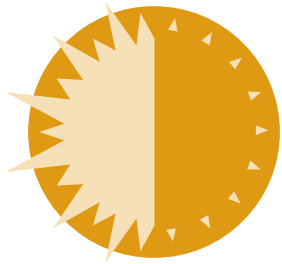


NEW HORIZONS

WHAT'S INSIDE: **2** Dear Friends and Colleagues; Walls of Heroes Continue to Spread Across Texas; News & Notes **3** More WFAA Photos; Legislative Aides Enjoy Ice Cream and Register as Donors; Who's New; **4** Recipients Visit Hospitals Where their Organs Were Donated; Honoring Our Hospitals; What's Coming Up



SOUTHWEST TRANSPLANT ALLIANCE

A NONPROFIT CORPORATION

New Horizons is

published quarterly by

Southwest Transplant Alliance

for its employees

and friends.

BE SURE TO FRIEND STA ON FACEBOOK

Southwest Transplant Alliance's Facebook page went live recently, and we'd love to invite you to join our circle of Facebook Friends.

There are many great reasons to Friend us on Facebook. Jim Cutler posts a very interesting monthly blog about the history of organ and tissue donation.

STA re-posts most of its news coverage, so you won't miss anything!

Many of our volunteers post exciting things they are doing, such as skydiving or driving race cars...and many

recipient/donor family meetings are also posted on our page.



Of course we'll be promoting Donate Life Texas and asking you to share that information with all of your Facebook friends, and we hope you'll also post heartwarming notes about your experiences with organ donation and transplantation.

Just recently, several of our Facebook Friends posted messages of Thanks to their donor families on Thanksgiving. What great posts to read on such a special day.

Thanks in advance for joining us on Facebook and for your support of organ and tissue donation!

THREE MORE MONTHS AND NEARLY 250,000 MORE REGISTRANTS ON DONATE LIFE TEXAS!

At 10:38 am on Thursday, August 19, 2010, the Texas Donor Registry registered the state's one millionth organ and tissue donor!

And as of November 30th, there were 1,252,360 Texans registered to save lives through organ donation!

All of these registrants have officially chosen to be organ donors and have also relieved their families of making an important decision during an already difficult time.

At this pace, though it took many years to reach our first million registrants, we should be registering over a million Texans as donors each year!

The next time you find yourself at your local DPS



office, be prepared to say "Yes" when asked if you would like to be an organ donor. Or log onto www.donatelifetexas.org. In less than a minute you input some very basic information and click "submit," and you're in. Either way, it's official.

And that moment of your time could mean years of life for people in need.

Today and every day, we hope Texans will generously register to save lives and that the Texas Donor Registry will soon hold the names of several million lifesavers.

Thanks so much to everyone at the Texas Department of Public Safety and the Texas Department of Motor Vehicles and to everyone who continues to spread the word about the Registry.

Texas Donor Registry Makes Donors Official and Legal

Point your browser to www.donatelifetexas.org or www.donevidatexas.org for more information on organ donation.



WFAA-TV AND STA JOIN FORCES TO ENCOURAGE DONOR REGISTRATIONS

A GIANT STA Thank You goes out to WFAA-TV Channel 8 in Dallas for working with STA to devote an entire week to organ donation.

WFAA produced several heartwarming stories and invited STA to host a phone bank that helped thousands register as donors.

Our hats off to WFAA for making this tremendous event possible!

More photos on page 3.

NEWS AND NOTES

RECIPIENTS KEEP ON GOING

2008 UNOS Data for longest surviving transplants shows that organ recipients just keep on going! Hopefully 2009 data will be available soon and these numbers will continue to increase! The 2008 numbers:

Longest surviving organ recipients:

Kidney _____	40 years
Liver _____	38 years
Heart _____	30 years
Pancreas _____	25 years
Lung _____	21 years
Heart-lung _____	25 years
	<i>Transplanted November 1983</i>
Double lung _____	21 years
	<i>Transplanted January 1987</i>

MINORITY CONSENT RATES UP AT STA

Through October 2010, STA minority consent rates continued to increase. When our family services specialists approached, Caucasian families said Yes 77 percent of the time. Comparatively, Hispanic families consented 75 percent of the time when approached by STA staff and African American families consented 62 percent of the time! Kudos to our family support staff and to these wonderful families who gave the Gift of Life!

ANOTHER EXCELLENT DAY ON THE LINKS

Thanks to everyone who played and volunteered for the annual Dr. Phil Berry Golf Tournament! What a perfect day to enjoy some golf and to help those in need. We are so honored to be a part of this important event and are tickled to be able to help Dr. Berry and Southwest Transplant Foundation do all they do for transplant recipients. Thanks Dr. B!

A GIANT THANK YOU TO DPS, DSHS, DMV and MORE!

Texans continue to say YES to organ donation in big numbers! DPS is registering 1 of every 3 customers, and we know that number will only increase! And customers can register online when renewing a driver's license or registering a car in Texas. Most of those who do this online also register to be a donor! To our partners at DPS, DMV, DSHS, LifeGift and Texas Organ Sharing Alliance, a huge thank you for all of the work that everyone has put into getting so many Texans registering to share!

JIM CUTLER HONORED FOR SERVICE

Jim Cutler was recently honored for his service on the Donate Life Texas Advisory Council. Way to go Jim!



DEAR FRIENDS AND COLLEAGUES:

This is a perfect time to reflect on the lives saved and the donors remembered for this past year.

Texans are flocking to register as donors, and almost 8 out of 10 people approached by our employees are saying yes to donation.

Most recently, I was privileged to speak at the dedication of the "Wall of Heroes" at United Regional Medical Center, in Wichita Falls. United Regional is to be commended for the expert care and compassion they show to their patients and their families. The Wall honors those who gave the Gift of Life, that others might live. The Wall assures that the lives of these very special people will always be remembered, not only by their families, but by the dedicated professionals of United Regional Medical Center.

United Regional Medical Center is the most recent hospital to remember and honor their donors in this special way. On behalf of Southwest Transplant Alliance, we

would like to thank those hospitals that have chosen to honor organ donors in this most meaningful way.

- ▶ University Medical Center of El Paso
- ▶ Christus Spohn Memorial Medical Center
- ▶ Driscoll Children's Medical Center
- ▶ Scott and White Memorial Hospital
- ▶ Good Shepherd Medical Center
- ▶ Trinity Mother Francis Medical Center
- ▶ Baylor University Medical Center
- ▶ Parkland Memorial Hospital
- ▶ Southwest Transplant Alliance, Inc.

Sincerely,



James A. Cutler, C.P.T.C.
President and Chief Executive Officer

WALLS OF HEROES CONTINUE TO SPREAD ACROSS TEXAS

Hospitals across Southwest Transplant Alliance's service area and across the country continue to implement Walls of Heroes since the first wall was erected in El Paso in late 2008.

Southwest Transplant Alliance worked with University Medical Center of El Paso to formalize the first wall and for a full year following the wall's dedication, every family in that hospital in a position to donate a loved one's organs did just that.

The photos on the wall both comforted families in

crisis, and also helped them choose organ donation for their loved ones, increasing donation and increasing the number of organs available for transplant.

We applaud all of our hospital partners and all of the hospitals across the country that are taking this great idea and running with it to create their own versions of the Wall of Heroes.

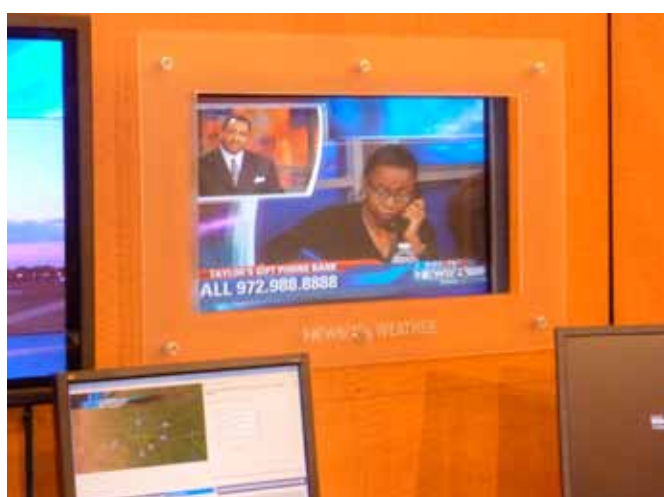
Here are some United Regional Medical Center Wall of Heroes photos:



In September Baylor University Medical Center was undergoing a Joint Commission inspection. While the team from Joint Commission was passing through the hospital's hallway outside of one of the ICUs, they passed the donor's Wall of Heroes. The team stopped and looked at the wall for 10-15 minutes then asked to speak with someone from the hospital about the Wall. The ICU nurse manager came out and explained the purpose for the wall and what it meant to the staff, the patients and their families. Baylor has been notified that the Wall of Heroes was chosen to be recognized by the Joint Commission as a national best practice

WFAA PROMOTES ORGAN DONATION

(CONTINUED FROM PAGE 1)



LEGISLATIVE AIDES ENJOY ICE CREAM AND REGISTER AS DONORS

STA joined with LifeGift and TOSA to meet with Texas Legislative Aides and help them get registered and

get familiar with Donate Life Texas before the upcoming Legislative Session!



WHO'S NEW

STA continues to develop its staff to better serve all of our stakeholders.

PROMOTIONS

CONGRATULATIONS CHAD!

Chad Trahan
Supervisor of Organ Recovery Coordinators

Chad accepted the Supervisor position effective October 4th! In addition to working on a PRN basis for STA in Surgical Services, Chad was employed full-time with RTI Donor Services as a Clinical Services Specialist and was the primary clinical and recovery related project manager. He was also responsible for training, process improvement and policy and procedure development. His certifications include: Surgical Technology, Tissue Banking Specialist and Procurement Transplant Coordinator. He began his career with STA in 2005 as a Tissue Recovery Technician, and in 2006, he transitioned into a Surgical Services Coordinator.

CONGRATULATIONS GRAYSON!

Grayson Burgess
Non Clinical In-House Coordinator
Grayson was promoted to Non-Clinical In-house Coordinator for Children's Medical Center and Parkland Hospital. The effective date of Grayson's promotion was September 25th.

NEW EMPLOYEES

Nicole Lewis
Organ Recovery Coordinator
Nicole accepted an ORC position effective October 4th! She was employed part-time at the Van Alstyne Fire Department (as a Firefighter and Paramedic) and at American Medical Response (as a Paramedic). Nicole received her Associates of Applied Science in Paramedicine at Grayson County College in Denison.

Keith Whitlock
Family Services Coordinator
Keith obtained a Bachelor's degree from UTA. His prior work experience includes Sales & Professional Recruiter for Recept Pharmacy; President & owner of Sabre Metrics; and Vice President of Market Development for Mental Health Outcomes.

Dallas Stars to Promote Donation!

Mark your calendar for March 23, when the Dallas Stars join Southwest Transplant Alliance for an Organ Donor Night! Discount tickets will be available for Donor Night by contacting the Stars!



WHAT'S COMING UP

- ♥ **February 2011 • Do You Have The Heart To Be an Organ Donor?** STA's Share Your Valentine's Day with a Heart Recipient school promotion is always popular. Heart recipients, get ready to share your stories with students!
- ♥ **March 2011 • Do You Have The Guts To Be an Organ Donor?** The Dallas Stars have invited STA to work with them on a Hockey Donor Night. It's set for March 23 and they are discounting tickets, so we hope to see you there!
- ♥ **April 2011 • Organ Donors are Better Livers** STA hosts Donor Family Appreciation Ceremonies across Texas during National Organ Donor Month.
- ♥ **Spring/Summer 2011 – Texas Rangers Organ Donor Game — Do You Have The Guts To Be an Organ Donor?** The annual Texas Rangers Donor Awareness Game includes the event's first pitch.
- ♥ **August 1, 2011 – National Minority Donor Day** On this day, across the nation, we focus on encouraging minority populations to learn about donation and register to be donors. Minorities are over-represented on the organ transplant waiting list.
- ♥ **Fall 2011 • FORE! Check out www.swtransplant.org** Southwest Transplant Foundation's Annual Golf Tournament supports transplant candidates and recipients. Be sure to be a part of this important event!
- ♥ STA continues to inservice all member hospitals regarding Routine Death Notification and the Donor Process. If you would like us to visit specially with anyone at your hospital, please just give us a call.
- ♥ Don't forget, STA offers FREE, customized public and professional education seminars. Please give us a call at 214-522-0255 or 800-788-8058 or visit our web site to schedule a program.
- ♥ DON'T FORGET TO VISIT US ON THE WEB AT www.organ.org and to friend us on Facebook.



RECIPIENTS VISIT HOSPITALS WHERE THEIR ORGANS WERE DONATED

Lung recipient Jeran Akers was the first, but he won't be the last transplant recipient to directly thank the nurses who helped save his life.

Akers visited Parkland Hospital with STA representatives and he thanked the nurses who worked on

his donor, so that he could get the lung transplant he needed to live.

The Parkland meeting went so well that when kidney recipient-James Beasley flew from Dallas to Midland to meet his donor's family, the donor's father Luis Tijerina,

Sr. joined Beasley to visit nurses at Medical Center Hospital in Odessa to thank them for caring for Luis Tijerina, Jr. when he became an organ donor.



Jeran Akers (center) with Parkland staff



Jeran Akers talks with nurses at Parkland



STA's BJ Craft visited at Medical Center Odessa with kidney recipient James Beasley and his donor's father, Luis Tijerina, Sr.

HONORING OUR HOSPITALS

STA is proud to honor its 9 partner hospitals that received medals for maximizing organ donation. These partner hospitals were recognized at a recent national meeting and we wanted to recognize them here also, in front of you, and let them know how much we appreciate all they do to help us increase organ donation.

GOLD MEDAL

Parkland Memorial Hospital

SILVER MEDAL

Good Shepherd Medical Center
Zale Lipshy

BRONZE MEDAL

Christus Spohn Hospital Shoreline
East Texas Medical Center
Medical City Dallas Hospital
Medical Center of McKinney
Trinity Mother Francis Hospital
University Medical Center of El Paso

The purpose of *New Horizons* is to keep you informed about Southwest Transplant Alliance and organ donation and transplantation. Please feel free to call us. We are always happy to answer questions and educate both communities and health care professionals about donation issues.

New Horizons is published quarterly by Southwest Transplant Alliance and dedicated to those who give the gift of life. The publication is written and edited by **PAM SILVESTRI**. Design and layout are done by **PETER KEMP** of PKDesign, Carrollton, Texas.

MISSION STATEMENT

Southwest Transplant Alliance exists to save and improve lives by providing organs and tissues for transplantation.

We distinguish ourselves by forging meaningful relationships with donor families and the communities we serve in order to realize every possible donation.

VISION STATEMENT

Every organ and tissue donation opportunity is realized as long as the need exists.