2020 Session
Representatives from all three campuses

Nursing and Respiratory Care staff

Physician speaker: Brain Death Determination and Communication

Nursing speaker: “Ask the Expert” Panel Discussion
Honoring Donors

Moment of Honor

Today we come together to honor the donors and donor families at Jefferson Health Northeast; also all who will benefit from these gifts of life.

For all the parents, children, family and friends who are touched by organ donation, may we remember the new hopes and dreams that begin with the gifts that have been given since our last Council.

May we take a moment now in silence to honor the lives of our donors.
Congratulations to our TOP HEALTH SYSTEM WINNERS

UPMC Susquehanna #1 UPMC Susquehanna

Jefferson Health #2 Jefferson Health Northeast

University of Pennsylvania Health System #3 University of Pennsylvania Health System

Register as an organ, tissue and cornea donor at donors1.org.