



**ESRD Treatment Choices Learning Collaborative**  
*The CMS/HRSA Kidney Donation & Transplant Initiative*

# Pacing Event

**PART 2: "NOTHING HAPPENS IF YOU DON'T GET THE YES"  
- SECURING BLACK AUTHORIZATIONS -**

**September 6, 2023**

# Panel Members

## **Steven Averhart**

Sr. Director, Family Services  
New England Donor Services

## **Kenneth Boyd**

Vice President and Chief Business  
Development Officer  
Infinite Legacy

## **Bobby Howard**

Director, Multicultural Donation Education  
LifeLink Foundation

## **Michael Clay**

Director of Family Services  
DCI Donor Services, Inc.

# Event Logistics

- Commit to listening, learning, and participating in today's event
- Complete the post-event evaluation
- ***This event is being recorded***



# Opening Remarks

Sherri Morgan-Johnson, RN, BSN, MHSA, FAC-COR III  
Technical Assistance, Quality Improvement, and Learning (TAQIL) COR  
Centers for Medicare & Medicaid Services  
CCSQ/QIIG/DKH

# Several Key Takeaways

- › "Like" requesting is not always the solution for obtaining authorization from minority families. "Authenticity" is more important than "color".
- › Train family services staff to be "HOT!" Honest, Open and Transparent
- › Hospital staff must understand donation.
- › Families dealing with a crisis want to be led vs. coached. Empathize with the family, meet them where they are, but don't lose focus on moving them forward to donation.
- › OPOs should manage the bias of requesters. Set performance expectations and check staff unconscious bias.

# How the Q/A Session Will Run

- › Answer questions from the Part I (8/16) event.
- › Raise your hand and ask questions directly to the panel.
- › Answer new questions in the chat box.

# ETCLC in ACTION

Michelle Reef, MA

Vice President, Family, Partner & Tissue Services

Mississippi Organ Recovery Agency

# Group Discussion

In what ways will you be in action to improve organ donation for minority families in your community?

*(Enter your response in the chat box.)*



## Commitment Exercise – OPOs Only

Will you commit to set up a meeting with key hospitals with high minority donation potential to specifically discuss Black donation issues and establish a game plan to address the issues?

A. YES

B. NO

# Commitment Exercise – Hospitals Only

Will you commit to:

- Talk to your staff about “where you are” on Black authorization,
- Set goals with your OPO for improvement, and
- Develop action items to address deficiencies?

A. YES

B. NO

# Next Week's Pacing Event

Target Audience: Transplant Centers

Topic: **Transplant Psychology** - Ensuring Patient Readiness

Date and Time: September 13, 1pm ET

# Thank you.

To provide feedback about today's call,  
click on the evaluation link,  
complete the questionnaire and submit.

*Slides from this presentation will be available on the KSP in the next two business days.*