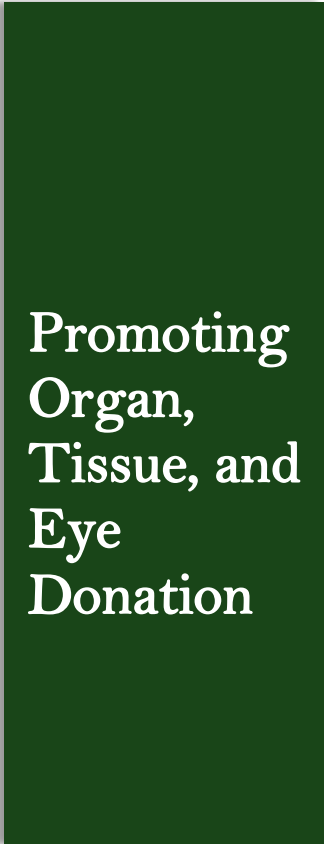

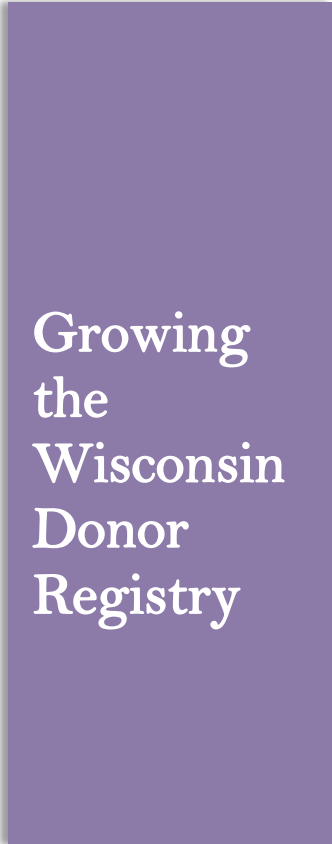



Wisconsin Organ and Tissue Donation Program 2017 Program Report



Promoting
Organ,
Tissue, and
Eye
Donation



Growing
the
Wisconsin
Donor
Registry



Partnering
with the
Division of
Motor
Vehicles



Supporting
Donate Life
Wisconsin



Honoring
Donor
Families

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Mission

The Department of Health Services (DHS) Organ and Tissue Donation Program works to increase the number of people who say “yes” to organ, tissue, and eye donation and reduce the number of people who are waiting for life-saving transplantation and life-improving surgery. We work to increase access to transplantation services by providing an efficient and effective donor registry, allowing people to register at the DMV, online, or by mail, and enabling secure and immediate access to those decisions for authorized individuals.

We work with Donate Life Wisconsin and other partners to provide innovative and compelling messaging and education to families, health care providers, business and community partners, and the general public.

Vision

All individuals waiting for a transplant will be able to receive the *Gift of Life* so that no person dies waiting or suffers needlessly because there are not available organs, eyes, and tissue from donors.



Wisconsin State Capitol lit to launch the Donor Registry, March 29, 2010

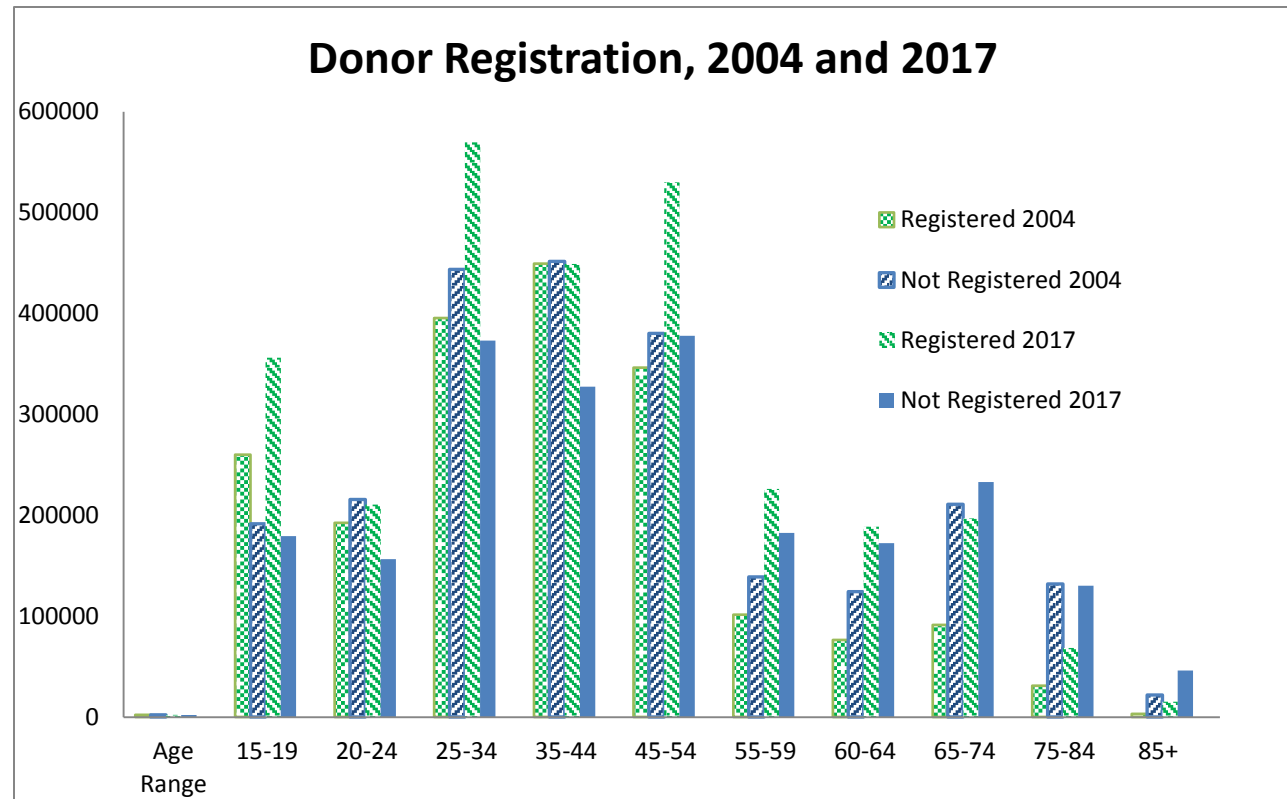
The DHS Organ and Tissue Donation Program was authorized by the 1999-01 state biennial budget in response to the governor's interest in having the state promote organ donation and save lives through transplantation. The budget authorized the creation of a position in the Division of Public Health in DHS for developing and administering the DHS Organ and Tissue Donation Program. The position was supported by the state's two organ procurement organizations, federal Medicaid matching funds, and a program budget of \$35,000.

The DHS Organ and Tissue Donation Program works to increase the number of people who say "yes" to organ, tissue, and eye donation and reduce the number of people who are waiting for life-saving transplantation and life-improving surgery. We work to increase access to transplantation services statewide by providing an efficient and effective donor registry to allow people to register at the Division of Motor Vehicles, online, or by mail, and allow secure and immediate access to those decisions. We work with Donate Life Wisconsin and other partners to provide innovative outreach and education to families, health care providers, and business and community partners.

The DHS Organ and Tissue Donation Program works to:

- ❖ *Promote organ, tissue and eye donation*
- ❖ *Grow and manage the Wisconsin Donor Registry*
- ❖ *Partner with the Division of Motor Vehicles of the Wisconsin Department of Transportation*
- ❖ *Support the work of Donate Life Wisconsin*
- ❖ *Honor and assist donor families*

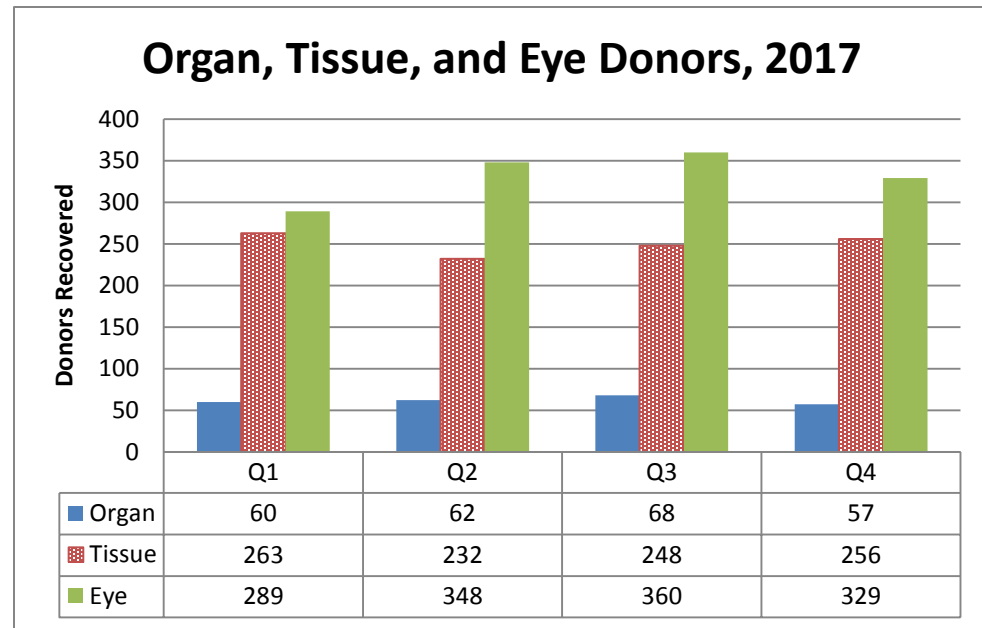
Promoting Organ, Tissue, and Eye Donation



DHS Organ and Tissue Donation Program works with Donate Life Wisconsin and Donate Life America to promote organ, tissue, and eye donation, and make registration a “fundamental human responsibility.” The number of individuals who register has increased in nearly every age category since 2004. The numbers registered stayed about the same for those aged 35-44, but increased significantly in every other age group beginning with those aged 45-54 and older. In 2017, the number choosing not to register exceeded those that registered for those aged 65 and older.

The DHS Organ and Tissue Donation Program worked with individuals and organizations across the state to organize over 35 events in 2017 to promote organ, tissue, and eye donation awareness, and the Donor Registry.

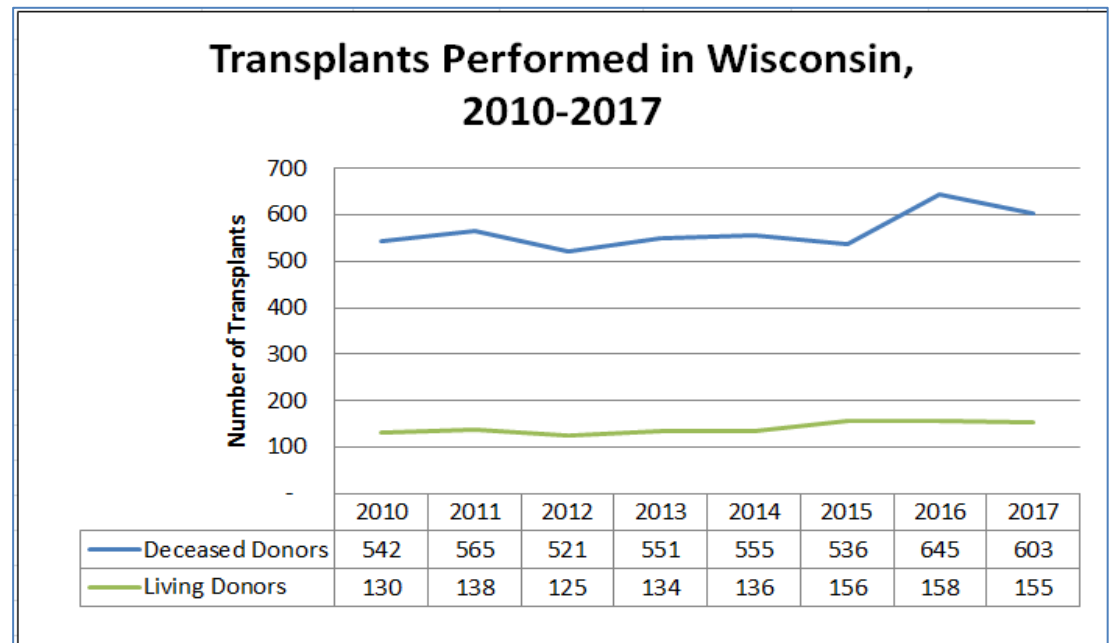
The number of individuals who became organ donors has steadily increased over the past five years—from 198 recovered donors in 2013 to 247 in 2017. The number of eye donors has increased significantly—from 707 recovered in 2013 to over 1,300 in 2017. The number of recovered tissue donors during this same period has increased from 963 to 999, though there were higher numbers of tissue donors recovered in 2014, 2015, and 2016.



Source: Wisconsin Organ, Tissue and Eye Recovery Organizations

In Wisconsin, the number of organ transplants performed in 2017 reached 758, down from 803 in 2016, but an overall increase of 13% since 2010.

About 80% of Wisconsin transplants involved organs from deceased donors and 20% from living donors.



Source: Organ Procurement and Transplant Network

Growing the Wisconsin Donor Registry

Eight years ago, the DHS Organ and Tissue Donation Program launched Wisconsin's donor registry. Developing and maintaining a strong and secure registry is vital to saving and improving lives through donation. Wisconsin's registry provides secure access to the individuals who work with families to make donation and transplantation possible.

During 2017, DHS Organ and Tissue Donation Program:

- Supported 158 authorized users of the donor look-up.
- Provided training on public and secure websites and fixed problems with access.
- Allocated information technology and program staff time necessary to test and upgrade the registry software to keep it operating securely and efficiently.
- Processed 50 registration forms mailed to DHS from Wisconsin residents who do not use the internet.
- Began preparation of emergency preparedness plan to provide continuity of communication in the event of a disaster.

Nearly 1.1 million people added their name to the Wisconsin Donor Registry.

During 2017, more than 610,000 people added their name to the Donor Registry while at the DMV, and 4,400 people registered online.

Donor Registrations 2017													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
DMV	48,351	48,846	48,304	48,527	54,013	45,764	57,195	64,116	40,845	54,090	50,589	49,823	610,463
Online	408	397	322	670	300	318	433	370	280	348	319	204	4,369

Source: DHS Donor Registry database.

Wisconsin Donor Registry Compared to National Standards Donate Life America Registry Metrics*

Donation Metric (Q4 2017)	Wisconsin	National Average	Top Ten Ranking
Donor Designation Share	63%	56%	71%
Donor Designation Rate	57%	50%	57%
Eligible Donors Registration Share	39%	34%	44%
Organ Donors Authorized by Registry	50%	49%	60%
Tissue Donors Authorized by Registry	62%	55%	65%
Eye Donor Authorized by Registry	63%	55%	60%

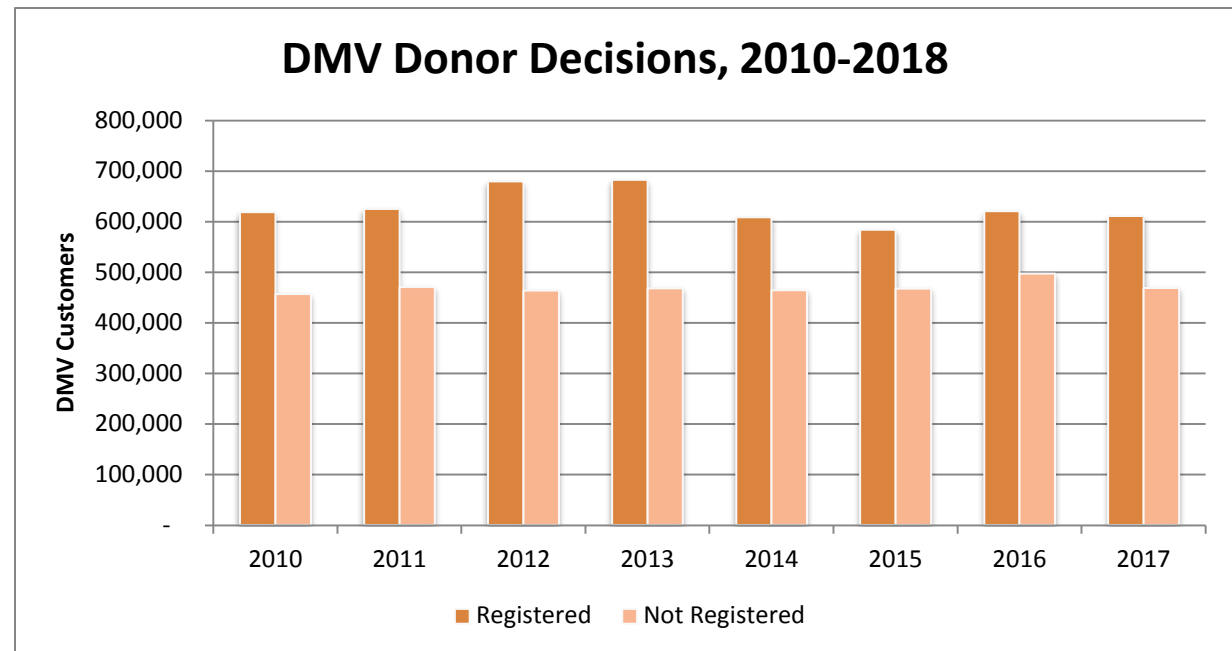
* See definitions for the Donate Life America Registry Metrics in Appendix.

**Wisconsin's Donor
Designation Rate of 57%
is among the top 10
in the nation.**

Partnering with the Wisconsin Division of Motor Vehicles

A key partnership in organ, tissue and eye donation is with the Division of Motor Vehicles (DMV) of the Wisconsin Department of Transportation. The DHS Organ and Tissue Donation Program has worked closely with this partner agency for more than 10 years. During 2017, new educational materials and posters were distributed to DMV service centers throughout the state.

The table below shows the number of people registering as donors at the DMV since 2010. The highest registration rate was in 2012 with 59.5% of DMV customers “saying yes” to registering.



2010	2011	2012	2013	2014	2015	2016	2017
57.5%	57.0%	59.5%	59.3%	56.7%	55.5%	55.5%	56.6%

The highest registration rate during this period was in 2012 with 59.5% of DMV customers “saying yes” to registering.

During 2017, DHS OTD worked with Donate Life Wisconsin and the DMV to:

- Update information about the donor registry and organ, tissue, and eye donation in DMV mailings and websites.
- Organized and conducted in-person visits to several DMV service centers to distribute new materials and celebrate their role in registering donors with a personal thank you from a local recipient or donor family member.
- Shared quarterly *Saving Lives* map and donor stories with DMV management and personnel.
- Distributed 200 "Proud Partner" polo shirts purchased by Donate Life Wisconsin to DMV field offices so that DMV offices and the staff working there show customers and the public a strong connection to organ, tissue, and eye donation.

**97% of donor
registrations
occur at the
DMV.**



Visit to thank the DMV team in Hudson

Supporting Donate Life Wisconsin



The DHS Organ and Tissue Donation program has a long history of working with Donate Life Wisconsin and its predecessor, the Wisconsin Coalition on Donation. The program director led the group for six years as president, assumed role as immediate past president, and currently is the ex-officio member of the executive committee.

During 2017, the DHS Organ and Tissue Donation Program:

- Helped organize meetings and manage the work of Donate Life Wisconsin.
- Developed survey instrument to garner member input for strategic planning.
- Responded to emails sent to the Donate Life Wisconsin website about donor registry and other questions.
- Helped to organize requests from public on events to promote the donor registry and raise funds for Donate Life Wisconsin.
- Provided data to compile the organization's annual report.
- Assisted in the recruitment, interviewing, orientation, and training of two past Donate Life Wisconsin executive directors.
- Served on the DMV committee to visit, educate, and recognize service center staff about the role they play in registering Wisconsin donors.
- Monitored and report on DMV customer donations through license plate sales and the \$2 check-off to benefit organization.
- Participated in National Donate Life America meeting and state team leader meetings.
- Served on Donate Life America national data committee.
- Collected data and submit reports using data on donor registration and recovered organ, tissue, and eye donors for Donate Life America and Donate Life Wisconsin.
- Served as Wisconsin's state team leader to Donate Life America.
- Developed registry enhancement to share any comments made by the registrant with recovery professionals

At their fifth annual Donate Life Walk in 2017, Bayview Middle School students raised \$15,000 for Donate Life Wisconsin.

For the past five years, DHS Organ and Tissue Donation Program has been privileged to work with the student council and their advisors from Bay View Middle School in Howard, Wisconsin, on their North East Wisconsin Donate Life Walk.

The DHS Organ and Tissue Donation Program monitors and reports contributions made to Donate Life Wisconsin through the sale of “Donate Life” special license plates and the voluntary \$2 add-on to support organ, tissue, and eye donation education efforts.



	DL License	\$2 Donations
2017	Plate Sales	DLW Portion
Jan	\$ 1,079	\$ 10,906.20
Feb	1,525	11,007.00
Mar	2,100	13,330.80
Apr	2,175	11,478.60
May	2,025	12,555.00
Jun	1,825	12,920.40
Jul	1,765	13,708.80
Aug	1,950	16,290.00
Sep	1,750	12,450.60
Oct	1,741	14,009.40
Nov	1,450	12,634.20
Dec	1,352	11,673.00
TOTAL	\$ 20,737	\$ 152,964.00



Representatives of Donate Life Wisconsin at North East Wisconsin Donate Life Walk, 2017

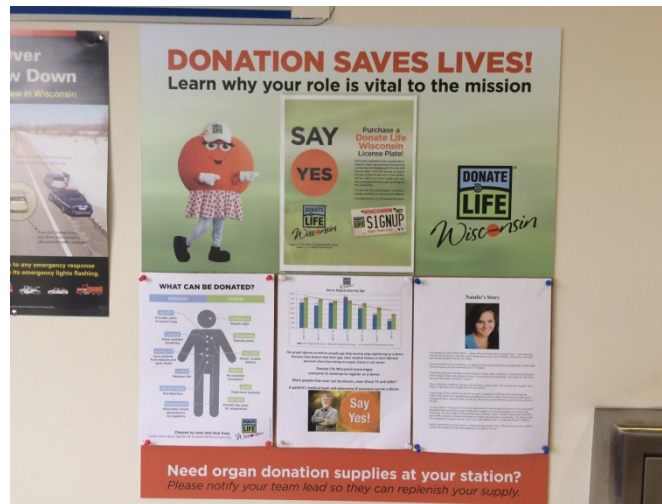
Honoring Donor Families

The DHS Organ and Tissue Donation program has many opportunities to honor donors, donor families, and recipients throughout the year. During 2017, the program arranged to have family members speak at events, participate in media interviews, staff tables or booths at employer health fairs, and visit a DMV service center to express appreciation for the work they do in registering donors.

Family members of donors regularly reach out to the DHS Organ and Tissue Donation Program to learn more about their loved one's donation. The Program handles these calls with the utmost urgency and care to connect these family members with the organizations that worked with their family.

DHS Organ and Tissue Donation Program works to support and honor donor families in all that we do.

Throughout the year, donor family members reached out to the Program with questions about their loved one's donation.



Donor Story Featured on Poster at DMV



Donor Family with Organ Recipient, 2017



WISCONSIN DEPARTMENT
of **HEALTH SERVICES**

Organ and Tissue Donation Program
Office of Health Informatics
Division of Public Health
P-02223 (08/2018)

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Program Director
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Appendix

Donate Life America Registry Metric Definitions

Donor Designation Share: The donor designation share seeks to measure the percentage of the adult population registered as donors by dividing the number of individuals in the donor registry of a state by the adult population, as measured by the most recent census estimate.

Donor Designation Rate: The donor designation rate seeks to measure the percentage of individuals during a quarter who say “Yes” to donation when given the opportunity during a motor vehicle department transaction.

Eligible Designated Donor Rate: The eligible designated donor rate is the percentage of eligible deaths (as defined by the United Network for Organ Sharing) who are registered donors. The eligible designated donor rate goes beyond a simple donor designation share in the general adult population. The eligible designated donor rate seeks to measure the rate of donor registration among those who are in the population of likely donors.

Donors Authorized by the Registry: Donors authorized by registry measures the percentage of a state’s donors that were authorized through donor registry

This program is funded in part by grants from the following organ, tissue, and eye donation and transplantation programs and advocacy organizations:

American Tissue Services Foundation

Aurora Health Care Metro, Inc.

BloodCenter of Wisconsin

Children's Hospital of Wisconsin

Donate Life Wisconsin, Inc.

Froedtert Memorial Lutheran Hospital

Lions Eye Bank of Wisconsin

RTI Donor Services

University of Wisconsin Hospitals and Clinics Authority (UWHC)

UW Organ Procurement Organization