



Join Us!

The Organ Donation and Transplantation Alliance, through a cooperative agreement with the Health Resources and Services Administration, is pleased to offer the **2014 CEO Leadership Webcast – *The Power of One Leader – Saving and Healing Lives through Organ Donation and Transplantation!*** During this unique program, participants will learn strategies to achieve the common goal of 1,000 more transplants per year. Speakers will present on data trends and successful practices in achieving performance measures supporting the goal. Hear how transplant centers are working to improve processes to increase the number of organs transplanted through clinical standards, new technology, and increased utilization. In addition, learn what medical challenges patients and families face in dealing with the need of a life-saving organ transplant and the simple steps hospitals can take to improve the community benefit in supporting this special group. Organizations are encouraged to bring the leadership team together and join the Webcast from the convenience of the office as it is broadcast live from the HRSA Studios in Rockville, MD.

Join us to learn how YOU are the Power of One!



Intent

- Learn how executive leadership of state hospital associations, hospitals, transplant centers and OPOs working toward a common goal save more lives
- Learn about data trends and successful practices in achieving organ donation and transplantation performance measures
- Find new ways transplant centers are working to increase the number of organs transplanted

Who

CEO's and senior leaders from hospitals, transplant centers, state hospital associations, organ procurement organizations, and eye and tissue banks

What

CEO Leadership Webcast – view on your computer via Web link. The web link will be sent out in advance to registered participants.

When

Tuesday, October 7, 2014
1:00 – 2:30pm ET

Register Now!

To register and for more information, go to: www.organdonationalliance.org. There is a \$50 fee per line to join the Webcast. For example, a group of 25 people sharing a conference line will be charged \$50 whereas one person calling in is charged the same amount. We encourage organizations to put teams together to join the Webcast! The Web link will be sent prior to the event. CEPTC credit and Certificate of Attendance will be offered.

Questions

For questions contact:

- Educational content – Roxane Cauwels at rcauwels@odt-alliance.org
- Registration – Kathy Thomas at kthomas@odt-alliance.org