

*This is what a*

# HERO LOOKS LIKE

MEDIA KIT

2 0 1 9



Center for Organ Recovery & Education

*A Pledge for Life*





Center for Organ Recovery & Education

### Contact Information

204 Sigma Drive  
RIDC Park  
Pittsburgh, PA 15238

501 Morris Street  
Charleston, WV 25301

p: 1-800-DONORS-7 or 1-800-366-6777

### Media Inquiries

Colleen Sullivan  
Director of Communications  
o: 412-963-3550  
e: csullivan@core.org

Katelynn Metz  
Communications & Marketing Coordinator  
o: 412-963-3550  
m: 202-309-5116 (*please use if on deadline*)  
e: kmetz@core.org

*every year,  
11,000  
people die  
who are  
considered  
medically  
suitable for  
organ,  
tissue and  
cornea  
donation,  
yet only a  
fraction  
donate.  
Register  
today at  
core.org*



## EXECUTIVE BIO



**Susan A. Stuart, President & CEO**

Susan A. Stuart began her career in healthcare as a registered nurse, working in the trauma ICU at Allegheny General Hospital. It was here that she witnessed first-hand the comfort that donation offers donor families and the second chance at life that it offers recipients. In fact, Susan was so moved by the work CORE was doing on behalf of donor families and recipients that she left AGH and took a job as an organ and tissue procurement coordinator with CORE.

Over the next decade, Susan rose to the level of assistant executive director at CORE before becoming director of clinical operations at the University of Pittsburgh Medical Center (UPMC) in 1999. At UPMC, she oversaw the clinical operations of 150 critical care beds, and managed daily operations for UPMC's respiratory care and renal dialysis departments.

In 2004, Susan returned to CORE to assume the lead role as president and CEO. Today, she's honored to lead a team of more than one hundred staff members who, like herself, are dedicated to saving and healing lives through organ, tissue and cornea transplantation.

Susan currently serves on several boards of directors, which include Donate Life America, LifeLogics and the United Network for Organ Sharing (UNOS). Susan is the past president of the Association of Organ Procurement Organizations (AOPO), which represents more than 50 federally-designated organ procurement organizations (OPOs) across the country.

In 2016, Susan completed the year-long Baldrige Executive Fellows Program — nationally recognized as one of the top continuing education programs in leadership development worldwide.

She is active in many community activities, including volunteering with the Salvation Army, being a member of the Fox Chapel Rotary, serving as an honorary member of the Team Alleghenies Transplant team for the Transplant Games of America, and raising awareness for autism. Along with the CORE staff, she has participated in United Way's Days of Caring.

Susan holds a bachelor's degree in nursing from Duquesne University and a master's degree in public management from Carnegie Mellon University.



## ACCEPTABLE DONATION TERMS

To show respect and sensitivity to those who give the gift of life and their loved ones, we request that only appropriate terms be used when referring to organ, tissue and cornea donation.

### *Appropriate Terms*

“Recover” organs

“Recovery” of organs

“Donation” of organs

“Deceased” donation

“Deceased” donor

“Mechanical” support

“Ventilator” support

“Organs, tissues and corneas”

“Donor Authorization”

### *Inappropriate Terms*

“Harvest” organs

“Harvesting” of organs

“Harvesting” of organs

“Cadaver” donation

“Cadaveric” donation

“Life” support

“Life” support

“Body parts”

“Got consent” “Did a donation”

In 2005, the Association of Organ Procurement Organizations (AOPO) standardized appropriate donation terminology.

AOPO reasoned that avoiding words and phrases that cause concern among donor families and the general public would increase both understanding and acceptance of the donation process.

This terminology is unanimously supported and used by the American Society of Transplantation (AST) and American Society of Transplant Surgeons (ASTS) and has been adopted by the American Journal of Transplantation.

*Language is very powerful;  
it can perpetuate misconceptions or offer a  
space for awareness. Help CORE foster a better  
understanding of donation and save lives by  
using the correct donation terminology.*



## ORGANIZATIONAL PROFILE

The Center for Organ Recovery & Education (CORE) is one of 58 federally designated not-for-profit organ procurement organizations (OPOs) in the United States, serving more than five million people in western Pennsylvania, West Virginia and Chemung County, NY.

Like all OPOs, CORE coordinates the surgical recovery and matching of organs, tissues and corneas for transplant within our service region. CORE is also entrusted with the privilege of supporting donor families during the donation process and beyond. CORE's goal is to end the deaths of those on the transplant waiting list, all the while maintaining integrity for the donation process, dignity for the organ, tissue and cornea donors, and compassion for their families.

CORE partners with the staff from 150 hospitals, as well as funeral directors, coroners and medical examiners, to offer hope and a second chance at life to the thousands of people who are waiting nationwide for life-saving and healing organ, tissue and cornea transplants.

CORE is governed by a 17-member Board of Trustees, which includes members of the general public, transplant recipients, donor family members, as well as transplant physicians, surgeons and administrators from western Pennsylvania and West Virginia transplant centers.

Through public education initiatives, awareness events and media campaigns, CORE works tirelessly to create a culture of donation within the hospitals and communities we serve. Our hope is that by fostering a greater understanding of donation and transplant, we offer hope to those waiting, while also honoring the truest heroes of donation — the donors and their families.

### CORE Vision:

Every potential donor will make a *Pledge for Life*

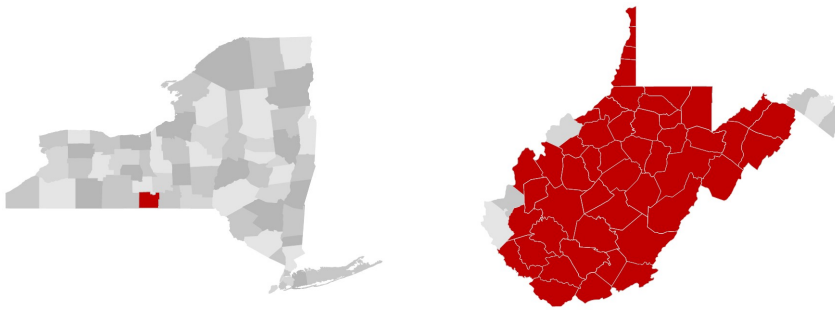
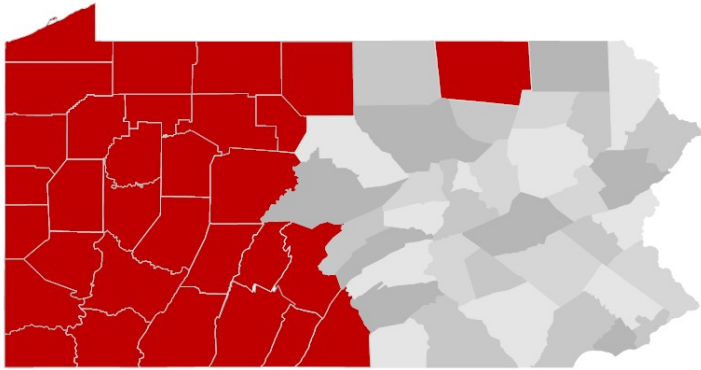
### CORE Values:

- o Integrity
- o Compassion
- o Quality
- o Responsiveness
- o Education
- o Innovation
- o Respect
- o Life

*CORE Mission:  
To Save and Enhance Lives*



## CORE TERRITORY



### CORE Service Region:

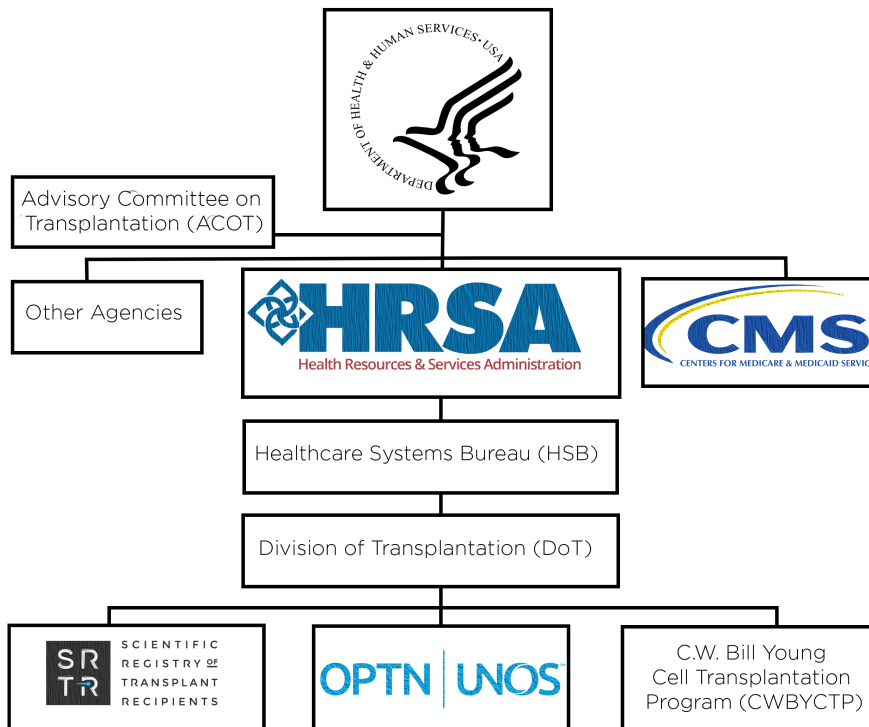
- 5.0 million people
- Western Pennsylvania
- West Virginia
- Chemung County, NY

### Transplant Centers:

Each of the 150 hospitals in CORE's service area refer potential donors. Six of the hospitals also perform organ transplants:

- Allegheny General Hospital
- Charleston Area Medical Center
- UPMC Children's Hospital of Pittsburgh
- UPMC Hamot
- UPMC Presbyterian
- VA Pittsburgh Healthcare System

## OPO REGULATION



### Federal Government

- CMS
- UNOS
- FDA

### Organ & Tissue Associations

- AOPO
- AATB
- EBAA



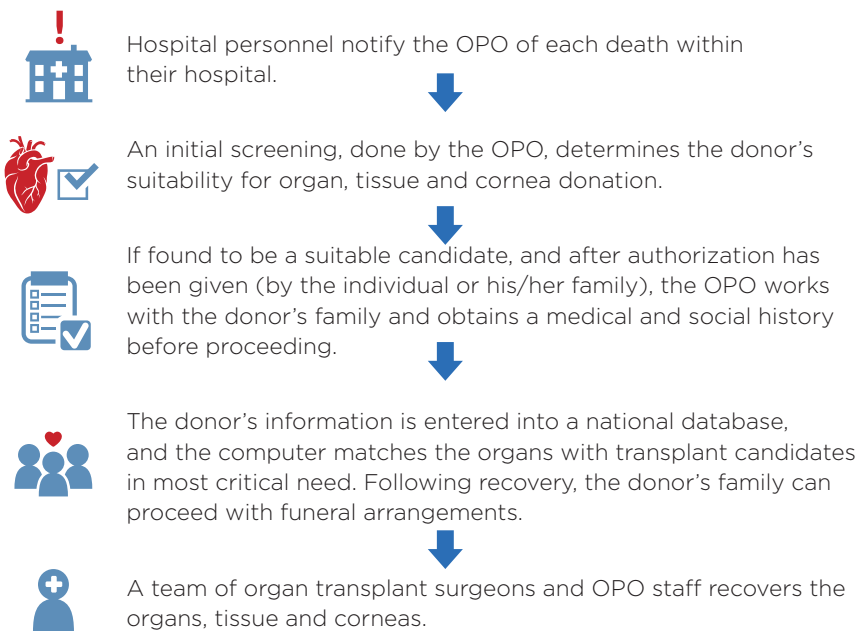
## DONATION PROCESS

A person is evaluated for organ donation only after all life-saving measures have been taken. The sole purpose of first responders, hospital staff and doctors is to save a patient's life. The hospital staff working to save a patient's life is completely separate from the transplant team.

The opportunity for organ, tissue and cornea donation most often results from an individual sustaining an injury that causes brain death, which means the brain has stopped working and will not work again. Common causes of brain death are motor vehicle crashes, head injuries or strokes. Organ donation requires a patient to be in a hospital and on a ventilator when the individual is pronounced brain dead.

If a patient experiences cardiac death, which means the heart has stopped and will not work again, the individual will be evaluated for tissue and cornea donation.

## THE RECOVERY PROCESS



## Living Kidney Donors

Many individuals with kidney failure know someone who would like to give them a kidney but are not a match. This most commonly occurs because the donor's and the recipient's blood types are not compatible.

CORE's Paired Kidney Donation Program uses a computer database to match donor/recipient pairs with others who are compatible.

Also, CORE operates an Altruistic Kidney Donation Program so that an anonymous kidney donor can have the opportunity to save the life of someone on the national transplant waiting list.


*20 people  
will die each  
day without  
receiving an  
organ transplant,  
including two  
from CORE's  
service area.*

This is what a

# HERO LOOKS LIKE



Make the pledge for life by registering to become an organ, tissue and cornea donor.




115,000

the number of people waiting for an organ transplant nationally



every  
10 minutes

the rate at which someone new is added to the organ transplant list



250,000

the number of people waiting for tissue and cornea transplants



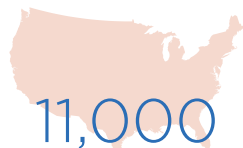
20

the number of people who will die each day without receiving a transplant



8

the number of lives one individual can save by donating organs



11,000

on average, the number of people who die annually considered medically suitable to donate organs, tissue and corneas, yet only a fraction actually donate



2,500

the number of people waiting for a life-saving transplant in western PA and West Virginia



75

the number of lives one individual can improve through tissue donation

*be a hero. be an organ donor.*

[core.org/register](http://core.org/register) • #BeAHero





This is what a

# HERO LOOKS LIKE

## *common organ donation myths*

**Myth:**

**Hospital staff members don't work as hard to save your life if you're a donor.**

**Myth:**

**I have health issues.  
No one will want my organs.**

**Myth:**

**I'm too old to be a donor.**

**Myth:**

**Organ donation is against my religion.**

**Myth:**

**Rich people move to the front of the line when they need a transplant.**

**FACT:**

When you go to the hospital for treatment, all staff members are focused on saving your life, not somebody else's. You'll be seen by a medical team whose specialty most closely matches your particular emergency.

**FACT:**

People with diabetes, heart disease, cancer, hepatitis and even HIV have saved lives through organ and tissue donation. Virtually anyone can donate. Don't assume you're not a suitable donor.

**FACT:**

No one is ever too old or too young to give the gift of life. Once consent is given, the decision to transplant organs or tissue is based on specific medical criteria, not age.

**FACT:**

All major religions support organ and tissue donation as the ultimate act of charity. If you have questions about your faith's views on donation, consult your religious leader.

**FACT:**

It may seem that way because their stories make the news, but wealth and celebrity status is never a factor. The matching of organs and recipients is coordinated through the United Network of Organ Sharing, based strictly on medical criteria to ensure the organ goes to the person who needs it most and who is the best match.

*be a hero. be an organ donor.*

[core.org/register](http://core.org/register) • [#BeAHero](https://twitter.com/BeAHero)



## ORGAN DONATION

A single organ donor can save the lives of up to eight people. Currently, 115,000 people in the U.S. are on the national transplant waiting list for a life-saving transplant including 2,500 people in CORE's service region.

### Lungs

Donated lungs save the lives of those afflicted with conditions such as Cystic Fibrosis, Pulmonary Hypertension, Pulmonary Fibrosis and end-stage Chronic Obstructive Pulmonary Disease (COPD). Lungs must be transplanted within six hours.

### Heart

A heart transplant gives patients with congenital heart disease or ailments like Cardiomyopathy and Myocarditis the opportunity to have a normal heart with normal blood circulation. While a heart transplant is a major operation, chance of survival is good with appropriate follow-up care. A heart must be transplanted within four hours.

### Liver

Donated livers replace diseased or damaged livers due to conditions such as birth defects of the liver or bile ducts as well as infections like Hepatitis. A liver can be replaced with all or part of a healthy donor liver, from a living or deceased donor.

### Kidneys

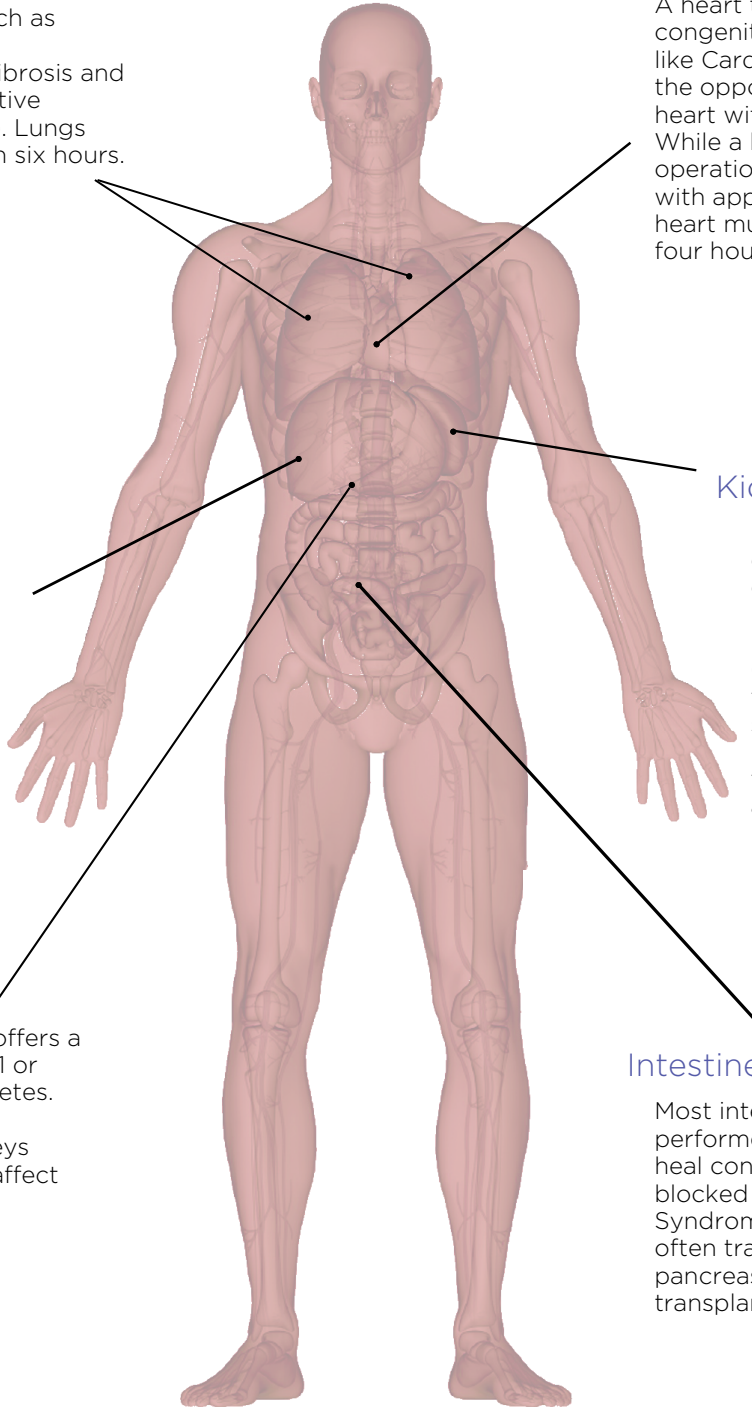
Donated kidneys replace diseased or damaged kidneys due to conditions such as high blood pressure, Diabetes and Polycystic Kidney Disease (PKD). This is the most frequent and the most successful organ transplant procedure. Kidneys can be transplanted up to 48 hours after recovered.

### Pancreas

A pancreas transplant offers a potential cure for type 1 or insulin-dependent Diabetes. Pancreases are often transplanted with kidneys because Diabetes can affect both organs.

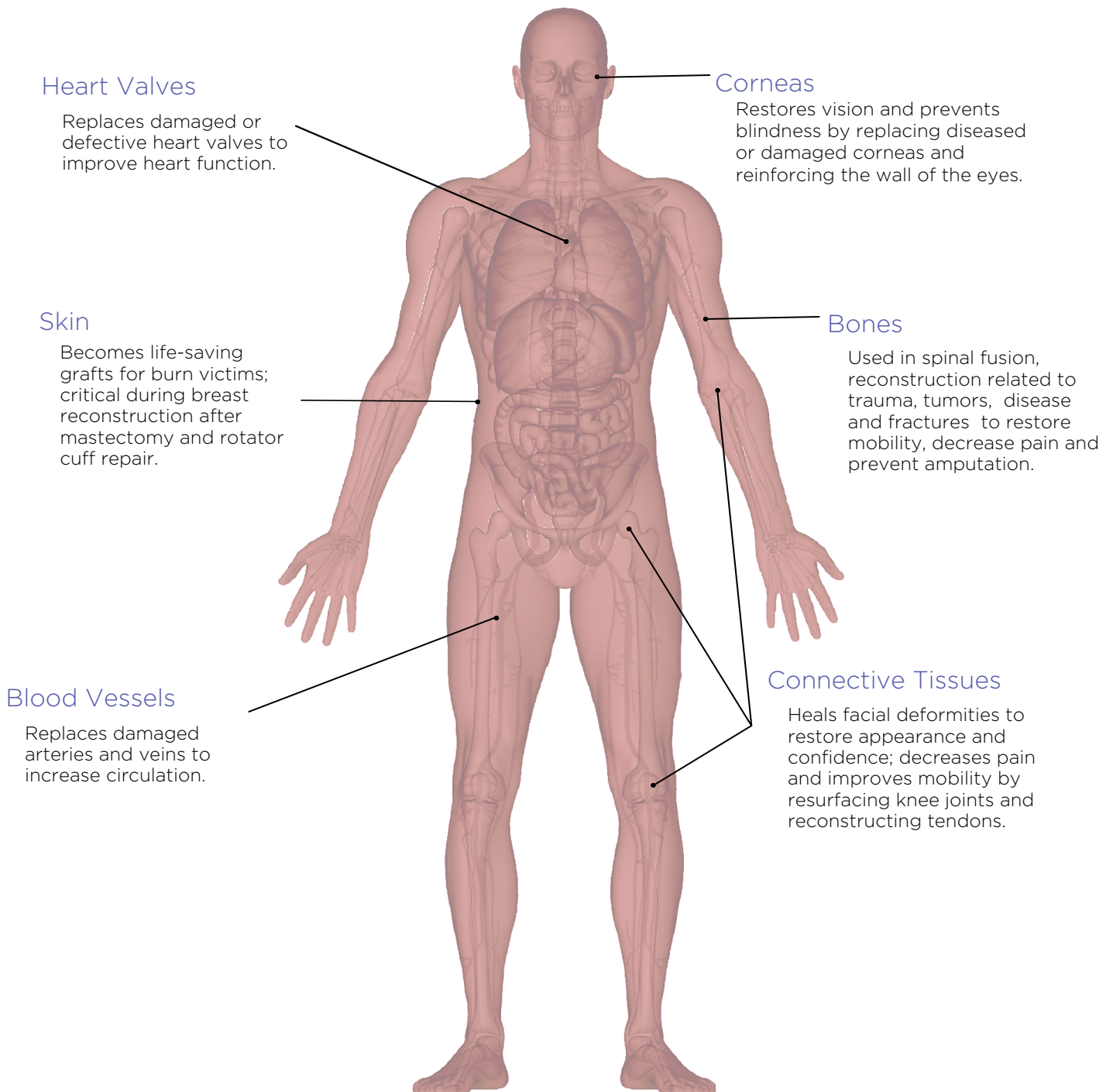
### Intestines

Most intestinal transplants are performed on infants or children to heal conditions such as twisted or blocked intestines or Short Gut Syndrome (SGS). Intestines are often transplanted with a liver and pancreas. Intestines must be transplanted within 12 hours.



## TISSUE DONATION

Although less widely publicized than organ donation, tissue donation saves or enhances the lives of more than one million people in the U.S. each year. Donated tissue can be used for up to five years after it's recovered.



## HOW TO REGISTER

# *be a hero.* *be an organ donor.*

There are two options in Pennsylvania and West Virginia for those who make the decision to save the lives of others by donating organs:

- Donors can place the designation on their driver's license or state identification card when they receive or renew their license or ID.
- Anyone can sign up at any time on-line at **core.org/register** or **registerme.org**.

## PA Donor Designation



## WV Donor Designation



## DIRECTED DONATION

- Generally, if a donor's family knows someone waiting for an organ transplant, they can request donation one of their loved one's organ(s) to that particular person.
- A directed donation typically goes to a family member, friend, member of a church, a classmate, or another person who is held in high esteem by the donor's family.
- While directed donation is a potential option for all individuals awaiting a transplant, it occurs infrequently.

### *Directed donation CAN only occur if...*

- The organ needed by the patient is functioning well enough in the donor to be recovered and transplanted;
- The patient in need is on the national waiting list for an organ transplant;
- The donated organ matches the patient's needs for blood type and body size; and in the case of kidneys, appropriate antigen tissue compatibility;
- The patient in need is healthy enough to undergo the operation at the time the organ is available;
- The patient's surgeon agrees that the donated organ is the best organ for that patient.

### *Directed donation CANNOT occur if...*

- The family requests to donate only to a particular racial or ethnic group; or;
- The family requests to donate only to a particular type of person (police officer, poor person, rich person).

A SPECIAL PLACE

# special people {*a special place*}

Life-saving organ transplants are made possible by individuals and families who say “yes” to donation.

A Special Place recognizes these everyday heroes and the second chance at life they provide to transplant patients.

The park-like area outside of CORE’s office in Pittsburgh is surrounded by graduated granite walls featuring individual leaves that are engraved for every CORE donor and inscribed:

*“let the leaves symbolize the donors,  
like softly fallen petals that nourish the earth,  
they have touched the lives of others.”*

Every year, CORE holds a ceremony for the families of donors from the previous year to reflect on the lives the donors lived as well as those the donors saved.



*one person can save up to  
**8 lives** and improve as many  
as **75 lives** through organ, tissue  
and cornea donation.*



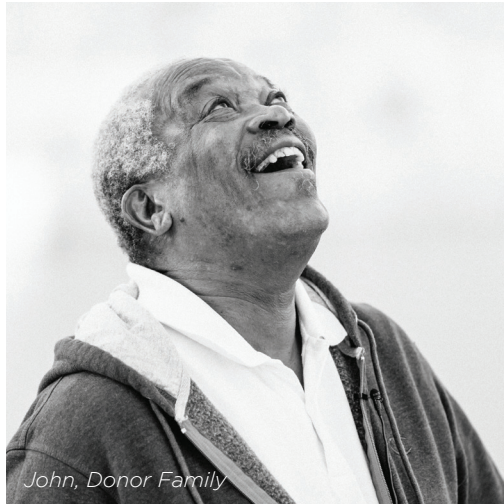
*This is what a*

# HERO LOOKS LIKE

John's wife, Denise, was generous in every way.

She spent her career helping others as a healthcare worker and once even gave away her family's own Christmas tree to a family with young children who could not afford a tree of their own.

Denise continued this legacy in death, donating a kidney to her brother and her liver to a U.S. veteran.



*John, Donor Family*



*Rockland, Cornea Recipient*

Before the birth of their son, Rockland, John and Danielle Harvey weren't comfortable registering as organ, tissue and cornea donors. But when Rockland was born with a tumor covering his eye, a cornea transplant was his only hope to see normally.

A successful cornea transplant for their son changed John and Danielle's whole view.

Today, Rockland is a healthy, playful 3-year-old. And his parents are both registered as organ, tissue and cornea donors.



*Colleen, Waiting List Candidate*

It's been more than four years since Colleen discovered she needed a heart transplant — and she's been determined to live her life to the fullest ever since.

While on the waiting list, she has learned that service dogs can be trained to sense impending cardiac events.

She adopted Piers, and he's since become more than a service dog. He's a companion.

Now, she and Piers wait together, and they are grateful for every single day.

