

Connection

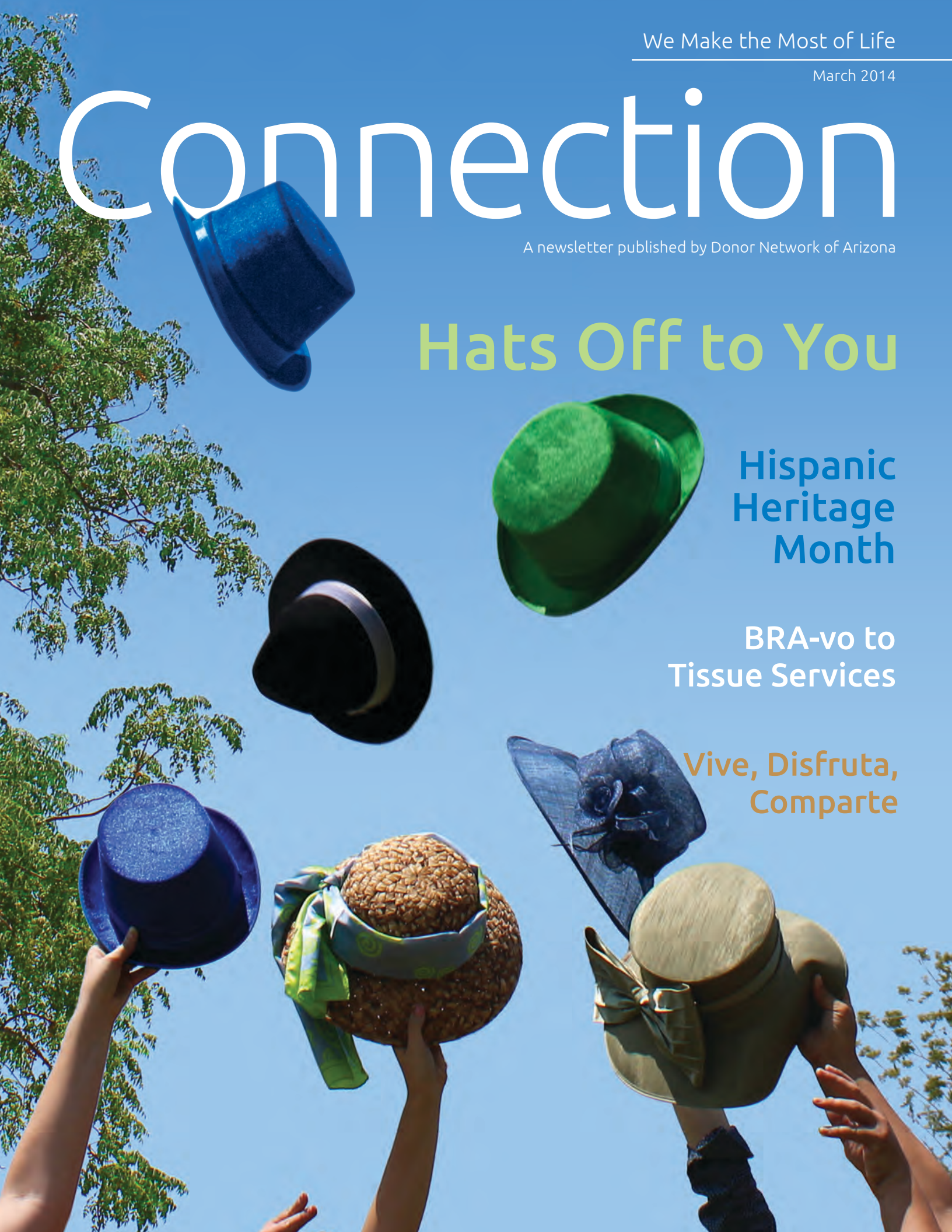
A newsletter published by Donor Network of Arizona

Hats Off to You

Hispanic
Heritage
Month

BRA-vo to
Tissue Services

Vive, Disfruta,
Comparte





Tim Brown (r) with Donation Celebration awardee, Dr. Victor Zach, from John C. Lincoln North Mountain Hospital.

Greetings

From CEO, Tim Brown

The past year at Donor Network of Arizona (DNA) was filled with many successes. Nine hundred and twelve ocular and 1,084 tissue donors shared the gifts of sight and healing, while 180 organ donors in Arizona saved the lives of 492 people. This was the highest number of organ donors in the state's history. We also finished the year with more than 46 percent of Arizona's population registered as organ and tissue donors.

I think the year can be summed up in three words: education, registration and celebration. Nurses, doctors, medical examiner partners and chaplains educated health care partners at the Pediatric Donation and Transplantation Learning Conference in March. Hospitals registered 1,719 new donors during the Hospital Donor Registry Challenge in April. And DNA celebrated these efforts, as well as the life-saving efforts of our media, community and volunteer partners, at the "Hats Off to You" Donation Celebration in September.

Through DNA's collaboration with our partners, more Arizonans are saying "yes" to the generosity of donation than ever before. The High School Registry Challenge, a student-run campaign aimed at educating high school students about donation and encouraging them to register from Oct. 21-25, received a record response with eight high schools participating and more than 2,045 donors registered. Registration events at businesses like PetSmart, Honeywell and National Bank of Arizona also yielded great results, proving the positive impact our collaboration has in the community.

The numbers from this year paint an accurate picture of the success we have achieved in 2013 because each number represents a person who lived and thrived through the gifts of organ and tissue donation. I would once again like to thank all of our incredible partners, and I hope that in 2014 we continue to grow and expand our efforts to save and heal the lives of everyone in need.



Join the Wall of Life!
LiveOnAZ.org

REGISTER TO BE AN ORGAN AND TISSUE DONOR
DonateLifeAZ.org
1-800-94-DONOR

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14 vive, disfruta, comparte

Donor Network of Arizona (DNA) sends special thanks to the following individuals, groups and organizations who have gone the extra mile for donation. Keep up the great work!

Crystal Diefenbach, BS, MT
Point of Care Specialist
Banner Del E. Webb Medical Center

**Hospital Donor Registry
Challenge Committee**
Banner Del E. Webb Medical Center

Lucia Mendez
Health Unit Coordinator, Neuro ICU
St. Joseph's Hospital and Medical Center
"Goes out of her way to make referrals and often acts as a translator for DNA."

Janice Hadley, RN
Emergency Department
Banner Thunderbird Medical Center

Kathy Schaaf, RN, MSN
Clinical Educator
Maryvale Hospital

Scott Morey, MBA, BSN, RN
Chief Nursing Officer
Maryvale Hospital

Donor Advisory Council
Maricopa Integrated Health System

Diana Blady, CCRN
Clinical Informatics Educator
Maricopa Integrated Health System

Lee Bethancourt, RN, MSN
Senior System Clinical Analyst
Maricopa Integrated Health System

Child Life Specialists
Arizona Children's Center
Maricopa Integrated Health System

Cydney DeModica
Constituent Relations Administrator
Arizona Department of Transportation
Motor Vehicle Division
"Takes time out of her busy schedule to visit 12 offices with DNA's MVD specialist, allowing DNA to distribute promotional items to offices in targeted ZIP codes!"

Robbin Taggart
Sr. RN Manager ICU
Banner Thunderbird Medical Center

Lisa Hughes, RN, BSN
Clinical Education Consultant
John C. Lincoln Deer Valley Hospital

Tammi Szaronos, RN, BSN, CCRN
Senior Manager
Banner Boswell Medical Center

Greg Hess, MD
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Pima County Office of the Medical Examiner

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Physician
Banner Good Samaritan Medical Center

Jill Logan
Director of Ethics
Yavapai Regional Medical Center

Allyson Messner, RN, BSN
St. Joseph's Hospital and Medical Center

Andrew Tang, MD
Assistant Residency Program Director
University of Arizona Medical Center

Ana Marin, RN, CCRN, CMSRN
Surgical Trauma ICU
University of Arizona Medical Center

Kim Hilty
Clinical Supervisor
University of Arizona Medical Center

"Works tirelessly to ensure that families and staff have everything they need throughout the donation process."

Wendi Denham, RN, BSN
*Clinical Practice Educator –
Adult Emergency Department*
Center for Clinical Excellence
Maricopa Integrated Health System

Pediatric Intensivists and PICU Staff
Cardon Children's at Banner Desert Medical Center

Jhoanna Molina
Hard to Reach Populations
Maricopa County Department of Public Health

Iva Smith
Outreach Support
Maricopa County Department of Public Health

Maria Gonzalez-Berlari, MD
GB Family Care

Donna Byron, MSN, RN
Sr. Clinical Mrg. Cardiac Cath Lab
Banner Del E. Webb Medical Center

Wendy Reed, RN, BSN, CCRN
Director Special Care Unit/Cath Lab
Maryvale Hospital

life SAVER

*Thank you for being a
lifesaver and a champion
for donation!*



Sherry Stotler, RN MSN
Chief Nursing Officer
Maricopa Integrated Health System

During the Hospital Donor Registry Challenge in April, Sherry Stotler ensured her hospital stood out from the competition. Maricopa Integrated Health System (MIHS) held a flag-raising ceremony, made custom LiveOnAZ T-shirts and celebrated Blue & Green Day on April 19. Stotler is a vital part of the Donor Advisory Council at MIHS and is integral in the communication of the donation program throughout the hospital. Even with her extremely busy schedule, she always finds time to address any challenges related to donation. DNA thanks Stotler for her hard work in support of donation!



Donation Celebration Outstanding Radio Partners, Martín Vega (l) and Victor Gamiz (r), pictured with Luz Jiménez (center), DNA multicultural community relations coordinator, shared information about Hispanic Heritage Month on their radio programs.

Nearly
4,000
Hispanics
Saved

Hispanic Heritage Month

Last year nearly 4,000 Hispanics in the United States were saved through the gift of organ donation and transplantation. Thousands more had their sight and the quality of their lives restored through cornea or tissue transplants.

Each year, from Sept. 15 through Oct. 15, the country honors the rich cultural heritage that characterizes the Latino community through the celebration of Hispanic Heritage Month.

Donor Network of Arizona (DNA) celebrated Hispanic Heritage Month by encouraging members of the Hispanic community to participate in “Reto 775,” which translated, means “Challenge 775.” This number is how many Latinos are waiting for a

transplant in Arizona. DNA challenged the Latino community to sign up 775 new donors.

For Hispanic Heritage Month, Luz Jiménez, multicultural community relations coordinator at DNA, coordinated more than 10 events in Phoenix and Tucson in the span of 30 days. Overall, she believes that this month provides a great opportunity for DNA to continue to celebrate life and remain active in the thriving Hispanic community.

“During Hispanic Heritage Month, we embrace and honor the generosity, the culture and life that characterize the Hispanic community, and we see donation as an extension of these wonderful qualities,” says Jiménez.



Seventeen years ago, the countdown for Mark Larson was on. Diagnosed with a genetic kidney disease in the late 1980s, Larson’s active, outdoor lifestyle was hampered by his dialysis treatment schedule. As his health declined, Larson began experiencing numbness in his extremities, and more rigorous treatment kept him in the hospital for longer and longer periods of time. The clock was ticking.

But then, in October 1996, Larson received the call that would change his life. “I’m a lucky guy,” says Larson. “A kidney donation

saved my life and made it possible to live the quality of life that I wanted.”

This past October marked a milestone anniversary of his transplant. Larson celebrates each day, and spends his time traveling, hiking and volunteering for Donate Life Arizona, encouraging others to register as organ and tissue donors.

Donate Life Arizona made a final push to register organ and tissue donors in 2013 through the Countdown to Save Lives campaign. At every registry event, Donate Life Arizona encouraged the public to register as a donor before Dec. 31 and help those waiting for the gift of life, like Larson was, ring in the New Year with hope! Those who were already registered were challenged to sign up five people by the end of the year. Many newly registered donors started 2014 off right, by bringing hope to those waiting for life-saving transplants.

Help Build a Symbol of Hope.

WALLACE RAYMOND MURRAY
DONOR

CHERI ALEXANDER
REGISTERED DONOR



(from l to r) Claudia Flaherty, David Mills, Jimmie Willis, Harold Sanders, Anne Yanofsky, Madelene Carbajal, Vincent LaBella and Tim Brown celebrate ADOT MVD Saves Lives Month.

ADOT MVD Saves Lives

On Friday, Aug. 23, 2013, Donor Network of Arizona (DNA) hosted an event to honor the Arizona Department of Transportation Motor Vehicle Division (ADOT MVD) for their work in saving and healing lives through organ and tissue donor registration. Held at DNA's home office in Phoenix, staff from both organizations gathered to celebrate their partnership and to recognize the lives saved and healed through donation.

DNA chose August to recognize the ADOT MVD because it is the eighth month of the year and one organ donor has the potential to save eight lives. The month-long celebration of ADOT MVD Saves Lives Month proclaimed by DNA culminated with this appreciation event.

"Registering as a donor is such an important step," says Claudia Flaherty, Motor Vehicle Division specialist at DNA, "and the ADOT MVD gives thousands of people the opportunity to register on a daily basis."

Jimmie Willis, a customer service representative at the Mesa Southeast office of the ADOT MVD, along with several members of her family, attended the event and shared the touching story of how someone's generous decision to donate saved her life

when she received a heart transplant in June of 2011. Now, in her job at the ADOT MVD, Willis speaks with people about donation every day when she invites them to check the box on their license or ID application form.

Shortly following Willis' speech, Tim Brown, DNA's CEO and president, presented Anne Yanofsky, ADOT MVD regional manager, with a colorful, blue and green framed certificate honoring the life-saving registry efforts made by the ADOT MVD.

Arizonans are able to register as organ and tissue donors every time they visit the ADOT MVD to sign up for or renew their driver's license or state ID, and they have made the most of this opportunity. Ninety-five percent of all donor registrations come from ADOT MVD.

Registering as a donor is a significant part of the donation process. By joining the DonateLifeAZ Registry, an individual gives first-person authorization for donation to occur after having passed away, taking the worry of making this important decision off of their loved ones. Being a registered donor also means standing for generosity and being hope for those waiting for the gift of life.

Peoria Paper Spotlights Firefighter Recipient

It's not just big media outlets that Donor Network of Arizona (DNA) works with to share the importance of organ and tissue donation. Community publications also play a vital role in sharing how donation saves lives.

In August 2013, Cesar Alvarez, a liver recipient, spoke with *Peoria Times* editor, Carolyn Dryer, about how a stranger's decision to donate gave him time he didn't think he had.

Injured on the job while working as a Los Angeles County firefighter, Alvarez retired and moved to Arizona in 2008. Shortly following the move, Alvarez began to feel ill. To his shock, doctors diagnosed Alvarez with non-alcohol incurable liver disease and told him he would require a liver transplant. He sees the repetitive use of ibuprofen and other anti-inflammatories while managing the pain from his injury as the cause for this diagnosis.

Placed on the national waiting list in January 2010, Alvarez received his transplant at Mayo Clinic Hospital that October.

His passion for helping the community, specifically through outreach to Arizona's Hispanic community in his volunteer work with Donate Life and Done Vida Arizona, demonstrates his intrinsic need to assist those in need. For Alvarez, it's not about him.

"Donors are heroes in my book," says Alvarez.



Cesar Alvarez, liver recipient, shared his story with the *Peoria Times*.

Serving with Passion

Being the director of Marketing at Mayo Clinic Hospital is an involved and engaging position, but that hasn't stopped Laurie Wilshusen from offering her time and expertise as a board member at Donor Network of Arizona (DNA) since August 2009.

Though Laurie's passion for donation could be attributed to her occupation at a transplant center, her life has been touched recently by a donor's gift in a personal way. Joan, Laurie's cousin, is a two-time liver recipient. Initially, another cousin, Matthew, acted as a living donor for Joan. However, Joan's body rejected the first transplant and she was soon placed on the transplant list as an emergency listing. Joan received a liver within 48 hours of her second listing and she was on her way to recovery. "The organ donor truly saved her life," says Laurie. "If

it hadn't been available exactly then, I don't think we would still have her."

As a marketing professional, Laurie is particularly interested in market research and statistical analysis and she uses these areas of expertise to help DNA explore what makes someone say "yes" or "no" to donation. She is inspired by the commitment of DNA staff to making people's lives better while they work continuously to make the organization as efficient and excellent as possible.

Laurie is serving her second term as a DNA board member and continues to offer her marketing knowledge and skills to DNA to help promote the life-saving gift of organ and tissue donation.

"The organ donor truly saved her life."

Done Vida Desayuno

On Aug. 1, 2013, Donor Network of Arizona (DNA) hosted a breakfast event attended by members of the Hispanic media, community partners and public health representatives to kick off National Minority Donor Awareness Week.

Held at the Phoenix Marriott Tempe at the Buttes, the “Vive, Disfruta, Comparte” Done Vida Desayuno aimed to motivate community leaders to educate and register Arizona’s multicultural population as organ and tissue donors.

Dr. Maria Gonzales-Berlari from GB Family Care took the stage first to share statistics on chronic diseases prevalent in the Hispanic population, and how many of these diseases eventually lead to organ failure and placement on the transplant waiting list. Father Carlos Gomez, a priest at St. Augustine Catholic Church, also gave insight how donation is aligned with the Church’s teachings on generosity and fraternal love. As an integral part of the Hispanic community, the Catholic Church plays an important role in promoting the gift of organ and tissue donation.



Attendees of the Desayuno event share their Done Vida spirit.

The event closed with testimonies from donor sister, Ana Nava, and liver recipient, Cesar Alvarez, which visibly moved the audience and showed how organ and tissue donation can change lives.

According to Luz Jiménez, community relations coordinator at DNA, “It’s important to invite the community leaders, media and health representatives to get to know who we are and what we do in the community.” The Done Vida Desayuno is one of the many ways DNA works to involve community leaders in bringing donation to Arizona’s Hispanic population.

DNA says BRA-vo to Tissue Services

Many breast cancer survivors are not aware that they are eligible for a wide range of breast reconstruction options. As a way to spread education, awareness and access about post-mastectomy breast reconstruction, the American Society of Plastic Surgeons and The Plastic Surgery Foundation teamed up last year to establish the inaugural Breast Reconstruction Awareness (BRA) Day.

In 2013, Donor Network of Arizona got in on the cause and celebrated the second-annual BRA Day at the office on Oct. 16.

Tissue Services and Quality Assurance staff were recognized for their work during DNA’s BRA Day celebration on Oct. 16, 2013.



Staff gathered in the DNA training room to enjoy all sorts of pink food and drinks, including handspun, pink cotton candy. Prior to the event, employees brought in photos of themselves, their loved ones or anyone they knew who has been affected by breast cancer, and the pictures were displayed on a beautiful tribute wall along with words of healing and support.

Dianne McMahon, DNA’s Donor Program Development supervisor and a breast cancer survivor, shared her personal battle with breast cancer that touched all who heard her speak.

Pam Rawlins and Amy Sietz from the Musculoskeletal Transplant Foundation spoke with staff about the breast reconstruction process and how tissue recovered by DNA plays a part in healing women after mastectomy.

The event concluded with the presentation of a large poster with the word “BRA-vo!” printed on it and signed by all DNA staff. It was given to Tissue Services and Quality Assurance for helping to heal the lives of those harmed by breast cancer through tissue recovery. Tissue recovery and breast reconstruction is just one of the many ways DNA makes the most of life through the gift of organ and tissue donation.



DNA honored more than 60 people and organizations at 2013's Donation Celebration.



DNA's Leslie Futral (l) and staff from John C. Lincoln North Mountain Hospital shared a table at the Donation Celebration.

“So help your brother along the road, no matter where he starts! For the God that made you made them too, these men with broken hearts.”

- Cesar Alvarez, liver recipient

HATS OFF *to you*



Donor Network of Arizona's (DNA) annual Donation Celebration took a whimsical twist in 2013 through the theme “Hats Off to You!” Celebrated on Sept. 13 at the Arizona Biltmore, the Donation Celebration breakfast and award ceremony is the DNA signature event honoring all media, healthcare, community and volunteer partners who helped to make donation possible in the past year.

Hats of all shapes and sizes brought bright pops of color to the hotel's grand ballroom. Displayed on hat racks and tables, the hats also accented the corners of donor quilts throughout the room, served as elegant centerpieces and adorned the heads of all DNA employees and several fashionable guests.

While all of these lovely headpieces were a hit with those in attendance, the real stars of the show were DNA's partners being honored for their work to save and heal lives through organ and tissue donation.

Those receiving awards came from many backgrounds and professions: chaplains, high school students, nurses, TV personalities and firefighters. Each honoree was nominated by a DNA staff member for their unique assistance in making donation in Arizona possible.

In his keynote address at the event, Cesar Alvarez, a liver recipient and retired Los Angeles County firefighter, spoke about his career saving lives as firefighter, and how, in turn, his life was saved by the gift of donation. Through the commitment and assistance of DNA's hospital, community, volunteer and media partners, and the efforts of DNA staff, 386 lives were saved in 2012 through organ and tissue donation.

Alvarez summed up the spirit of the entire event when he quoted what he wrote inside his fire helmet, “So help your brother along the road, no matter where he starts! For the God that made you made them too, these men with broken hearts.”



Volunteer Susie Corona (l), and media partner, Martiza Felix, show off their fashionable headgear.

Donation Celebration Award Winners

Volunteer Partners

Outstanding Volunteer
Sandra Austin

Outstanding Volunteer
Cathy McCall

Outstanding Volunteer
Kenny Leung

Outstanding Volunteer
Susie Corona

Outstanding Donor Family
Ana Ramos

Media Partners

Outstanding Media Partner
Weldon Johnson
The Arizona Republic

Outstanding Media Partner
Univision

Outstanding Television Partner
Tania Gonzalez
Univision

Outstanding Television Partner
John Hook
FOX 10

Outstanding Print Partner
The Arizona Republic

Outstanding Print Partner
Maritza Felix
Prensa Hispana

Outstanding Radio Partner
Dee Dee Sturr
Clear Channel

Outstanding Radio Partner
Victor Gamiz
Radio Campesina

Community and Health Care Partners

Outstanding Medical Records Partner
Wanda Tharp
Rural Metro

Outstanding Medical Records Partner
Brittney Spangle
Tucson Fire Department

Outstanding Medical Records Partner
Mike Baros
Tempe Fire Department

Outstanding Medical Records Partner
Raymond Cothran
Carl T. Hayden VA Medical Center

Outstanding Blood Bank
Oro Valley Hospital

Outstanding Ocular Partner
Ken Howell
Abrazo Healthcare

Outstanding Tissue Partner
Melanie Rouse
Maricopa County Forensic Science Center

Outstanding Community Partner
Dobson High School

(Community and Health Care Partners continued)

Outstanding Community Partner
Jhoana Molina
Maricopa County Department of Public Health

Outstanding Workplace Partner
Arizona Diamondbacks

Outstanding Workplace Partner
PetSmart

Outstanding Workplace Partner
OPTUM

Outstanding Workplace Partner
National Bank of Arizona

Outstanding Religious Partner
CrossRoads of Nazarene

Outstanding Religious Partner
St. Pius Catholic Church

Outstanding State Partner
Toni Miller
Office of Vital Records

Outstanding Governmental Partner
Stacey Stanton
ADOT Motor Vehicle Division

Outstanding Governmental Partner
Sgt. Martin Spidell
Maricopa County Sheriff's Office

Outstanding Governmental Partner
Clarisse McCormick
Maricopa County Attorney's Office

Outstanding City Partner
Mayor Bob Barrett
City of Peoria

Outstanding County Partner
Jeffrey Johnston, MD
Maricopa County Forensic Science Center

Outstanding County Partner
Greg Hess, MD
Pima County Office of the Medical Examiner

Outstanding County Partner
Patti Nelson
Pima County Office of the Medical Examiner

Outstanding County Partner
Pima County Sheriff's Office

Outstanding Funeral Director
Kurtis Lauffer
Advantage

Outstanding Funeral Home
Diamond & Sons Silver Bell Chapel

Outstanding Registry Idea
Sr. Margaret McBride
St. Joseph's Hospital and Medical Center

Outstanding Health Care Partner
Suzanne Sando
Banner Desert Medical Center

Outstanding Clinical Pathology Partner
Holly McDaniel, MD
Abrazo Healthcare

Outstanding Family Support
Angie Catron
John C. Lincoln North Mountain Hospital

Outstanding Nurse
Dana Stout, RN
St. Joseph's Hospital and Medical Center

(Community and Health Care Partners continued)

Outstanding Nurse
Ana Marin, RN
University of Arizona Medical Center

Outstanding Nurse
Misty Richards, RN
Banner Ironwood Medical Center

Outstanding Hospital Chief Nursing Officer
Jelden Arcilla, RN
St. Luke's/Tempe St. Luke's

Outstanding Hospital Chief Nursing Officer
Pam Carlson, RN
Phoenix Children's Hospital

Outstanding Trauma Center
John C. Lincoln North Mountain Hospital

Outstanding Hospital
Carondelet St. Joseph's Hospital

Outstanding Hospital
Flagstaff Medical Center

Outstanding Physician
Lesley Wallis, MD
Maricopa County Forensic Science Center

Outstanding Physician
Victor Zach, MD
John C. Lincoln North Mountain Hospital

Outstanding Respiratory Therapist
Raegean Hullinger
St. Joseph's Hospital and Medical Center

Outstanding Echocardiogram Technician
Kristen Knapp
John C. Lincoln North Mountain Hospital

Outstanding Patient Care Technician
Whitney Sickman
Scottsdale Healthcare Osborn Medical Center

Outstanding Operating Room
Phoenix Baptist Hospital

Outstanding EMR Support
Banner Health

Outstanding Hospice
Tucson Medical Center

Outstanding Social Services
Whiteriver Indian Hospital

Outstanding Chaplain Department
St. Joseph's Hospital and Medical Center

Outstanding Chaplain
Joe Fitzgerald
University of Arizona Medical Center

Outstanding Clinical Informatics
Banner Health

Outstanding Hospital Public Relations Effort
Banner Del E. Webb Medical Center

Outstanding Donor Committee
Maricopa Integrated Health System

Outstanding Hospital Effort
Flagstaff Medical Center

Outstanding Quality Partner
Mayo Clinic Hospital
Champion Award
Mark Fischione, MD

state of donation in Arizona



of organ donors were **registered**



of tissue donors were **registered**



of ocular donors were **registered**

Organ Donation

| | 2012 | | 2013 | |
|---|----------------|---------------------|----------------|---------------------|
| | Trauma Centers | All Other Hospitals | Trauma Centers | All Other Hospitals |
| Organ Donors Donors from whom an organ was recovered for the purpose of transplantation (includes DCD) | 101 | 42 | 120 | 60 |
| Organ Donors After Cardiac Death Organ donors from whom an organ was recovered after being declared dead by cardio-respiratory criteria | 17 | 5 | 26 | 17 |
| Organ Potential Rate The number of organ donors that were recovered for transplant expressed as a percentage of patients who are medically suitable regardless of brain death declaration | 54.6% | 43.8% | 58.5% | 48.4% |
| Organ Conversion Rate The number of organ donors who were recovered for transplant expressed as a percentage of patients who are medically suitable and brain dead | 73.2% | 75.0% | 74.5% | 75.0% |
| Organs Per Donor Number of organs recovered for the purposes of transplantation | 3.21 | 2.81 | 3.30 | 2.80 |

Ocular & Tissue Donation

| | 2012 | | 2013 | |
|--|----------------|---------------------|----------------|---------------------|
| | Trauma Centers | All Other Hospitals | Trauma Centers | All Other Hospitals |
| Ocular Donors Donors who donated at least one type of ocular tissue | 159 | 493 | 166 | 477 |
| Ocular Conversion Rate The number of ocular donors who were recovered expressed as a percentage of patients who are medically suitable for ocular donation | 32% | 35% | 34% | 37% |
| Tissue Donors Donors who donated at least one type of tissue (heart valves, bone, skin, veins, etc.) | 200 | 558 | 227 | 617 |
| Tissue Conversion Rate The number of tissue donors who were recovered expressed as a percentage of patients who are medically suitable for tissue donation | 32% | 32% | 38% | 33% |

Donation Overview

| | 2012 | | 2013 | |
|---|----------------|---------------------|----------------|---------------------|
| | Trauma Centers | All Other Hospitals | Trauma Centers | All Other Hospitals |
| Deaths Reported The number of patient deaths occurring at hospitals in Arizona | 3,540 | 10,489 | 3,266 | 10,637 |
| Referral Compliance Rate The percentage of all deaths that were referred to DNA | 99.3% | 98.4% | 99.5% | 99.1% |

DonateLifeAZ Registry

2,282,252

(As of Feb. 19, 2014)

DID YOU KNOW?

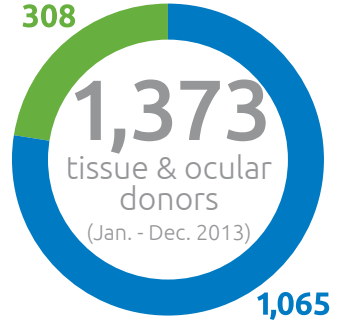
Skin donation helps victims of severe burns in their recovery.

Heart valve donation saves the lives of children with certain heart conditions.

Tissue donation is used in many orthopedic procedures, including ACL repair.

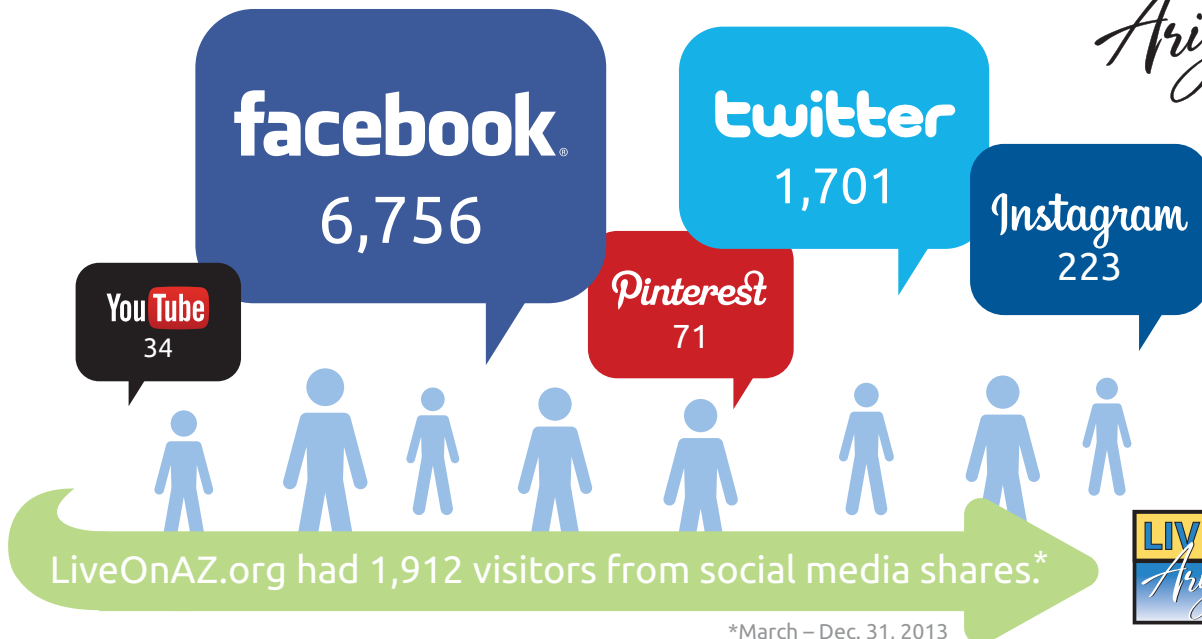
Bone donation helps in bone reconstruction after trauma.

Cornea donation restores sight.



Social Media Stats for Donate Life Arizona:

8,785 fans and followers



*March - Dec. 31, 2013

| Hospital | Organ Donors | | Organ Conv. Rate | Planned Donation Rate | Deaths Reported | Referral Comp. Rate | Ocular Donors | Ocular Conv. Rate | Tissue Donors | Tissue Conv. Rate |
|---|--------------|---------------------|------------------|-----------------------|-----------------|---------------------|---------------|-------------------|---------------|-------------------|
| | Total | After Cardiac Death | | | | | | | | |
| Arizona Heart Hospital | 0 | 0 | --- | --- | 47 | 98% | 1 | 14% | 1 | 8% |
| Arizona Regional Medical Center - Apache Jct. | 0 | 0 | --- | --- | 29 | 100% | 1 | 25% | 3 | 50% |
| Arizona Regional Medical Center - Mesa | 0 | 0 | --- | 100% | 21 | 100% | 0 | 0% | 0 | 0% |
| Arizona State Hospital | 0 | 0 | --- | --- | 1 | 100% | 0 | 0% | 0 | --- |
| Arrowhead Hospital | 1 | 0 | 100% | 0% | 141 | 99% | 11 | 46% | 15 | 48% |
| Banner Baywood Medical Center | 2 | 2 | 67% | 0% | 343 | 99% | 12 | 41% | 16 | 38% |
| Banner Boswell Medical Center | 0 | 0 | 0% | 0% | 419 | 99% | 14 | 45% | 21 | 36% |
| Banner Del E. Webb Medical Center | 1 | 0 | 100% | --- | 298 | 100% | 11 | 41% | 21 | 38% |
| Banner Desert Medical Center | 10 | 3 | 91% | 64% | 420 | 100% | 27 | 47% | 35 | 47% |
| Banner Estrella Medical Center | 3 | 1 | 100% | 100% | 226 | 100% | 17 | 49% | 19 | 38% |
| Banner Gateway Medical Center | 1 | 0 | 100% | 100% | 141 | 99% | 4 | 44% | 7 | 54% |
| Banner Good Samaritan Medical Center | 20 | 7 | 65% | 75% | 540 | 99% | 23 | 28% | 30 | 33% |
| Banner Heart Hospital | 4 | 1 | 80% | 100% | 107 | 100% | 9 | 43% | 9 | 38% |
| Banner Ironwood | 0 | 0 | --- | --- | 37 | 97% | 3 | 30% | 4 | 31% |
| Banner Page Hospital | 0 | 0 | --- | --- | 13 | 100% | 1 | 33% | 1 | 33% |
| Banner Thunderbird Medical Center | 5 | 0 | 71% | 75% | 390 | 99% | 21 | 37% | 26 | 36% |
| Benson Hospital | 0 | 0 | --- | --- | 23 | 87% | 0 | 0% | 0 | 0% |
| Carl T. Hayden VA Medical Center | 0 | 0 | --- | 0% | 160 | 100% | 3 | 75% | 4 | 67% |
| Carondelet Holy Cross Hospital | 0 | 0 | --- | --- | 31 | 100% | 1 | 25% | 0 | 0% |
| Carondelet St. Joseph's Hospital | 6 | 3 | 86% | 86% | 448 | 100% | 29 | 54% | 40 | 45% |
| Carondelet St. Mary's Hospital | 2 | 0 | 100% | 50% | 381 | 100% | 13 | 29% | 19 | 32% |
| Casa Grande Regional Medical Center | 0 | 0 | --- | --- | 158 | 100% | 7 | 29% | 5 | 17% |
| Chandler Regional Medical Center | 1 | 0 | 100% | 100% | 379 | 99% | 18 | 31% | 22 | 27% |
| Chinle Comprehensive Health Care Facility | 0 | 0 | --- | --- | 68 | 99% | 0 | 0% | 0 | 0% |
| Cobre Valley Community Hospital | 0 | 0 | --- | --- | 23 | 96% | 3 | 75% | 3 | 60% |
| Copper Queen Community Hospital | 0 | 0 | --- | --- | 22 | 100% | 2 | 67% | 2 | 33% |
| Cornerstone Hospital of Southeast Arizona | 0 | 0 | --- | --- | 14 | 93% | 0 | 0% | 0 | 0% |
| CTCA at Western Regional Medical Center | 0 | 0 | --- | --- | 33 | 97% | 0 | 0% | 0 | --- |
| Flagstaff Medical Center | 4 | 0 | 67% | 63% | 322 | 99% | 7 | 19% | 12 | 22% |
| Florence Hospital at Anthem | 0 | 0 | --- | --- | 0 | --- | 0 | --- | 0 | --- |
| Gilbert Hospital | 0 | 0 | --- | --- | 16 | 94% | 0 | 0% | 1 | 14% |
| Havasu Regional Medical Center | 0 | 0 | --- | --- | 192 | 99% | 11 | 41% | 19 | 40% |
| Hopi Health Care Center | 0 | 0 | --- | --- | 5 | 100% | 0 | 0% | 0 | --- |
| Hu Hu Kam Memorial Hospital | 0 | 0 | --- | --- | 8 | 100% | 0 | 0% | 0 | 0% |
| John C. Lincoln Deer Valley Hospital | 0 | 0 | --- | 67% | 183 | 98% | 12 | 40% | 16 | 38% |
| John C. Lincoln North Mountain Hospital | 20 | 7 | 95% | 82% | 429 | 99% | 30 | 42% | 37 | 44% |
| Kindred Hospital - Northwest Phoenix | 0 | 0 | --- | --- | 47 | 94% | 0 | 0% | 0 | 0% |
| Kindred Hospital - Phoenix | 0 | 0 | --- | --- | 40 | 98% | 0 | --- | 0 | 0% |
| Kindred Hospital - Tucson | 0 | 0 | --- | --- | 33 | 100% | 0 | 0% | 1 | 20% |
| Kingman Regional Medical Center | 0 | 0 | --- | --- | 272 | 100% | 15 | 45% | 13 | 27% |
| La Paz Regional Hospital | 0 | 0 | --- | --- | 37 | 100% | 0 | 0% | 3 | 38% |
| Little Colorado Medical Center | 0 | 0 | --- | --- | 18 | 100% | 1 | 17% | 1 | 17% |
| Maricopa Medical Center | 12 | 3 | 75% | 88% | 217 | 100% | 12 | 32% | 23 | 44% |
| Maryvale Hospital | 1 | 0 | 50% | 60% | 141 | 100% | 9 | 30% | 13 | 32% |
| Mayo Clinic Hospital | 4 | 1 | 80% | 25% | 216 | 100% | 10 | 45% | 12 | 38% |
| Mercy Gilbert Medical Center | 1 | 0 | 100% | 0% | 168 | 99% | 7 | 44% | 11 | 41% |
| Mount Graham Regional Medical Center | 0 | 0 | --- | --- | 55 | 96% | 3 | 43% | 3 | 25% |
| Mountain Vista Medical Center | 0 | 0 | --- | --- | 181 | 99% | 6 | 30% | 7 | 23% |
| Northern Cochise Community Hospital | 0 | 0 | --- | --- | 32 | 91% | 0 | 0% | 0 | 0% |
| Northwest Medical Center | 0 | 0 | 0% | 100% | 288 | 99% | 13 | 42% | 18 | 33% |
| Northwest Medical Center - Oro Valley | 0 | 0 | --- | --- | 99 | 100% | 5 | 45% | 8 | 40% |
| Paradise Valley Hospital | 1 | 1 | 100% | 50% | 142 | 100% | 14 | 54% | 10 | 34% |
| Payson Regional Medical Center | 0 | 0 | --- | --- | 26 | 100% | 2 | 50% | 3 | 75% |
| Phoenix Baptist Hospital | 7 | 2 | 78% | 50% | 214 | 99% | 9 | 30% | 9 | 26% |
| Phoenix Children's Hospital | 8 | 1 | 80% | 53% | 102 | 99% | 2 | 25% | 6 | 33% |
| Promise Hospital of Phoenix | 0 | 0 | --- | --- | 24 | 100% | 0 | 0% | 0 | 0% |
| Restora Hospital of Mesa | 0 | 0 | --- | --- | 48 | 100% | 0 | 0% | 2 | 67% |
| Restora Hospital of Sun City | 0 | 0 | --- | --- | 15 | 100% | 0 | 0% | 0 | --- |
| Sage Memorial Hospital | 0 | 0 | --- | --- | 7 | 100% | 0 | --- | 0 | 0% |

*Statistics reflecting all data through 2013

| Hospital | Organ Donors | | Organ Conv. Rate | Planned Donation Rate | Deaths Reported | Referral Comp. Rate | Ocular Donors | Ocular Conv. Rate | Tissue Donors | Tissue Conv. Rate |
|--|--------------|---------------------|------------------|-----------------------|-----------------|---------------------|---------------|-------------------|---------------|-------------------|
| | Total | After Cardiac Death | | | | | | | | |
| Scottsdale Healthcare - Osborn | 15 | 4 | 75% | 90% | 417 | 100% | 31 | 48% | 42 | 49% |
| Scottsdale Healthcare - Shea | 4 | 2 | 100% | 75% | 318 | 98% | 10 | 31% | 17 | 34% |
| Scottsdale Healthcare - Thompson Peak | 0 | 0 | 0% | 33% | 70 | 99% | 2 | 18% | 3 | 20% |
| Select Specialty Hospital - Phoenix | 0 | 0 | --- | --- | 24 | 100% | 1 | 50% | 1 | 50% |
| Select Specialty Hospital - Phoenix Downtown | 0 | 0 | --- | --- | 25 | 100% | 0 | 0% | 0 | 0% |
| Select Specialty Hospital - Scottsdale | 0 | 0 | --- | --- | 28 | 100% | 0 | 0% | 1 | 25% |
| Sierra Vista Regional Health Center | 0 | 0 | --- | --- | 97 | 95% | 11 | 55% | 8 | 40% |
| Southeast Arizona Medical Center | 0 | 0 | --- | --- | 19 | 89% | 1 | 17% | 1 | 14% |
| St. Joseph's Hospital and Medical Center | 23 | 0 | 72% | 100% | 586 | 100% | 31 | 28% | 42 | 31% |
| St. Luke's Medical Center | 0 | 0 | 0% | 33% | 105 | 98% | 5 | 31% | 7 | 30% |
| Summit Healthcare Regional Medical Center | 0 | 0 | --- | --- | 118 | 96% | 5 | 33% | 5 | 25% |
| Surgical Specialty Hospital of Arizona | 0 | 0 | --- | --- | 0 | --- | 0 | --- | 0 | --- |
| Tempe St. Luke's Hospital | 1 | 0 | 100% | 100% | 84 | 98% | 7 | 58% | 7 | 39% |
| Tséhootsooi Medical Center | 0 | 0 | --- | --- | 21 | 100% | 0 | 0% | 0 | 0% |
| Tuba City Regional Health Care | 0 | 0 | --- | --- | 53 | 100% | 0 | 0% | 0 | 0% |
| Tucson Medical Center | 2 | 0 | 100% | 100% | 537 | 99% | 16 | 36% | 17 | 27% |
| UAMC - South Campus | 0 | 0 | --- | 100% | 174 | 99% | 9 | 36% | 9 | 24% |
| UAMC - University Campus | 18 | 4 | 72% | 81% | 653 | 100% | 30 | 41% | 35 | 42% |
| USPHS Parker Indian Health Center | 0 | 0 | --- | --- | 5 | 100% | 0 | --- | 0 | 0% |
| USPHS Phoenix Indian Medical Center | 0 | 0 | --- | --- | 3 | 100% | 0 | --- | 0 | --- |
| USPHS San Carlos Indian Hospital | 0 | 0 | --- | --- | 8 | 100% | 0 | 0% | 0 | 0% |
| USPHS Sells Indian Hospital | 0 | 0 | --- | --- | 6 | 67% | 0 | 0% | 0 | 0% |
| VA Medical Center - Prescott | 0 | 0 | --- | --- | 128 | 100% | 1 | 33% | 1 | 20% |
| VA Medical Center - Tucson | 0 | 0 | --- | --- | 304 | 99% | 2 | 17% | 3 | 18% |
| Valley View Medical Center | 0 | 0 | --- | --- | 98 | 97% | 6 | 35% | 5 | 22% |
| Verde Valley Medical Center | 0 | 0 | --- | --- | 163 | 97% | 11 | 58% | 13 | 59% |
| West Valley Hospital | 0 | 0 | 0% | 50% | 259 | 99% | 10 | 20% | 13 | 23% |
| Western Arizona Regional Medical Center | 0 | 0 | --- | 100% | 249 | 98% | 10 | 24% | 10 | 20% |
| White Mountain Regional Medical Center | 0 | 0 | --- | --- | 20 | 100% | 1 | 25% | 1 | 20% |
| Whiteriver Indian Health Hospital | 0 | 0 | --- | --- | 34 | 100% | 0 | 0% | 0 | 0% |
| Wickenburg Community Hospital | 0 | 0 | --- | --- | 22 | 100% | 2 | 50% | 3 | 43% |
| Yavapai Regional Medical Center - East | 0 | 0 | --- | --- | 63 | 98% | 1 | 10% | 6 | 32% |
| Yavapai Regional Medical Center - West | 3 | 1 | 100% | 100% | 194 | 100% | 14 | 58% | 20 | 54% |
| Yuma Regional Medical Center | 0 | 0 | 0% | 100% | 528 | 100% | 27 | 39% | 43 | 40% |

*Statistics reflecting all data through 2013

Organ Donors

Donors from whom an organ was recovered for the purpose of transplantation (including DCD)

Organ Donors After Circulatory Death

Organ donors from whom an organ was recovered after being declared dead by cardio-respiratory criteria

Organ Conversion (Conv.) Rate

The number of organ donors who were recovered for transplant expressed as a percentage of patients who are medically suitable and brain dead

Planned Donation Rate

The percentage of organ donation conversations that follow hospital policy and the plan for each case as agreed upon by Donor Network of Arizona (DNA) and the healthcare team

Deaths Reported

The number of patient deaths that occurred at a hospital

Referral Compliance (Comp.) Rate

The percentage of deaths that were referred to DNA

Ocular Donors

Donors who donated at least one type of ocular tissue

Ocular Conversion (Conv.) Rate

The number of ocular donors who were recovered expressed as a percentage of patients who are medically suitable for ocular donation

Tissue Donors

Donors who donated at least one type of tissue (heart valves, bone, skin, veins, etc.)

Tissue Conversion (Conv.) Rate

The number of tissue donors who were recovered expressed as a percentage of patients who are medically suitable for tissue donation

Conexión

REGÍSTRESE PARA
SER DONANTE DE
ÓRGANOS Y TEJIDOS
DoneVidaAZ.org
1-866-678-6775

Vive, Disfruta, Comparte!

Done Vida Arizona llevó a cabo un desayuno para lanzar la Semana Nacional del Donante en las Minorías del 1 de agosto al 8.

Al desayuno asistieron los líderes comunitarios, representantes del sector médico y medios de comunicación para compartir y escuchar a los cuentos que las propias familias donantes y los beneficiados de la donación compartieron.

Marcel Pincince, Gerente de los Servicios de Apoyo a las Familias de la Red de Donantes de Arizona, fue el encargado de abrir el desayuno: "Cada día, mi equipo invitamos a que las familias tomen la decisión más generosa en el peor momento posible de sus vidas". La generosidad es parte preponderante de la cultura Latina, por lo cual cuando los Hispanos conocen el significado profundo de compartir el regalo de la vida se identifican con este mensaje



Dr. Ardiles y Senadora Anna Tovar presentes para el Desayuno "Vive. Disfruta. Comparte."

de bondad y ellos hacer la decisión de decir sí a la donación de órganos. De más de 2.400 personas en Arizona que esperan por un trasplante, 761 son Hispanos. La campaña del 2013 está diseñada para incluir las comunidades de zonas postales donde el índice de minorías es alto y los registros de donantes son demasiado bajos. Marcel incitó a los asistentes a unir fuerzas para educar sobre la necesidad e importancia de la donación.

La Doctora María Gonzalez-Berlari, cuyo consultorio se encuentra en Maryvale –una de las zonas postales objetivo de la campaña, presentó un sinopsis sobre las enfermedades que más afectan a los Latinos: "Enfermedades crónicas, como la diabetes, llevan a los hispanos a formar parte del 30 por ciento de la lista de espera por un trasplante de órgano".

El Sacerdote Carlos Gómez de la iglesia católica San Agustín compartió que "... la fe católica apoya el acto de caridad y de bondad de la donación una vez que la persona ya ha sido declarada muerta".

Los testimonios de la donación estuvieron a cargo de Ana Nava, hermana de Juan Antonio Nava, joven donante, y de Cesar Álvarez, beneficiado del hígado.

Para finalizar, el CEO de la Red de Donantes llamó a los presentes a estrechar esfuerzos con el fin de salvar más vidas.



Invitados especiales de profesionistas dando su punto de vista en el desayuno "Vive. Disfruta. Comparte." (De izquierda a derecha: Padre Carlos Gomez, Dra. Maria Gonzalez-Berlari, Ana Nava, Gaby Martin-Del Campo, Cesar Álvarez, Marcel Pincince, y Luz Jimenez).

Mes de la Herencia Hispana: “Reto 775”

La falta de órganos disponibles se traduce en períodos de espera más largos en las listas de trasplante, pasar años con diálisis y, algunas veces, la muerte.

Durante el Mes de la Herencia Hispana, Done Vida Arizona celebró la vida, cultura, esperanza y generosidad que caracterizan a la comunidad Hispánica. La participación en diferentes actividades a través del estado fue clave para exhortar a la comunidad Hispánica a involucrarse en el “Reto 775”. El objetivo era el de registrar la misma cantidad de donantes que la de los que esperan recibir un trasplante en el estado de Arizona.

¿Quieres ser voluntario?

¡Conviértete en portavoz siendo voluntario de la Red de Donantes de Arizona! Ven con nosotros a ferias de salud, festivales culturales y otros eventos a informar y educar a la comunidad sobre cómo puede salvar vidas convirtiéndose en donantes de órganos y tejidos. Comunícate con Luz Jiménez al 602-222-2495 o escribiendo a Luz@dnaz.org. Entrenamientos gratuitos disponibles en Tucson y Phoenix.



Coordinadora de Educación Multicultural, Luz Jiménez, conversando con asistentes en la Feria de Salud y Recursos de Preparación de Emergencias 9/11, en Centro Comercial Metrocenter.

La Juventud Lleva el Mensaje de Vida y Esperanza

Con el propósito de involucrar más a la juventud en temas de suma importancia como el de salvar vidas, Done Vida Arizona forma alianza con la Fundación “Be a Leader”, en su traducción al español “Fundación de Sé un Líder”.

La Fundación “Be a Leader” se dedica a ayudar a los estudiantes de minorías que asisten a las escuelas preparatorias para ir a la universidad. “Uno de los requisitos para formar parte de esta fundación y tener acceso a becas universitarias es hacer trabajo voluntario” nos comparte Esmeralda Peralta, Consejera de la Fundación “Be a Leader.” Con este objetivo la Fundación se convierte en una alianza favorable para el programa de voluntariado de Done Vida. Este programa abre una gran oportunidad para que estos jóvenes se eduquen en el tema de la donación de órganos, hagan sus horas de voluntariado y accedan a la educación universitaria con una visión humanitaria.

Luz Jiménez, Coordinadora Multicultural de la Red de Donantes, lleva la batuta del enlace y reclutamiento con esta Fundación. Ella imparte charlas y otros eventos educativos con los estudiantes: “Es importante que ellos, como jóvenes que están llenos de energía y tienen un gran futuro por delante, empiecen a tomar decisiones personales como la de convertirse en donantes. Qué mejor causa que educar a su propia generación y contribuir con el desarrollo comunitario, al mismo tiempo que acumulan horas de voluntariado para obtener becas universitarias”, nos comenta Jiménez.



El equipo de mentores de la Fundación Be a Leader Foundation posando al lado del Alcalde de Phoenix, Greg Stanton, y nuestra mascota Reggie.



Family comes first to Rhonda Valentino (second from l) who saved her father's life through living kidney donation.

“I felt very compelled to spread the word about organ and tissue donor registration as I experienced first-hand the desperate need for organ donation.”

Volunteer Hero

Donate Life Arizona volunteer, Rhonda Valentino, has been registering people as organ and tissue donors at numerous Donate Life community events since early 2011. As a living donor, Valentino feels passionate about donation education. In 2009, Valentino donated a kidney to her father, and the transplant saved his life.

“I felt very compelled to spread the word about organ and tissue donor registration as I experienced first-hand the desperate need for organ donation,” says Valentino.

“Donate Life Arizona has opened my eyes to how strong and compassionate an organization that deals with a tough issue like organ donation can be.”

Valentino is proud to be an advocate for such an amazing and vital cause and she sets an outstanding example for others through her gift of donation and through the time she shares as a volunteer. Her registry efforts help Donate Life Arizona in its mission to save and heal lives through organ and tissue donation.

We Want You!

Donor Network of Arizona is seeking volunteers to register organ and tissue donors! For more information, please contact Volunteers@dnaz.org.

Donate Life Volunteer Meetings

Phoenix

March 18 12 - 1 p.m. & 6 - 7 p.m.
May 20 12 - 1 p.m. & 6 - 7 p.m.

Tucson

March 20 12 - 1 p.m. & 6 - 7 p.m.
May 15 12 - 1 p.m. & 6 - 7 p.m.

Donate Life Volunteer Training

Phoenix

April 15 6 - 9 p.m.
June 17 6 - 9 p.m.

Tucson

April 17 6 - 9 p.m.
June 19 6 - 9 p.m.

Honorable Mention

Mark P. Hummels, a Phoenix attorney, gave the gift of life in January 2013 after a tragic shooting incident. **Hummels' death brought the Phoenix community together and inspired many legal professionals to educate their clients and colleagues about organ and tissue donation.**

In honor of Hummels' generous gift, the Phoenix chapter of the Federal Bar Association arranged an event for all members where a Donate Life Arizona volunteer presented about the life-saving and life-healing effects of donation and invited all in attendance to register.



The presentation resulted in many new registered donors and demonstrated the compassion and generosity of Arizona's legal professionals. DNA would like to thank the Federal Bar Association and the law firm of Osborn Maledon for their continued support for donation.

Campus Challenge Rocks On

The combined efforts of all participating student groups secured first place in the challenge for Arizona State University (ASU). College students took the Campus Challenge, a yearly event encouraging them to get involved in registering their peers as organ and tissue donors, to a new level this year. Student groups from the University of Arizona, Northern Arizona University, Grand Canyon University and ASU held campus registry events from Nov. 4 – 17 and were able to bring in more than 1,025 new registrations.

The highlight of this year's challenge was a huge registry event held at an ASU tailgate where registry team members sported neon green T-shirts and gave away Donate Life Arizona koozies and sunglasses to all who registered.

"The tailgate is a really high-energy event," says Joshua Munoz, Donate Life Arizona volunteer and ASU student. "It's great to see so many people excited to save and heal lives!"



"I mustache you a question!"

DNA staff, volunteers and Reggie hit up the ASU tailgate during the Campus Challenge to ask fans a very important question, "Are you an organ and tissue donor?"

Volunteers Out and About

Silvestre Celis (l), shares information about donation with visitors to the Be A Leader Foundation Walk-a-thon in October 2013.



Chris Carlson (center), and Anthony Lozano take Swipe to Donate Life to register Arizonans at Phoenix International Raceway.



Reggie the Donor Cactus and Stephanie Vazquez say "Cheese!" at a Fiesta Sunday registration event at Turf Paradise.



Chief Medical Examiner Plays Big Role in Saving Lives

Dr. Mark Fischione, the former chief medical examiner for Maricopa County and current chief medical examiner for Yavapai County, was recognized for his dedication

and support of donation for transplantation. In recognition of his years of supporting the life-saving and life-healing gifts of organ, tissue and eye donation, Fischione received the Donation Champion Award at Donor Network of Arizona's (DNA) Donation Celebration on Sept. 13, 2013.

The position of chief medical examiner services the community as departmental administrator, primary representative for the OME and clinical activities. Fischione works closely with law enforcement to support their efforts to determine cause and manner of deaths. He views the OME's coordination of donation as part of the OME's service to the community. Fischione knows several transplant recipients, including a co-worker at the Yavapai County Office of the Medical Examiner.

When Fischione gives medical examiner's authorization for donation, he knows he has a role in saving and improving lives. "You have to put yourself in the position of families when making decisions on donation," he says. "People who go into medicine get into the field to save lives, and this is my way of doing just that."



(from l to r) Ryan Nelson poses with Christin Eggers, 2013 Donation Champion Dr. Mark Fischione, Melanie Rouse, Dr. Lesley Wallis and Tim Brown, DNA's CEO.

Racing for Hope

For as long as 20-year-old Joey Gase can remember, racing has been a part of his life. His father, Bob Gase, raced at the local level for years, and Joey was often eager to be in on the action, even if it meant just cleaning his dad's car. By the age of 8, Joey was racing go-karts, and at 14, he began racing real cars. Racing, it seems, is in Joey's blood.

As his career in racing bloomed, Joey was faced with the sudden loss of his mother, Mary Jo Gase. Despite this tragedy, Joey, his mother's next-of-kin, made the decision to say yes to donation in honor of Mary's generous, loving spirit. From that point on, Joey dedicated his racing career to his mother and to the Donate Life mission.

Joey now drives the Donate Life car in the NASCAR Nationwide Series, and on Nov. 9, 2013, Joey competed at Phoenix International Raceway where he was joined by a team of Donate Life Arizona volunteers who spent the day registering NASCAR fans at the event.

Joey has seen his share of success in the Nationwide Series since his debut in 2011, but his focus always shifts back to donation.



Joey Gase, driver of the Donate Life car in the NASCAR Nationwide Series, meets with donor families before each race.

"I put pictures of a donor on my car for each race, and I welcome the family to come spend time with me," says Joey. "We put a face to donation and let people know that once you're a donor, you're never forgotten."

DNA Ramps Up Social Media Outreach

In the past decade, social media as a form of marketing and communication has made great strides in providing organizations with the opportunity to reach audiences outside of traditional forms like print, TV and radio media. Donor Network of Arizona (DNA) joined the social media scene in 2009 with the launch of YouTube, Facebook and Twitter accounts for Donate Life Arizona, the brand used for DNA's community outreach.

Donate Life Arizona's Facebook, YouTube and Twitter fan bases continue to grow into the thousands. Currently, posts from the Donate Life Arizona Facebook page reach more than 6,700 users on a daily basis, Donate Life Arizona YouTube videos have been

viewed almost 5,800 times and Donate Life Arizona's tweets are seen by 1,700 people. Many of them are actively involved in promoting organ and tissue donation.

In the summer of 2013, DNA made the decision to start Donate Life Arizona accounts on new platforms in an effort to reach different audiences and generate even more registrations through social media. By launching Pinterest and Instagram accounts, which are both image-based social networks, DNA hopes to build a positive culture surrounding donation for all followers and to reach out to the 18-25 years age group specifically.

Follow Donate Life Arizona on the all of our platforms!



Facebook.com/
DonateLifeAZ



@DonateLifeAZ



YouTube.com/
DonateLifeAZ



Pinterest.com/
DonateLifeAZ



@DonateLifeAZ

Arizona High Schools Excel in High School Challenge

Eight Arizona high schools participated in the Donate Life Arizona High School Challenge during the week of Oct. 21 – 25, 2013. This student-driven program encouraged high school students at schools across Arizona to step up and support organ and tissue donation by registering as a donor. In 2013, the winner was Xavier College Preparatory (XCP) in Phoenix.

One Xavier student, Annaise White, took the lead on her school's registry team. In 2003, White's father, Michael, passed away unexpectedly. His decision to register as a donor made his wishes known to his family and he went on to save and heal lives through his gift.

"I want people to understand that talking about donation doesn't mean you're going to pass away tomorrow," says

White. "It's a way to do something good for your community, to let your legacy live on."

The Xavier Gators registered more than 800 people during the five-day challenge. As the winner, XCP was awarded a trophy, a pizza party for the student group and bragging rights.

Throughout the challenge, several schools received a special visitor during their lunch periods - Reggie the Donor Cactus. Reggie drew attention to registry tables and posed for pictures, which students quickly posted to their Instagram accounts using #AZSavesLives for a chance to win even more prizes.

Overall, the participating Arizona high schools registered 2,095 people, making it the most successful high school challenge ever.

"...talking about donation... It's a way to do something good for your community, to let your legacy live on."



Xavier students lined up to register as organ and tissue donors during the High School Challenge.



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REGISTER TO BE
AN ORGAN AND
TISSUE DONOR

DonateLifeAZ.org
1-800-94-DONOR



calendar of events

March 24

Donate Life Day at the Capitol
Katie.Benton@dnaz.org

March 26

Blood Drive
Angie@dnaz.org

March 27

Funeral Professionals' Seminar
Desert Willow Conference Center
MelissaGu@dnaz.org

April 1 – 30

Health Care for Hope
www.HealthCareForHope.org

April 11

Donate Life Day at the Arizona Diamondbacks
Chase Field
Katie.Benton@dnaz.org

April 11

National Blue & Green Day
Celebrate Donate Life Month
by sporting Blue & Green apparel!

April 12

Liver Life Walk
<http://bit.ly/1bSewB4>