



Best Practice Initiative

from the Assistant Secretary for Health
U.S. Department of Health and Human Services



Enrolling and Supporting Organizations Who Encourage Donation of Organs, Marrow, Tissue or Blood

(Buncombe County Medical Society, North Carolina, 2003)

Project Accomplishments

The Buncombe County Medical Society (BCMS) recruited and is now supporting more than 160 local organizations in Health and Human Services Secretary Tommy G. Thompson's Workplace Partnership for Life program. Partners agree to systematically reach out to their employees, members and/or customers to encourage the donation of organs, marrow, tissue or blood. BCMS teamed up with the Buncombe County Commission, the Asheville City Council and the Asheville Area Chamber of Commerce to enroll an extraordinary number of businesses, schools and other organizations into this community effort to increase donation. This is a replicable model of effective partnerships.

Background

The list of eligible transplant recipients who are waiting for a life-saving organ has increased dramatically over the last decade. Over 80,000 people in the nation are currently waiting for the donation of an organ. Tragically, on average, seventeen of these people die each day. This same pattern of an ever-increasing waiting list also affects Western North Carolina (WNC).

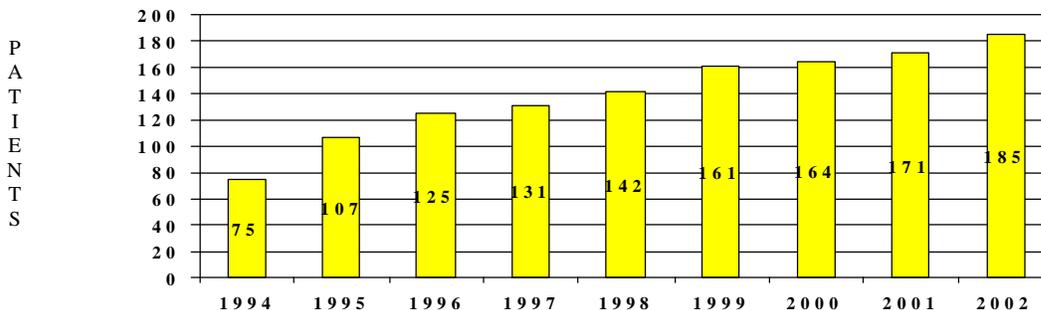
The chart below from the United Network for Organ Sharing (UNOS) shows the increasing need for organs in Western North Carolina.



WNC Organ & Tissue Donation Initiative

UNOS Waiting List in WNC

Source: U.N.O.S.: December 31 for all years
except 2002 is on July 3. Covers 18 WNC counties.



Goals

In May, 2002 the Buncombe County Medical Society committed to enrolling 100 organizations into the Secretary's Workplace Partnership. BCMS declared itself "community headquarters" for recruiting Buncombe County businesses and organizations in the Workplace Partnership for Life program, and implemented a plan to support these organizations in their efforts to urge donation.

Core Components

- BCMS arranged for a national representative of the Workplace Partnership For Life initiative to meet with the Buncombe County Commission and the Asheville Area Chamber of Commerce to collaborate on strategies for enrolling and supporting 100 organizations. One result of the meeting with the Chamber CEO was additional outreach and collaboration with other local Chamber CEOs -- who have now enrolled the US Chamber of Commerce into the Secretary's initiative.
- Both the City Council and County Commissioners joined the Workplace Partnership program and issued proclamations to declare May "Organ Donation Awareness Month."
- BCMS secured media coverage of the County Commission meeting where their proclamation was adopted.
- The medical society produced 200 posters with 50 tear off wallet size donor cards on each poster. Workplace Partners display these posters in prominent locations to make cards readily available to their employees. Posters are being displayed in physician offices, hospitals, businesses, and area organizations such as the Chamber of Commerce.
- BCMS staff secured pledge forms from BCMS Board members and enrolled their practices into the Workplace Partnership.
- All BCMS staff have incorporated standard statements automatically attached to all emails they send. These email messages say, **"Please become an organ donor and tell your loved ones. Sign up for Workplace Partnerships for Life (www.organdonor.gov/workplace.htm) and provide information about organ donation to your organization's employees."** Hundreds of emails with the above message are distributed each week by BCMS staff members.
- Workplace Partnership information and pledge forms are published in the BCMS quarterly newsletter which is sent to 800 physicians and 200 community leaders.
- BCMS featured an Organ Donation Awareness presentation at its recent Spring Conference attended by over 100 Medical Practice Office Personnel.
- Medical society staff send personalized emails to their business contacts directing them to the www.organdonor.gov website, and have encouraged them to become Workplace Partners.
- BCMS staff members are routinely encouraged to talk to their friends and colleagues about organ donation.
- Information and Workplace Partnership forms are often distributed by BCMS staff members at business meetings and conferences. For example, BCMS helped to enroll 18 Workplace Partners from across the nation at the recent national meeting of the American Project Access Network.
- BCMS is now partnering with the Western North Carolina Organ and Tissue Donation Initiative to follow up with area Workplace Partners. They offer further training, speakers, materials and assistance in promoting donation among the employees of Workplace Partners.

Results

BCMS exceeded their goal of 100 Workplace Partners – in just 7 months over 160 Asheville area organizations have already been enrolled (see attached table). BCMS and these Workplace Partners are now promoting donation in an ongoing effort to minimize the gap between available donors and recipients. Workplace Partners who enroll commit to educating, at a minimum, all of their employees about donation. They report the number of employees when they enroll. As a result of community-wide efforts over 11,000 individuals employed at these organizations have been made aware of the need for organ donation through the Workplace Partnership Program. These 11,000 people have all been asked to talk to their friends and family members about the importance of organ donation as well.

Having achieved the goal of 100 Workplace Partners, the Buncombe County Medical Society is determined to do more. The BCMS CEO, Alan McKenzie, recently pledged at a national meeting of the American Project Access Network to recruit and support a total of 300 organizations into the Partnership! And, other medical society leaders are joining with Asheville in this effort. The CEO of the Mecklenberg County Medical Society (Charlotte, NC) and the Wake County Medical Society (Raleigh-Durham, NC) have each pledged to reach out to their members to enroll and support organizations in work to urge increased donation.

Contact Information

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References

Workplace Partnership for Life, part of Health and Human Services Secretary Tommy Thompson's Donation Initiative; <http://www.organdonor.gov/workplace.htm>

United Network for Organ Sharing; <http://www.unos.org/>

**WORKPLACE PARTNERS
BUNCOMBE COUNTY, NORTH CAROLINA**

Number	Company Name	City	State
1	A . C. Reynolds Middle School	Asheville	NC
2	A B B B C Doctor's Medical Clinic	Asheville	NC
3	A. C. Reynolds High School	Asheville	NC
4	A-B United Way, Health Partner of Buncombe County	Weaverville	NC
5	Access II Care	Asheville	NC
6	Adam, Hendan, Carson Crow and Saenger, Attorneys	Asheville	NC
7	Advanced Business Equipment	Asheville	NC
8	Allergy Partners	Asheville	NC
9	American Project Access Network	Asheville	NC
10	Asheville Area Chamber of Commerce	Asheville	NC
11	Asheville Arthritis and Osteoporosis Center	Asheville	NC
12	Asheville Cardiology	Asheville	NC
13	Asheville Consultative Medicine	Asheville	NC
14	Asheville Counseling Center	Asheville	NC
15	Asheville Endocrinology Consultants	Asheville	NC
16	Asheville Infectious Disease Consultants	Asheville	NC
17	Asheville Orthopaedic Association/A Division of the S.O.N.A. Group	Asheville	NC
18	Asheville Radiology	Asheville	NC
19	Asheville Sanyo Bank	Asheville	NC
20	Asheville-Buncombe Technical Community College	Asheville	NC
21	Avery's Creek Elementary School	Arden	NC
22	B & B Pharmacy	Asheville	NC
23	Bank of America	Asheville	NC
24	Barnardsville Elementary School	Asheville	NC
25	BB and T Band	Asheville	NC
26	Bcms Alliance	Asheville	NC
27	BCMS Employee Benefit Trust	Asheville	NC
28	Bellsouth	Asheville	NC
29	Better Business Bureau serving Asheville, NC	Asheville	NC
30	Biltmore Associates	Asheville	NC
31	Biltmore OB-GYN	Asheville	NC
32	Black Mountain Elementary School	Black Mountain	NC
33	Black Mountain Primary School	Black Mountain	NC
34	Blue Ridge Bone and Joint Clinic	Asheville	NC
35	Buncombe Community School East	Swannanoa	NC
36	Buncombe Community School West	Asheville	NC
37	Buncombe County Council on Aging	Asheville	NC
38	Buncombe County Dental Society	Asheville	NC
39	Buncombe County Government	Asheville	NC
40	Buncombe County Medical Society Corporation	Asheville	NC
41	Candler Elementary School	Candler	NC
42	Cane Creek Middle School	Fletcher	NC

Number	Company Name	City	State
43	Cansler, Johnson and Vollherhausen	Asheville	NC
44	Career Education Center	Asheville	NC
45	Carolina Mountain Dermatology	Arden	NC
46	Carolina Mortgage Professionals	Hendersonville	NC
47	Carolinas Center for Advanced Management of Pain	Asheville	NC
48	CCCS of WNC, Inc.	Asheville	NC
49	Charles C. Bell Elementary School	Asheville	NC
50	City of Asheville	Asheville	NC
51	Clyde Savings Bank - Downtown Asheville	Asheville	NC
52	Clyde Savings Bank - South Asheville	Skyland	NC
53	Community Care Partners	Asheville	NC
54	Community Foundation of Western North Carolina	Asheville	NC
55	Community of Leadership, Inc.	Hendersonville	NC
56	Craft Marshall & Roth, PLLC	Asheville	NC
57	Dale E. Fell, MD, PA	Asheville	NC
58	Eaton Cutler-Hammer	Arden	NC
59	Electronic Office	Asheville	NC
60	Emma Elementary School	Asheville	NC
61	Emma Family Resource Center Health Clinic	Asheville	NC
62	Enka Middle School	Candler	NC
63	Erwin High School	Asheville	NC
64	Erwin Middle School	Asheville	NC
65	Estes Elementary School	Asheville	NC
66	First Citizens Bank	Asheville	NC
67	Fugazy Travel	Asheville	NC
68	Fullerton	Asheville	NC
69	Fullerton Genetics Center	Asheville	NC
70	George W. Moresani and Associates	Asheville	NC
71	Glen Arden Elementary School	Arden	NC
72	Gould, Killian CPA Group, P.A.	Asheville	NC
73	Great Smokies Medical Center	Asheville	NC
74	Hampton Inn (Airport)	Asheville	NC
75	Hampton Inn (Asheville)	Asheville	NC
76	Hampton Inn (West)	Asheville	NC
77	Haw Creek Elementary School	Asheville	NC
78	HealthPartners	Asheville	NC
79	Hominy Valley Elementary School	Candler	NC
80	Hope - A Women's Cancer Center	Asheville	NC
81	Ingles Markets	Black Mountain	NC
82	Instrumentation Group	Asheville	NC
83	Interior Marketplace	Asheville	NC
84	Interiors Markeplace - Biltmore Flooring	Asheville	NC
85	Interiors Marketplace - The Floor Club	Asheville	NC
86	Isgrig Financial Service	Asheville	NC
87	Johnston Elementary School	Asheville	NC

Number	Company Name	City	State
88	Kaleidoscope Travel	Asheville	NC
89	KP Communications	Asheville	NC
90	Kwik Kopy Printing	Asheville	NC
91	Land-of-Sky Regional Council	Asheville	NC
92	Linda Calloway Income Tax Service	Weaverville	NC
93	MAHEC Dep. OB/GYN	Asheville	NC
94	ManPower	Asheville	NC
95	Meals on Wheels Asheville-Buncombe County	Asheville	NC
96	Medical Business Resources	Asheville	NC
97	Mountain Area Health Education Center (MAHEC)	Asheville	NC
98	Mountain Health Care, Inc.	Asheville	NC
99	Mountain Radiation Oncology, PA	Asheville	NC
100	Mountain View Gastroenterology	Asheville	NC
101	Mountain View Tire and Service - East Asheville	Asheville	NC
102	Mountain View Tire and Service – Hendersonville	Hendersonville	NC
103	Mountain View Tire and Service - North Asheville	Weaverville	NC
104	Mountain View Tire and Service - South Asheville	Arden	NC
105	Mountain View Tire and Service - West Asheville	Asheville	NC
106	MSJ OccuMed	Asheville	NC
107	New Bridge Baptist Church	Asheville	NC
108	North Buncombe High School	Weaverville	NC
109	North Buncombe Middle School	Weaverville	NC
110	NorthBuncombe Elementary School	Weaverville	NC
111	Oakley Elementary School	Asheville	NC
112	Owen High School	Black Mountain	NC
113	Owen Middle School	Swannanoa	NC
114	Painter Russell and Associates, PLLL	Asheville	NC
115	Parsec Financial	Asheville	NC
116	Perry Travel	Arden	NC
117	Physicians Weight Loss Center	Asheville	NC
118	Pisgah Elementary School	Candler	NC
119	Primedoc	Asheville	NC
120	Progressive Education Center	Arden	NC
121	PSA Beverly Hills Pharmacy	Asheville	NC
122	PSA Clinic Pharmacy	Swannanoa	NC
123	Ravenscroft Family Health Center, P.A.	Asheville	NC
124	Red Hickey's Alignment Service	Asheville	NC
125	Regional Allergy and Asthma Consultants, PA	Asheville	NC
126	Renaissance Hotel	Asheville	NC
127	San Hill-Venable Elementary School	Asheville	NC
128	Sandy Mountain Petroleum	Asheville	NC
129	Schack-Findlay Honda	Henderson	NC
130	SEI	Asheville	NC
131	Shear Shack	Asheville	NC
132	Smith Appraisals	Asheville	NC

Number	Company Name	City	State
133	Snelling Personnel	Asheville	NC
134	Spherion	Asheville	NC
135	Spotless PlastiForm	Asheville	NC
136	T C Roberson High School	Asheville	NC
137	The Eblen Charities	Asheville	NC
138	Three Streams Family Health Center	Asheville	NC
139	Tiretek	Asheville	NC
140	Tower Associates	Asheville	NC
141	U. S. Cellular (South)	Asheville	NC
142	U.S. Cellular (West)	Asheville	NC
143	UNC-A Literature and Language	Asheville	NC
144	United Way of Asheville and Buncombe County	Asheville	NC
145	Valley Springs Middle School	Arden	NC
146	WCI, Inc.	Asheville	NC
147	Weaverville Elementary School	Weaverville	NC
148	Weaverville Family Medicine Associates, PA	Weaverville	NC
149	Weaverville Primary School	Weaverville	NC
150	West Buncombe Elementary School	Asheville	NC
151	Western North Carolina Regional Air Quality Agency	Asheville	NC
152	Wilcox Travel and Tours	Asheville	NC
153	Wild For Life; Center For Rehabilitation of Wildlife, Inc.	Asheville	NC
154	William J. Horan, MD	Asheville	NC
155	William P. Cave, DDS	Asheville	NC
156	Williams Elementary School	Asheville	NC
157	WISE Radio	Asheville	NC
158	WNC Community Health Services	Asheville	NC
159	WNC Organ & Tissue Donation Initiative	Asheville	NC
160	Woodfin Elementary School	Asheville	NC
161	World Gym	Asheville	NC