

## DONOR DRIVE 2010 LAUNCHES ACROSS THE STATE WITH ROBUST SUPPORT FROM HOSPITALS

Michigan hospitals and medical centers have responded with great enthusiasm to a plea to support a statewide effort to add one million names to the Michigan Organ Donor Registry in 2010.

Gift of Life Michigan and its key partners, including the MHA, have launched a sweeping campaign called Donor Drive 2010 to save more lives. Increasing the pool of potential organ, tissue and eye donors could help whittle away at the state's waiting list of nearly 3,000 critically ill people waiting for another chance at life.

Hospitals are making plans, rallying support from employees and already signing up staff members, their

families, friends, business partners, community members, vendors and more. With the campaign just starting to build momentum, the tally of new sign-ups on the Donor Registry from hospital efforts was approaching 1,000 just as Donate Life Month began in April.

The Michigan Health & Hospital Association set a statewide collective goal for hospitals at 100,000 and is asking hospitals to sign up one person for every two employees this year.

"This is one of the most important statewide health initiatives for Michigan in 2010," said Sam Watson, MHA's senior vice president for Patient Safety and Quality. "The MHA and the state's hospitals are proud to help by bringing more attention to the critical need to save more lives through organ donation."

Medical centers are stuffing payroll envelopes with information on how to join the registry, holding



table drives, contacting their local media, flying the Donation Saves Lives flag, getting involved in social media campaigns and more.

Donor Drive 2010 is a response to the fact that Michigan ranks 42nd nationwide in the percentage of registered drivers who have officially expressed their wish to become organ, eye and tissue donors.

One reason this state is behind: Many people don't know that signing the back of your license or state ID is no longer the way to register as an organ donor. Since 2007, residents add their name to the Michigan Organ Donor Registry. They can do so at [www.giftoflifemichigan.org](http://www.giftoflifemichigan.org), by calling 800.482.4881 or at a Secretary of State branch.

A critical component to the effort is social media. Gift of Life's Web site home page has a feature on the right side called a widget. This Internet tool allows users to sign up on the Donor Registry, and then pass the widget along to others through email, Facebook or Twitter. It also can be hosted on other Web sites by businesses, non-profits or service groups interested in joining the campaign to save and improve lives.

Adding one million names to the state's confidential database will bring Michigan in line with the national average of 39 percent. Just 24 percent of drivers here are signed up.

"If you don't have a red heart symbol on the front of your license or state ID, you aren't fully registered," Gift of Life CEO Richard Pietroski said. "For the 3,000 people in the state waiting for a life-saving transplant, this is a matter of life or death."

In addition to the MHA, Gift of Life Michigan is working with the Michigan Eye-Bank, the Michigan Department of State and the Donate Life Coalition of Michigan, among others, to encourage residents to sign up to save and improve lives. Those residents can then ask their friends, family and colleagues to do the same.

The widget features a special page at <http://donordrive2010.com> with a map of Michigan that details the percentage of registered adults by county.

### Donor Drive 2010 guide

- **To see how your county ranks** in donor registrations, go to [donordrive2010.com](http://donordrive2010.com)
- **To register a new donor and give your hospital credit** for the sign up, go to [www.giftoflifemichigan.org](http://www.giftoflifemichigan.org), click on "become a donor," then select "hospital" "when asked how did you hear?" Simply click on the name of your hospital from the drop-down menu.
- **If you will be registering several people in a row**, make sure you bookmark the page with your hospital selected, then go back to it each time you sign someone up.
- **For online access to Donor Drive 2010 tools and sample materials**, go to [www.giftoflifemichigan.org](http://www.giftoflifemichigan.org), click on get involved and select Donor Drive 2010 from the drop-down menu.
- **To submit a story of hope and inspire others** about donation and transplantation, go to stories of hope at [www.giftoflifemichigan.org](http://www.giftoflifemichigan.org).



Sam Watson, MHA

### GIFT OF LIFE'S MISSION

To improve and extend the lives of the citizens of the state of Michigan by increasing public and professional participation in organ and tissue donation for transplantation.

### Signs-ups by hospitals through March

- |  |  |
|--|--|
| • U of M Health Systems – 267                        | • Huron Valley-Sinai Hospital – 47   |
| • Borgess Medical Center – 186                       | • Butterworth Hospital – 46  |
| • Henry Ford Hospital – 145                          | • Nine other hospitals signed up 20 or more new organ donors through March |
| • Lakeland Regional Medical Center, St. Joseph – 110 | Total at hospitals through March: 1,400                                    |
| • Saint Mary's Grand Rapids – 109                    | Total sign-ups at hospitals in 2009: 3,400                                 |
| • Oakwood Hospital & Medical Center – 65             | 2010 goal for hospitals statewide: 100,000                                 |
| • Crittenton Hospital – 47                           |  |

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- 8 Keystone Symposium coming in May

# HOSPITALS MUST INVOLVE COMMUNITIES TO HELP HIT DONOR DRIVE 2010 GOALS

Gift of Life Michigan and the Michigan Health & Hospital Association (MHA) are working together to promote Donor Drive 2010. Each Michigan hospital has been asked to help add one million new names to the Michigan Organ Donor Registry by pledging to recruit its own number of new registrations in 2010.



The suggested minimum pledge per facility is half the total employee count. This does not mean, however, that the registrants must be employees. Any person you enroll counts toward your target: employees, visitors, patients, volunteers, physicians, friends, and family members are all eligible.

Recruitment doesn't have to be limited to the hospital setting. A great way to encourage registration is through social networking and education. Consider enlisting help from community groups such as the Lions Club, Kiwanis, Rotary or Chamber of Commerce. There are always events within your hospital that can offer additional opportunities, such as blood drives, cafeteria events, uniform sales, etc. Of course, professional organizations are an additional source of support.

Most people understand and recognize the value of transplantation and the "gift of life" that donation represents. Each of us can make a difference by helping to sign folks up. One million names is a tough goal and we need your help to get it done.

Recruitment and enrollment are quick, easy and free. There's no better gift than the gift of life!

Thanks for your help!



Rick Hillbom, RPh, MBA, MS  
Chief Operating Officer—Outpatient Services and Physician Relations  
Oakwood Hospital & Medical Center  
Dearborn.

*Editors Note: Starting with this issue, Best Practices, Best Results will feature a columnist writing about great work, inspiration, and stories that make a difference in donation and transplantation.*

## Donate Life flags are flying across Michigan as hospitals celebrate donation and hope

*"Life is just too precious not to share."*

—Richard Pietroski, Gift of Life CEO

Hospitals across the state have celebrated April, Donate Life Month, with emotional memorials, ambitious registration drives and flag-flying campaigns to lend more awareness of organ, eye and tissue donation.

Dozens of other hospitals will mark the month and celebrate donation on into 2010 by raising their own flags. The MHA generously provided one for every hospital in the state. Other celebrations in April and beyond include Henry Ford Hospital's Donor Family Ceremony on April 16, a flag-raising ceremony at Beaumont Hospital in Troy on May 22 and a flag-raising event at St. Mary's in Saginaw on June 4.



Richard Pietroski

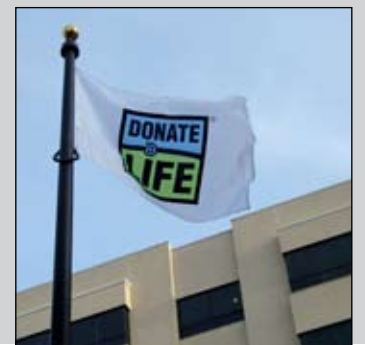
The month began with an annual Donor Family Memorial Ceremony and flag-raising at Beaumont Hospital in Royal Oak. The gathering was an opportunity for Beaumont's doctors, nurses and administrators – along with Gift of Life employees – to thank the families of organ, eye and tissue donors for helping save and improve lives.

"Life is just too precious not to share," Gift of Life CEO Richard Pietroski told the crowd. "Thank you for doing that as you struggled with your horrible grief."

The hospital raised its Donate Life flag, purchased by the Michigan Health & Hospital Association, immediately after the ceremony.



Donor family members, hospital staff and members of Gift of Life Michigan gather on April 1 to raise the Donate Life flag outside William Beaumont Hospital in Royal Oak.



# Hospitals up their game in 2009; improve in four critical categories

Michigan hospitals saw solid gains in four critical categories in 2009, making for a better donation process and the potential for more lives saved and improved.

The statewide rates for referrals, timely notification, appropriate request and conversion rates all increased. The rate for timely notification had the biggest jump – 8 percentage points.

Collectively, hospitals improved in four areas from 2008 to 2009:

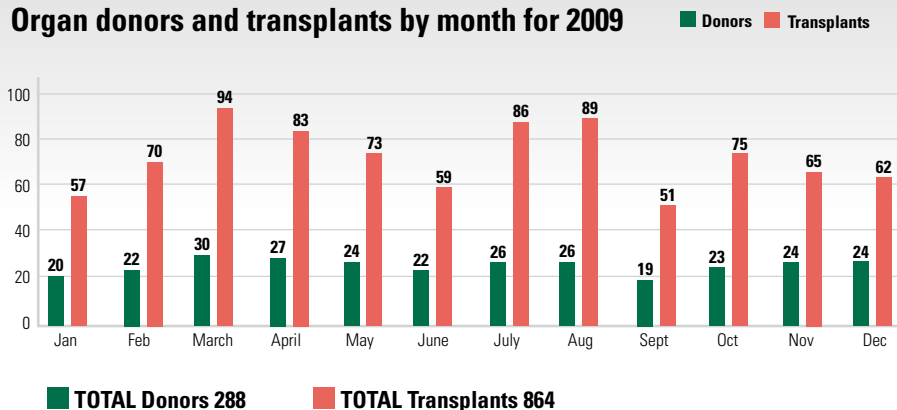
- Referral rate: 96 to 98 percent
- Timely notification: 81 to 89 percent
- Appropriate request rate: 94 to 95 percent
- Conversion rate: 77 to 82 percent

“Hospitals should feel very good about the improvements they made in 2009,” said Richard Pietroski, CEO of Gift of Life. “Their amped-up performance in critical areas shows that those committed to donation and transplantation are working hard to make the process better and that they are serious about saving more lives.”

Some medical centers also hit new marks. Accomplishments include:

- Lakeland Regional Medical Center in Niles had its first organ donor ever.
- Oaklawn Hospital in Marshall also had its first organ donor.
- Munson Medical Center in Traverse City won the HRSA Gold Medal of Honor for organ donation. It was the only hospital of its size in the nation to do so.
- Beaumont Hospital in Troy had a record number of organ donors with five, up from four in 2008.
- Borgess Medical Center in Kalamazoo had a record number of organ donors with 16, up from 12 in 2008.
- Oakwood Hospital & Medical Center in Dearborn had a record number of tissue donors with 29 – up from 17 in 2008.
- Spectrum Butterworth Hospital had the most organ donors in the state last year with 30, the most eye donors with 74 and the most tissue donors with 58.

## Organ donors and transplants by month for 2009



## Champions receive awards for outstanding work in organ donation

**Gift of Life presented six people with its prestigious Community Service and Professional Service awards in November. The recipients were recognized for their outstanding work and advocacy in organ, eye and tissue donation and transplantation.**

### Professional Service Award Recipients

- **Penny Shaull, medical records director at the Battle Creek Health System**

Penny Shaull improved organ donation in Battle Creek by speeding up the hospital's timely notification rates with a pop-up computer notification for nurses, prompting them to call Gift of Life. That system is now used throughout Trinity Health, which includes Battle Creek and many other hospitals.

- **Carol Higgins, retired clinical nurse specialist at McLaren Regional Medical Center in Flint**

Carol Higgins spent 20 years experiencing all angles of organ donation at McLaren. For Carol, helping make donation happen was and is a passion. Among other things, she spent countless hours educating both nurses and the public.

- **Rick Hillbom, Oakwood Hospital & Medical Center in Dearborn**

Oakwood's Chief Operating Officer, Rick Hillbom, took on the mission of making donation work there in 2005 and, since then, Oakwood's program has not only improved markedly, but the Dearborn hospital last year won its third consecutive organ donation Medal of Honor.

### Community Service Award Recipients

- **Diana Lewis, anchor at WXYZ TV in Detroit**

Since 2005, Diana has served as honorary chairwoman for the Gift of Life MOTTEP LIFE Walk at Belle Isle Park in Detroit. She reports live from the walk, which is the largest organ and tissue awareness event in Michigan. The fundraiser supports Minority Organ Tissue Transplant Education Program in Detroit.

- **Sue Riopelle, Michigan Department of State regional manager**

Sue Riopelle was able to encourage people to register as organ and tissue donors as a manager of branch offices covering the state's mid section, including Flint and Saginaw. Her area produced 2 ½ times more registrations in 2008-09 than in previous years.

- **Beth Rubenstein, liver recipient and volunteer**

Less than a year after Beth Rubenstein's 2007 liver transplant, she proposed the Transplant Living Community Program at Henry Ford Hospital in Detroit. The program – TLC – is run by trained volunteers who help waiting patients and new recipients. Beth oversees the program.

# THE DASHBOARD

*A look at hospital performance in*

# 2009

## What goes into the dashboard

The dashboard contains data from the top 48 donor hospitals in Michigan for the first six months of 2009. It has the total number of organ donors, as well as the number who were donors after cardiac death, or DCD and for tissue donors. (The DCD numbers are included in the total number of donors.)

The other critical measures of the donation process are color-coded to give a quick idea of how a hospital is doing. Green means the hospital meets the goal; yellow means the performance is slightly below the goal; and red means the hospital needs to take action to improve performance. At right, you'll find definitions of the measures and national goals established by the U.S. Health Resources and Services Administration (HRSA). The information is also available at [www.ustransplant.org](http://www.ustransplant.org).

Gift of Life Michigan in first half of 2009*	
Organ donors	288
DCD donors	59
Tissue donors	880
Referral rate	98%
Timely notification rate	89%
Appropriate request rate	95%
Conversion rate	82%

\*Donor figures are for the entire organization. Rates are cumulative for the 55 hospitals in the state that have at least 150 beds.

**Referral rate:** The percentage of imminent deaths reported to Gift of Life Michigan. The goal is for ALL deaths to be reported. A low percentage means there may have been missed opportunities for organ donation.

Green: 100 percent Yellow: 90-99 percent Red: < 90 percent

**Timely notification rate:** The percentage of imminent deaths that were reported within one hour of meeting clinical triggers established by the hospital, e.g., severe neurological trauma, on a ventilator, Glasgow Coma Scale (GCS) of 5 or less. A low percentage means the referrals are not being made in a timely manner.

Green: 100 percent Yellow: 90-99 percent Red: < 90 percent

**Appropriate request rate:** The percentage of requests to a potential donor's family that involved a collaborative approach with a trained, designated requestor from Gift of Life Michigan. All approaches should be done this way; any variance is a violation of Centers for Medicare and Medicaid Services (CMS) rules.

Green: 100 percent Yellow: 90-99 percent Red: < 90 percent

**Conversion rate:** The percentage of potential donors who became actual donors. It is based on Health Resources Services Administration (HRSA) standards, which include "eligible death donors," DCD donors and donors who are over age 70. The national goal is at least 75 percent.

Green: 75 percent or greater Yellow: 70-74 percent Red: < 70 percent

**Note:** N/A (not applicable) means there were no eligible death donors, so a rate cannot be computed.

## Michigan Eye-Bank in 2009

Eye donors	1,472
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### Allegiance Health

Organ donors	0
DCD donors	0
Tissue donors	12
Eye donors	19
Referral rate	100%
Timely notification rate	76%
Appropriate request rate	N/A
Conversion rate	N/A

### Alpena Regional Medical Center

Organ donors	1
DCD donors	0
Tissue donors	2
Eye donors	5
Referral rate	78%
Timely notification rate	67%
Appropriate request rate	100%
Conversion rate	100%

### Battle Creek Health System

Organ donors	0
DCD donors	0
Tissue donors	3
Eye donors	6
Referral rate	98%
Timely notification rate	88%
Appropriate request rate	N/A
Conversion rate	N/A

### Bay Regional Medical Center

Organ donors	4
DCD donors	1
Tissue donors	12
Eye donors	17
Referral rate	98%
Timely notification rate	87%
Appropriate request rate	100%
Conversion rate	57%

### Borgess Medical Center

Organ donors	16
DCD donors	4
Tissue donors	23
Eye donors	28
Referral rate	100%
Timely notification rate	91%
Appropriate request rate	92%
Conversion rate	94%

### Botsford Hospital

Organ donors	2
DCD donors	2
Tissue donors	5
Eye donors	19
Referral rate	99%
Timely notification rate	82%
Appropriate request rate	100%
Conversion rate	100%

Bronson Methodist Hospital	
Organ donors	13
DCD donors	4
Tissue donors	18
Eye donors	30
Referral rate	98%
Timely notification rate	84%
Appropriate request rate	85%
Conversion rate	87%

Detroit Receiving Hospital	
Organ donors	8
DCD donors	0
Tissue donors	12
Eye donors	14
Referral rate	96%
Timely notification rate	90%
Appropriate request rate	100%
Conversion rate	73%

Harper University Hospital	
Organ donors	1
DCD donors	0
Tissue donors	5
Eye donors	7
Referral rate	92%
Timely notification rate	73%
Appropriate request rate	100%
Conversion rate	50%

Henry Ford Macomb -Warren	
Organ donors	1
DCD donors	0
Tissue donors	6
Eye donors	8
Referral rate	94%
Timely notification rate	82%
Appropriate request rate	100%
Conversion rate	100%

Ingham Regional Medical Center	
Organ donors	2
DCD donors	0
Tissue donors	10
Eye donors	12
Referral rate	98%
Timely notification rate	86%
Appropriate request rate	100%
Conversion rate	100%

Mercy Health Partners–Hackley Campus	
Organ donors	2
DCD donors	0
Tissue donors	11
Eye donors	11
Referral rate	92%
Timely notification rate	76%
Appropriate request rate	100%
Conversion rate	100%

Children's Hospital of Michigan	
Organ donors	3
DCD donors	0
Tissue donors	5
Eye donors	2
Referral rate	80%
Timely notification rate	60%
Appropriate request rate	100%
Conversion rate	50%

Garden City Hospital	
Organ donors	2
DCD donors	0
Tissue donors	10
Eye donors	13
Referral rate	83%
Timely notification rate	78%
Appropriate request rate	100%
Conversion rate	67%

Henry Ford Hospital	
Organ donors	15
DCD donors	2
Tissue donors	22
Eye donors	53
Referral rate	100%
Timely notification rate	96%
Appropriate request rate	100%
Conversion rate	75%

Holland Hospital	
Organ donors	2
DCD donors	1
Tissue donors	5
Eye donors	8
Referral rate	100%
Timely notification rate	94%
Appropriate request rate	0%
Conversion rate	100%

Lapeer Regional Medical Center	
Organ donors	1
DCD donors	0
Tissue donors	5
Eye donors	6
Referral rate	100%
Timely notification rate	100%
Appropriate request rate	100%
Conversion rate	100%

Mercy Health Partners – Mercy Campus	
Organ donors	1
DCD donors	0
Tissue donors	10
Eye donors	
Referral rate	100%
Timely notification rate	96%
Appropriate request rate	100%
Conversion rate	100%

Covenant HealthCare System	
Organ donors	7
DCD donors	2
Tissue donors	11
Eye donors	21
Referral rate	99%
Timely notification rate	79%
Appropriate request rate	75%
Conversion rate	88%

Genesys Regional Medical Center	
Organ donors	6
DCD donors	1
Tissue donors	25
Eye donors	28
Referral rate	100%
Timely notification rate	90%
Appropriate request rate	71%
Conversion rate	86%

Henry Ford Macomb-Clinton Twp.	
Organ donors	3
DCD donors	0
Tissue donors	8
Eye donors	17
Referral rate	100%
Timely notification rate	100%
Appropriate request rate	75%
Conversion rate	75%

Hurley Medical Center	
Organ donors	18
DCD donors	3
Tissue donors	25
Eye donors	29
Referral rate	98%
Timely notification rate	91%
Appropriate request rate	95%
Conversion rate	75%

McLaren Regional Medical Center	
Organ donors	5
DCD donors	2
Tissue donors	16
Eye donors	14
Referral rate	100%
Timely notification rate	90%
Appropriate request rate	100%
Conversion rate	83%

Metro Health Hospital	
Organ donors	5
DCD donors	0
Tissue donors	8
Eye donors	9
Referral rate	100%
Timely notification rate	82%
Appropriate request rate	100%
Conversion rate	83%

MidMichigan Medical Center	
Organ donors	4
DCD donors	2
Tissue donors	10
Eye donors	26
Referral rate	98%
Timely notification rate	84%
Appropriate request rate	100%
Conversion rate	100%

Northern Michigan Regional Hospital	
Organ donors	5
DCD donors	0
Tissue donors	6
Eye donors	14
Referral rate	100%
Timely notification rate	92%
Appropriate request rate	100%
Conversion rate	100%

Oakwood Heritage Hospital	
Organ donors	1
DCD donors	0
Tissue donors	3
Eye donors	5
Referral rate	100%
Timely notification rate	86%
Appropriate request rate	100%
Conversion rate	100%

Saint Mary's Health Care-Grand Rapids	
Organ donors	2
DCD donors	0
Tissue donors	8
Eye donors	16
Referral rate	94%
Timely notification rate	79%
Appropriate request rate	100%
Conversion rate	100%

Spectrum Health Blodgett Hospital	
Organ donors	2
DCD donors	0
Tissue donors	3
Eye donors	3
Referral rate	100%
Timely notification rate	92%
Appropriate request rate	100%
Conversion rate	57%

St. John Macomb Hospital	
Organ donors	1
DCD donors	0
Tissue donors	8
Eye donors	23
Referral rate	98%
Timely notification rate	98%
Appropriate request rate	NA
Conversion rate	100%

Mt. Clemens Regional Medical Center	
Organ donors	8
DCD donors	1
Tissue donors	20
Eye donors	29
Referral rate	100%
Timely notification rate	99%
Appropriate request rate	89%
Conversion rate	89%

Oakwood Hospital & Medical Center	
Organ donors	7
DCD donors	1
Tissue donors	29
Eye donors	42
Referral rate	100%
Timely notification rate	93%
Appropriate request rate	100%
Conversion rate	78%

POH Medical Center	
Organ donors	6
DCD donors	2
Tissue donors	15
Eye donors	12
Referral rate	97%
Timely notification rate	88%
Appropriate request rate	100%
Conversion rate	75%

Sinai-Grace Hospital	
Organ donors	7
DCD donors	2
Tissue donors	21
Eye donors	30
Referral rate	71%
Timely notification rate	58%
Appropriate request rate	83%
Conversion rate	70%

Spectrum Health Butterworth Hospital	
Organ donors	30
DCD donors	4
Tissue donors	54
Eye donors	74
Referral rate	100%
Timely notification rate	79%
Appropriate request rate	91%
Conversion rate	79%

St. John Macomb-Oakland Hospital	
Organ donors	1
DCD donors	0
Tissue donors	5
Eye donors	6
Referral rate	89%
Timely notification rate	84%
Appropriate request rate	100%
Conversion rate	33%

Munson Medical Center	
Organ donors	5
DCD donors	1
Tissue donors	22
Eye donors	32
Referral rate	100%
Timely notification rate	92%
Appropriate request rate	100%
Conversion rate	100%

Oakwood Annapolis Hospital	
Organ donors	0
DCD donors	0
Tissue donors	5
Eye donors	5
Referral rate	100%
Timely notification rate	90%
Appropriate request rate	NA
Conversion rate	NA

Providence Hospital	
Organ donors	0
DCD donors	0
Tissue donors	8
Eye donors	
Referral rate	98%
Timely notification rate	95%
Appropriate request rate	NA
Conversion rate	NA

Sparrow Hospital	
Organ donors	8
DCD donors	1
Tissue donors	23
Eye donors	36
Referral rate	99%
Timely notification rate	94%
Appropriate request rate	100%
Conversion rate	89%

St. John Hospital & Medical Center	
Organ donors	9
DCD donors	0
Tissue donors	10
Eye donors	37
Referral rate	100%
Timely notification rate	94%
Appropriate request rate	100%
Conversion rate	75%

St. Joseph Mercy Hospital Ann Arbor	
Organ donors	11
DCD donors	3
Tissue donors	21
Eye donors	32
Referral rate	94%
Timely notification rate	88%
Appropriate request rate	100%
Conversion rate	92%

St. Joseph Mercy Oakland	
Organ donors	2
DCD donors	1
Tissue donors	8
Eye donors	25
Referral rate	92%
Timely notification rate	85%
Appropriate request rate	100%
Conversion rate	67%

University of Michigan Health System	
Organ donors	22
DCD donors	6
Tissue donors	25
Eye donors	44
Referral rate	98%
Timely notification rate	96%
Appropriate request rate	100%
Conversion rate	95%

William Beaumont Hospital-Troy	
Organ donors	5
DCD donors	2
Tissue donors	10
Eye donors	27
Referral rate	100%
Timely notification rate	96%
Appropriate request rate	100%
Conversion rate	100%

St. Mary Mercy Hospital-Livonia	
Organ donors	1
DCD donors	1
Tissue donors	11
Eye donors	13
Referral rate	97%
Timely notification rate	97%
Appropriate request rate	100%
Conversion rate	50%

William Beaumont Hospital-Grosse Pointe	
Organ donors	1
DCD donors	0
Tissue donors	4
Eye donors	7
Referral rate	96%
Timely notification rate	93%
Appropriate request rate	NA
Conversion rate	100%

St. Mary's of Michigan-Saginaw	
Organ donors	14
DCD donors	1
Tissue donors	18
Eye donors	21
Referral rate	100%
Timely notification rate	80%
Appropriate request rate	100%
Conversion rate	70%

William Beaumont Hospital-Royal Oak	
Organ donors	9
DCD donors	5
Tissue donors	15
Eye donors	36
Referral rate	98%
Timely notification rate	94%
Appropriate request rate	100%
Conversion rate	82%

## Key Gift of Life contacts for hospitals

If you'd like more information on how to achieve the best outcomes in organ and tissue donation at your hospital, contact the Gift of Life Michigan hospital development associate assigned to your facility.

Here are the hospital development associates and some of the facilities they service:

### Dusty DeHaven

(517) 402-4166  
Sparrow Hospital  
Ingham Regional Medical Center  
Allegiance Health

### Karen Forier

(248) 420-3775  
Detroit Receiving Hospital  
Harper University Hospital  
Children's Hospital of Michigan  
Sinai-Grace Hospital

### Terry Gorski

(313) 561-1342  
Henry Ford Macomb-Warren  
Henry Ford Macomb Hospital-Clinton Twp.

### Lynda Harwood

(734) 355-8575 or (734) 647-5310  
University of Michigan Health System

### Lori Kelley

(989) 295-2218  
St. Mary's of Michigan - Saginaw  
Covenant HealthCare System  
MidMichigan Medical Center – Midland  
Alpena Regional Medical Center

### Dan Kurdziel

(313) 378-1853  
Mt. Clemens Regional Medical Center  
St. John Hospital & Medical Center  
St. John Macomb Hospital  
St. John Oakland Hospital

### Bill Leeder

(616) 648-7879 or (616) 391-3745  
Spectrum Health Butterworth Hospital  
Spectrum Health Blodgett Hospital

### Lisa Louchart

(248) 840-9775  
St. Joseph Mercy-Ann Arbor  
William Beaumont Hospital-Royal Oak  
Botsford Hospital  
St. Mary Mercy-Livonia

### Erin McGreal-Miller

(517) 230-8141  
Holland Hospital  
Lakeland Regional Health System – St. Joseph  
Mercy Health Partners-Hackley Campus  
Mercy Health Partners-Mercy Campus

### Brenda McWaters

(616) 292-8325  
Northern Michigan Regional Hospital  
Munson Medical Center  
Saint Mary's Health Care-Grand Rapids

### Sally Pitt-Van Buren

(269) 330-4441  
Borgess Medical Center  
Bronson Methodist Hospital

### Ashley Renkes

(734) 645-3559  
Hurley Medical Center

### Sheri Sinar

(248) 207-5522  
St. Joseph Mercy-Oakland in Pontiac  
POH Medical Center  
Providence Hospital & Medical Centers  
Providence Park Hospital

### Stephanie Sommer

(248) 318-6096 or (810) 424-6845  
Henry Ford Hospital

### Michelle Trachsel

(586) 945-0930  
William Beaumont Hospital-Troy  
William Beaumont Hospital-Grosse Pointe  
Garden City Hospital  
Sinai-Grace Hospital

### Lenny Van Maanen

(248) 320-6159  
McLaren Regional Medical Center  
Genesys Regional Medical Center  
Bay Regional Medical Center

### Rebecca Williams

(586) 255-7827  
Oakwood Heritage Hospital  
Oakwood Hospital & Medical Center

If your hospital is not listed, but you'd like additional information, please call (800) 482-4881 and ask for the Hospital Development Department. You can also call Gift of Life's customer service line at (866) 500-5801, ext. 1411, where you can share your feedback, concerns or suggestions related to the organ and tissue donation process.

# Symposium on donation and transplantation draws more than 250

*Registration still open for May 12 conference in Novi*

A day long spring symposium for physicians, nurses and other medical professionals will feature national guest speakers and Michigan experts on donation and transplantation.

The CME-approved learning opportunity on May 12 at Sheraton Detroit Novi Hotel is co-sponsored by Gift of Life Michigan, Wayne State University School of Medicine and the Michigan Health & Hospital Association.

The Keystone: Gift of Life Symposium is titled "The Critical Care Team and Organ Donation: Improving Transplant Outcomes through Physician Leadership." The conference will feature donation and transplantation experts who will examine the roles of the critical care team and talk about broad strategies to improve the process.

WAYNE STATE  
UNIVERSITY



## Keystone Symposium

- Registration: <http://bit.ly/GOLregister>
- Cost: \$25
- When: May 12 - 8:15 a.m. to 4 p.m
- Where: Sheraton Detroit Novi Hotel

"We have worked very hard to bring together a lineup of some of the best our industry has to offer to help guide us to better outcomes in donation and transplantation," said Cindy Jacobs, director of Professional Development for Gift of Life. "We hope to ultimately save more lives in the work we do every day."

Response to the ambitious symposium from hospitals across Michigan has been brisk with nearly 250 people already planning to attend, but registration is still open.

*Cindy Jacobs, Gift of Life*



## Henry Ford Hospital pays tribute to donors and their families



Above: Henry Ford's Transplant Administrator, Marianne Beach (left), and Cyndy Kirschbaum, Clinical Donation Coordinator for Gift of Life Michigan in front of one of several Gift of Life donor quilts honoring the state's organ, eye and tissue donors.

Above right: Tayvian Smith, 3, of Lincoln Park, attended the ceremony with his family to celebrate the life of Tayvian's "Papa," Joseph Wojciechowski, who donated his corneas in 2009.



### About us

Gift of Life Michigan is the state's federally designated full-service organ and tissue recovery organization that acts as the intermediary between donors, physicians and hospital staff.

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