

REPORT TO THE IOWA GENERAL ASSEMBLY

**ANATOMICAL GIFT PUBLIC AWARENESS
ANNUAL DONATION AND COMPLIANCE REPORT**

FOR THE CALENDAR YEAR 2014

Submitted by

Iowa Department of Public Health

in conjunction with

Iowa Donor Network and Iowa Lions Eye Bank

Introduction

In 1996, the Iowa legislature created the Anatomical Gift Public Awareness and Transplantation Fund. County treasurers seek contributions to the fund when Iowans register or renew motor vehicle registrations. In 2004, an organ and tissue donation awareness license plate was created for Iowa motorists. A \$35 charge for the plate plus \$10 renewal fee, in addition to the normal fee, is provided to the awareness fund.

Iowa is served by a single organ procurement organization, the Iowa Donor Network (IDN), and one eye recovery agency, the Iowa Lions Eye Bank (ILEB). Through a contract with ILEB, IDN serves as Iowa's human tissue (eyes, bone, skin, tendons and heart valves) referral agency. ILEB conducts cornea recovery, processing, evaluation, and distribution services. Both organizations cooperate closely with Iowa hospitals to promote and accomplish organ, tissue, and eye donations.

Iowa Code Chapter 142C.17 requires the Iowa Department of Public Health (IDPH), in conjunction with any statewide organ procurement organization, to submit an annual donation and compliance report.

Organs, Tissues, and Eye Donors

The number of Iowa organ and tissue donors for January through September of each year is as follows:

Year	<i>Organ Donors</i>	<i>Tissue Donors</i>
2014	59	800
2013	62	783
2012	53	784
2011	46	491
2010	50	390

The number of eye transplant and research donors, January through September:

Year	<i>Eye Transplant Donors</i>	<i>Eye Research Donors</i>
2014	700	143
2013	753	338
2012	762	353
2011	762	269
2010	737	368

Organ, Tissue, and Eye Donors

Consistent with requirements of the Centers for Medicare and Medicaid Services (CMS), IDN receives a referral call on every death in Iowa hospitals. Not every referral results in a donation; consent for donation and medical suitability must also be considered.

On average, *each tissue donor* provides enough transplantable tissue for up to 50 people. It is projected that approximately 39,000 people will receive transplantable tissue needed for life-saving and life-enhancing procedures each year.

Eye donations remained fairly level with an increase in demand. In 2014, Iowa imported 68 corneas for transplantation, a 5% increase over last year. On average, *each eye donation* provides sight to two people and provides additional tissue for up to eight scleral patch grafts for eye traumas and glaucoma shunt surgeries. Eyes donated to research by Iowans are used to develop new transplant techniques and research into blinding eye disease by the University of Iowa Institute for Vision Research (IVR). The IVR makes available the research tissue from Iowans to their units: Carver Family Center for Macular Degeneration; Glaucoma Research; Pediatric Genetics; Center for Bioinformatics and Computational Biology; Non-profit Genetic Testing; Visual Rehabilitation/ Disability; Program in Stem Cell Biology; and the VA Center for Prevention and Treatment of Visual Loss. This is the most efficient and effective way to utilize the precious gift of answers through research contributed by generous Iowans to the goal of eliminating blinding eye disease.

Medicare Rules

In August 1998, the Health Care Financing Administration (now CMS) promulgated regulations designed to increase organ tissue and eye donation. The rules, part of the Hospital Conditions of Participation for the Medicare and Medicaid Programs, require "a hospital to have an agreement with the Organ Procurement Organization (OPO) designated by the Secretary of the Department of Health and Human Services (DHHS), under which the hospital will contact the OPO in a timely manner about individuals who die, or whose deaths are imminent in the hospital. The OPO will then determine each individual's medical suitability for donation. The hospital must also have an agreement with at least one tissue bank and at least one eye bank to cooperate in the retrieval, processing, preservation, storage and distribution of tissue and eyes, as long as the agreement does not interfere with organ donation. The final rule requires a hospital to ensure, in collaboration with the OPO with which it has an agreement; the family of every potential donor is informed of its option to donate organs or tissues or eyes, or not to donate."

Contributions

Contributions provided through county treasurers and the license plate program to the Anatomical Gift Public Awareness and Transplantation Funds totaled \$76,145 in Fiscal Year 2014. This is \$5,512 less than provided in Fiscal Year 2013, a slight decrease to a rate of \$0.025 per capita (based on estimated 2010 population of 3,046,355 per the U.S. Census Bureau). County treasurers, IDN, ILEB, and IDPH continue to explore ways to increase awareness of the contribution opportunity and contributions to the fund.

Community Grants

Payment from the Anatomical Gift Public Awareness and Transplantation Fund totaled \$94,531 in Fiscal Year 2014. This included public awareness activities, organ transplantation procedures and related patient costs, and support of the donor registry. Of these payments, individual transplant recipients and donors reimbursement increased by \$9,685 to \$64,436. Administrative costs totaled \$494, which included site visits, postage, etc.

Donor Registry

Chapter 1052, Acts of the 2000 General Assembly, authorized the director of IDPH to contract for the establishment of a statewide organ and tissue donor registry. The contract provides for a centralized database and automated system to make organ, tissue, and eye donor information available to family members and physicians seven days a week, twenty-four hours a day. IDN launched the Iowa Donor Registry (www.iowadonorregistry.org) on March 18, 2002. To date, more than 1.7 million Iowans have registered their intention to become organ, tissue, and eye donors upon death. In 2007, the Revised Uniform Anatomical Gift Act was passed by the legislature requiring the Iowa Department of Transportation (DOT) to provide the Iowa Donor Registry a listing of every Iowan who marked “yes” to donation on a license, permit or identification card. DOT provides monthly downloads to the Iowa Donor Registry as legal consent for donation according to Iowa law. This important legislation increased the number of registrants in the Iowa Donor Registry from an average of 2,000 entries per month to over 30,000 per month.

As of November 2014, 72% of adult Iowans are registered donors. This outpaces most states and the national average of 49% of all Americans 18 years and older.

Iowa Donor Registry Appropriation

During the 85th General Assembly (2013-2014), House File 2463 appropriated \$250,000 to be used to develop data analysis of Iowa Donor Registry to determine counties with lower registration rates. After identifying areas with lower rates, a strategic marketing firm deployed radio, bill board and digital media marketing to those counties. Funds were also used to sponsor special events in those counties and distribute registry materials, which included Iowa Donor Network “Donation Nights” at local race tracks and hockey clubs. A volunteer coordinator was hired with the idea of growing volunteer program and discover strategies to increase registry numbers. As of September of 2014, these marketing strategies appear to be working.

Summary

Organ, tissue, and eye donation programs continue to serve a significant number of Iowans. As of November 2014, only 549 people in Iowa are waiting for lifesaving organ transplants. This number is lower than the number waiting at this time last year. New corneal transplant techniques are being performed earlier in the course of a blinding eye disease, increasing the demand for corneal tissue. Researchers are utilizing eye tissue more effectively to find cures for blindness. Efforts to increase public awareness and acceptance of organ, tissue, and eye donation must continue and should be fostered by every practicing nurse, physician, social worker, paramedic, law enforcement official, hospital administrator and funeral director in Iowa. The Iowa Donor Network, the Iowa Lions Eye Bank, and the Iowa Department of Public Health will continue to promote organ, tissue, and eye donation and explore ways to increase public awareness of the opportunity to donate.