



# LOUISIANA HOSPITAL ASSOCIATION

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**FOR IMMEDIATE RELEASE**  
**February 24, 2010**

## **LOUISIANA HOSPITALS AND LOPA REACH SECOND DONATION BENCHMARK AND SET NEW GOALS** *Hospitals recognized for contributions to campaign*

Baton Rouge, LA, February 24, 2010 – Hospitals throughout Louisiana, in collaboration with the Louisiana Hospital Association (LHA) and the Louisiana Organ Procurement Agency (LOPA), achieved the Donate Life Louisiana Hospital Campaign's second benchmark to increase the Donate Life Louisiana Registry by 200,000 - five months ahead of schedule. The hospital campaign reached its initial goal of increasing the registry by 10 percent, or 160,000 new registrants, in 2009. The registry allows Louisiana residents to give consent for organ and tissue donation for the purpose of transplantation, eliminating the need for family members to make this decision for their loved ones at their time of death.

Sixty-nine hospitals are currently participating in the Donate Life Louisiana Hospital Campaign. Nine of the participating hospitals were awarded for their exceptional contributions to the success of the campaign earlier this month at LHA's annual leadership symposium. The hospitals recognized were: **Bunkie General Hospital, CHRISTUS St. Frances Cabrini Hospital** (Alexandria), **Lafayette General Medical Center, Ochsner Health System** (New Orleans and Baton Rouge), **Opelousas General Health System, Our Lady of the Lake Regional Medical Center** (Baton Rouge), **Our Lady of Lourdes Regional Medical Center** (Lafayette), **Terrebonne General Medical Center** (Houma) and **Women and Children's Hospital** (Lake Charles). **Bill Holman**, FACHE, chair of the LHA Board of Trustees and president and CEO of the **Baton Rouge General Medical Center**, was also recognized for his outstanding leadership in the campaign and for the efforts of his hospital.

The tremendous success of the Donate Life Louisiana Hospital Campaign continues to motivate organizations across the country to use Louisiana's campaign as a model to help increase their state's donor registries.

"Thanks to the dedication and hard work of the participating hospitals, we have reached our goal ahead of schedule once again, and have set a new goal to increase the registry by an additional 50,000 people, increasing the overall goal to 250,000 new registrants, by LHA's annual meeting in July," said Holman. "In addition, we have set a new challenge to increase the conversion rate for Louisiana from 66 percent to 75 percent by the end of 2011." The conversion rate measures a hospital's ability to maximize organ donor potential.

"We are proud to be a part of this campaign and would like to thank all of the participating hospitals that have worked to promote the Donate Life Louisiana Registry and raise awareness about the importance of organ donation," said John Matessino, LHA president and CEO.

"Through our partnership with the LHA and Louisiana hospitals, we have not only increased the registry but have also had a positive impact on attitudes toward organ donation in the community," said Kelly Ranum, LOPA executive director.

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Each year, more than 400 people in Louisiana receive kidneys, livers and hearts that have been donated. However, with almost 1,800 Louisianans still on waiting lists, the need for organ donations far exceeds the supply. One person who donates organs can save up to nine lives, while a tissue donor can improve 50 or more lives by restoring eyesight, helping fight infections in burn patients and preventing the loss of mobility and disability.

Over 1.8 million Louisiana residents have registered to be organ donors. By enrolling in the Donate Life Louisiana Registry, an individual gives legal consent for the use of their organs, tissues and eyes for the purposes of transplantation and research at the time of death. To sign up on the Donate Life Louisiana Registry, visit [www.DonateLifeLa.org](http://www.DonateLifeLa.org).

For more information on the Donate Life Louisiana Hospital Campaign, contact Anne Dours, LOPA hospital development manager, at [adours@lopa.org](mailto:adours@lopa.org) or (504) 837-3355 ext. 247 or Michelle Clement, LHA director of communications and public relations, at [mclement@lhaonline.org](mailto:mclement@lhaonline.org) or (225) 928-0026.

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#### **About the Louisiana Hospital Association**

Established in 1926, the Louisiana Hospital Association is a non-profit organization representing more than 150 hospitals and healthcare provider groups across the state. The mission of the LHA is to support its members through advocacy, education and services. For more information, please visit the LHA website at [www.lhaonline.org](http://www.lhaonline.org).

#### **About Louisiana Organ Procurement Agency**

The Louisiana Organ Procurement Agency (LOPA) is the only federally-designated organ procurement organization for the State of Louisiana. The agency focuses on educating the medical community and the general public about organ and tissue donation issues, working with families through the donation process, recovering donated organs and tissue, and placing the organs and tissue for transplant.

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