



2008 ANNUAL REPORT

The Art

OF ORGAN & TISSUE
DONATION

 DONOR ALLIANCE



Mission Statement DONOR ALLIANCE SAVES LIVES THROUGH ORGAN AND TISSUE DONATION AND TRANSPLANTATION.

Vision Statement DONOR ALLIANCE WILL SERVE ALL WHO NEED TRANSPLANTATION BY MAXIMIZING THE NUMBER OF AVAILABLE ORGANS AND TISSUES WITH A COMMITMENT TO INNOVATIONS, NEW TECHNOLOGY AND INFLUENCING POLICY. DONOR ALLIANCE WILL BE A CENTER OF EXCELLENCE WITH A HIGHLY ENGAGED AND COMPETENT STAFF.

LEADERSHIP LETTER

Maya ANGELOU ONCE SAID, "I'VE LEARNED THAT LIFE SOMETIMES GIVES YOU A SECOND CHANCE." THAT SECOND CHANCE IS WHAT INSPIRES US TO WORK IN THE FIELD OF ORGAN AND TISSUE DONATION AND TRANSPLANTATION. MORE THAN 100,000 INDIVIDUALS AWAIT ORGAN TRANSPLANTS IN THE UNITED STATES, OVER 1,800 IN OUR REGION AND ALMOST TWO MILLION TISSUE GRAFTS ARE NEEDED EACH YEAR.

DUE TO THE DILIGENT WORK OF OUR STAFF AND HOSPITAL CHAMPIONS, 115 INDIVIDUALS IN COLORADO DONATED 356 ORGANS IN 2008. FURTHER, 939 TISSUE DONORS PROVIDED HEALING TISSUE TO THOUSANDS OF RECIPIENTS AND THE NUMBER OF JOINT RESTORATION RECOVERIES INCREASED BY EIGHT PERCENT.

WE REMAIN COMMITTED TO PROVIDING DONOR FAMILIES, STAFF, DONOR HOSPITALS, TRANSPLANT CENTER PARTNERS, SURGEONS, PHYSICIANS, DONATION LIAISONS AND COMMUNITY LEADERS THE BEST OF DONOR ALLIANCE. WE RECOGNIZE THE ONGOING CHALLENGE OF MEETING THE NEEDS OF THOSE WHO WAIT. MAY WE NEITHER LOSE SIGHT OF THOSE WHO GAVE ANOTHER A SECOND CHANCE AT LIFE, NOR THOSE WHO INSPIRE US TO CONTINUE THIS WORK .



SUE DUNN
President & CEO

Sue Dunn



BRADLEY T. KORNFELD, ESQ.
Board President

Brad Kornfeld



DONOR REGISTRY

THE COLORADO DONOR REGISTRY CONTINUED TO BE A MODEL FOR THE NATION IN 2008. THE DONOR DESIGNATION RATE (THE PERCENTAGE OF PEOPLE WHO ENROLL AS REGISTERED DONORS WHEN OBTAINING OR RENEWING THEIR DRIVER'S LICENSE) WAS 63 PERCENT, THREE POINTS HIGHER THAN IN 2007. THIS RATE PLACED COLORADO SECOND IN THE NATION BEHIND IOWA. RANKING FOURTH NATIONALLY WAS WYOMING, WHICH HAD A 58 PERCENT DONOR DESIGNATION RATE AT THE CLOSE OF THE YEAR.

DONOR ALLIANCE ATTRIBUTES THESE HIGH DONOR DESIGNATION RATES TO OUR WORK WITH THE DONOR DESIGNATION COLLABORATIVE, WHICH AIMS TO HELP IDENTIFY AND SPREAD DONOR REGISTRY BEST PRACTICES THROUGHOUT THE NATION.

In 2008, there were 57 (50 percent) organ donors and 537 (57 percent) tissue donors authorized by the Colorado and Wyoming Donor Registries.



The Colorado and Wyoming Donor Registries acknowledge that each individual has the right to make end-of-life decisions and to have those decisions honored at the time of death. Since their establishment in 2001 and 2003, respectively, the Colorado and Wyoming Donor Registries have offered state residents the opportunity to make legally-binding decisions to be organ and tissue donors.

HOSPITAL DEVELOPMENT

BUILDING HOSPITAL RELATIONSHIPS REMAINED THE FOCUS THROUGHOUT THE YEAR IN HOSPITAL DEVELOPMENT. A DYNAMIC STAFF SUPPORTED IMPLEMENTATION OF EDUCATIONAL PROGRAMS IN MORE THAN 100 HOSPITALS IN THE DONOR ALLIANCE SERVICE AREA.

DONOR ALLIANCE HOSTED "SOLVING THE DONATION PUZZLE," A MINI-COLLABORATIVE IN GRAND JUNCTION, COLORADO IN SEPTEMBER. OVER ONE HUNDRED MEDICAL PROFESSIONALS GATHERED FOR THE ONE DAY EVENT TO DISCUSS ORGAN AND TISSUE DONATION BEST PRACTICES, LEARN WAYS TO BETTER MEET THE NEEDS OF DONOR FAMILIES AND TO MAKE BOLD REQUESTS AND OFFERS FOR IMPROVING DONATION WITHIN THEIR HOSPITAL SYSTEMS. AS A RESULT, THE WESTERN SLOPE SAW TISSUE CONSENT RATES GROW FROM 38 TO 59 PERCENT, HAD INCREASED PHYSICIAN INVOLVEMENT AND SUPPORT OF THE ORGAN DONATION PROCESS AND EXPERIENCED A RISE IN ORGAN REFERRALS.

THE U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES (HHS) MEDAL OF HONOR AWARDS WERE PRESENTED TO NINE HOSPITALS THAT SUSTAINED AN ORGAN DONATION RATE OF 75 PERCENT OR MORE FOR 12 CONSECUTIVE MONTHS, WITH A MINIMUM OF AT LEAST EIGHT POTENTIAL ORGAN DONORS. CONGRATULATIONS TO DENVER HEALTH MEDICAL CENTER, MEMORIAL HOSPITAL CENTRAL, ST. ANTHONY CENTRAL, ST. MARY'S MEDICAL CENTER, SWEDISH MEDICAL CENTER, THE CHILDREN'S HOSPITAL, THE MEDICAL CENTER OF AURORA, UNIVERSITY OF COLORADO HOSPITAL AND WYOMING MEDICAL CENTER FOR ACHIEVING THIS HONOR.

TOP ORGAN & TISSUE DONOR HOSPITALS

Top Five Organ Donor Hospitals	
St. Anthony Central Hospital	18
Swedish Medical Center	17
Memorial Hospital Central	8
Denver Health Medical Center	8
St. Mary's Hospital	8
Top Five Tissue Donor Hospitals	
Swedish Medical Center	58
St. Anthony Central Hospital	55
Memorial Hospital Central	51
Littleton Adventist	34
University of Colorado Hospital	34
The Medical Center of Aurora	33

CORONER REFERRALS

	TOTAL REFERRALS	TISSUE DONORS
Adams County, CO	72	18
Arapahoe County, CO	17	4
Bent County, CO	1	0
Campbell County, WY	1	0
Cheyenne County, CO	2	0
Delta County, CO	1	0
Douglas County, CO	5	2
El Paso County, CO	1	1
Fremont County, CO	10	1
Garfield County, CO	1	0
Huerfano County, CO	1	0
Jefferson County, CO	2	0
Kiowa County, CO	4	0
La Plata County, CO	3	0
Lake County, CO	1	0
Larimer County, CO	1	0
Lincoln County, CO	1	0
Mesa County, CO	1	0
Montrose County, CO	3	1
Morgan County, CO	1	0
Park County, CO	1	1
Pitkin County, CO	3	1
Pueblo County, CO	1	1
Rio Blanco, CO	1	0
Saguache County, CO	1	0
Teton County, WY	1	0
Washakie County, WY	1	0
Weld County, CO	9	2
TOTAL	147	32

ACUTE CARE HOSPITAL REFERRALS

	ORGAN DONORS	ORGAN CONV. RATE	ORGANS TX	TISSUE DONORS	TOTAL REFERRALS		ORGAN DONORS	ORGAN CONV. RATE	ORGANS TX	TISSUE DONORS	TOTAL REFERRALS
COLORADO											
Arkansas Valley Regional Medical Center	0	-	0	8	88						
Aspen Valley Hospital	1	100%	3	1	19	St. Mary-Corwin Medical Center	0	-	0	13	340
Avista Adventist Hospital	0	-	0	2	48	St. Thomas-More Hospital	0	-	0	5	90
Boulder Community Hospital	3	100%	5	12	143	Sterling Regional Medical Center	0	-	0	2	63
Colorado Plains Medical Center	0	-	0	2	50	Swedish Medical Center	17	80%	46	58	549
Community Hospital (Grand Junction)	0	-	0	4	50	The Children's Hospital	6	86%	24	9	128
Delta County Memorial Hospital	0	-	0	3	99	The Medical Center of Aurora	5	100%	10	33	426
Denver Health Medical Center	8	100%	22	14	397	University of Colorado Hospital	4	57%	7	34	548
Exempla Good Samaritan Medical Center	2	100%	6	31	230	VA Medical Center (Denver)	0	-	0	5	130
Exempla Lutheran Medical Center	4	100%	13	31	371	VA Medical Center (Grand Junction)	0	-	0	1	78
Exempla St. Joseph Hospital	3	100%	8	18	350	Vail Valley Medical Center	0	-	0	2	26
Keefe Memorial Hospital	0	-	0	0	6	Valley View Hospital	1	100%	6	2	57
Kindred Hospital Denver	0	-	0	1	36	Yampa Valley Medical Center	0	-	0	3	21
Littleton Adventist Hospital	3	100%	13	34	299	COLORADO TOTALS	108	-	320	762	9,962
Longmont United Hospital	0	-	0	26	236						
McKee Medical Center	0	-	0	11	129	WYOMING					
Medical Center of the Rockies	4	100%	13	30	138	Campbell County Memorial Hospital	0	-	0	7	97
Memorial Hospital Central (CO Springs)	8	80%	25	51	648	Cheyenne Regional Medical Center	0	-	0	24	211
Mercy Regional Medical Center	0	-	0	4	83	Crook County Memorial Hospital	0	-	0	0	15
Montrose Memorial Hospital	0	-	0	6	122	Hot Springs County Memorial Hospital	0	-	0	3	35
North Colorado Medical Center	4	100%	12	26	247	Ivinson Memorial Hospital	0	-	0	7	66
North Suburban Medical Center	1	50%	3	28	262	Johnson County Healthcare Center	0	-	0	2	23
Parker Adventist Hospital	0	-	0	8	98	Lander Regional Hospital	0	-	0	3	47
Parkview Episcopal Medical Center	0	-	0	15	383	Niobrara Health & Life Center	0	-	0	0	10
Penrose Main Hospital	2	67%	7	29	390	North Big Horn Hospital	0	-	0	0	21
Platte Valley Medical Center	0	-	0	3	56	Platte County Memorial Hospital	0	-	0	0	26
Porter Adventist Hospital	0	-	0	20	275	Powell Valley Healthcare	0	-	0	1	30
Poudre Valley Hospital	1	100%	2	22	231	Riverton Memorial Hospital	0	-	0	1	46
Presbyterian/St. Luke's Medical Center	2	100%	6	9	216	Sheridan Memorial Hospital	0	-	0	8	114
Rose Medical Center	1	100%	3	18	276	South Bighorn County Hospital	0	-	0	0	5
San Luis Valley Regional Medical Center	0	-	0	0	55	St. John's Medical Center	0	-	0	1	43
Sky Ridge Medical Center	0	-	0	8	130	Torrington Community Hospital	0	-	0	1	29
Southwest Memorial Hospital	0	-	0	3	54	VA Medical Center (Sheridan)	0	-	0	1	38
St. Anthony Central Hospital	18	82%	57	55	608	Washakie Medical Center	0	-	0	4	30
St. Anthony North Hospital	1	100%	1	28	265	West Park Hospital	0	-	0	3	27
St. Francis Medical Center	1	100%	1	2	28	Weston County Health Services	0	-	0	1	24
St. Mary's Hospital	8	88%	27	32	390	Wyoming Medical Center	7	86%	36	18	333
						WYOMING TOTALS	7	-	36	85	1,270
						GRAND TOTALS	115	-	356	847	11,232



ORGAN DONATION

Our MISSION TO SAVE LIVES THROUGH ORGAN DONATION AND TRANSPLANTATION IS WHAT PROPELS OUR WORK WITH FAMILIES TO ENSURE THAT EVERY DONOR'S WISH IS HONORED, EVERY TIME. IT WAS ENCOURAGING TO END 2008 WITH 44 ADDITIONAL PEOPLE RECEIVING LIFESAVING TRANSPLANTS THAN IN 2007.

DONOR ALLIANCE SAW A 22 PERCENT INCREASE IN ORGAN DONORS IN 2008 AND A 14 PERCENT INCREASE IN ORGANS TRANSPLANTED. WORKING WITH MORE THAN 100 HOSPITALS IN OUR SERVICE AREA, DONOR ALLIANCE HELPED FACILITATE THE DONATION AND RECOVERY OF 356 ORGAN TRANSPLANTS FROM 115 DONORS.

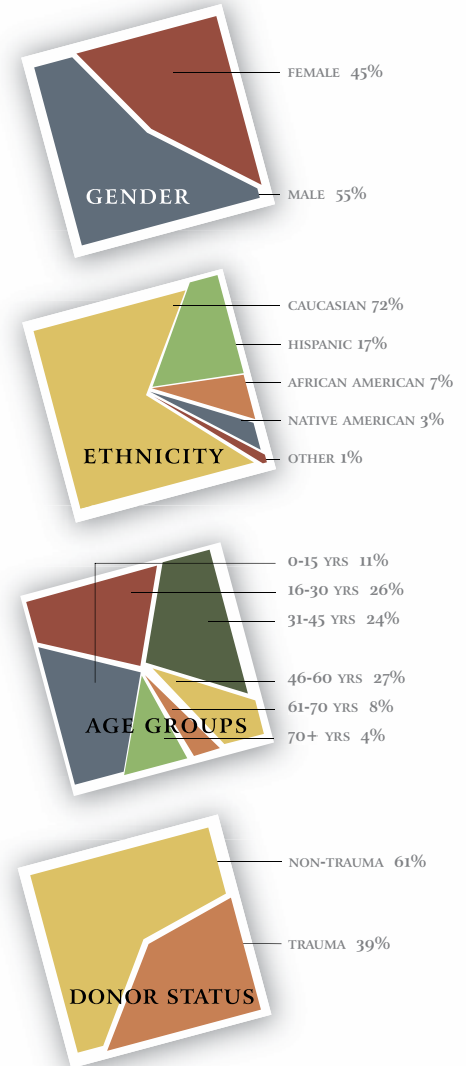
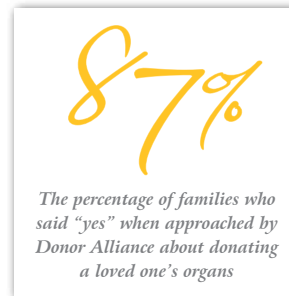
FAMILY SUPPORT COORDINATORS, WHO IDENTIFY AND EVALUATE POTENTIAL ORGAN DONORS WHILE SUPPORTING AND EDUCATING FAMILIES ABOUT DONATION OPTIONS, CONTRIBUTED TO THE ORGAN DONATION CONSENT RATE OF 87 PERCENT. THE CARE OF DONOR FAMILIES DOES NOT END WITH DONATION – DONOR ALLIANCE'S AFTERCARE PROGRAM SENDS OUTCOME LETTERS TO DONOR FAMILIES PROVIDING INFORMATION AND FACILITATING CORRESPONDENCE BETWEEN DONOR FAMILIES AND RECIPIENTS.

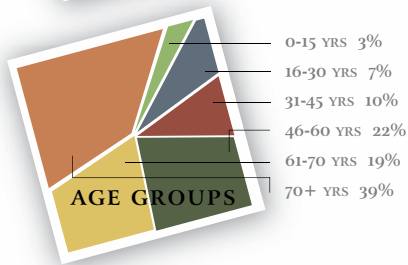
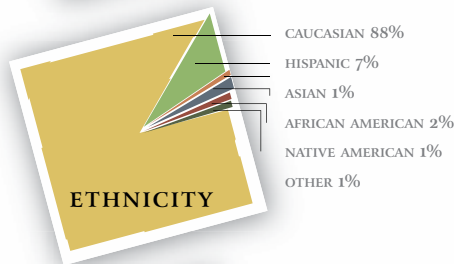
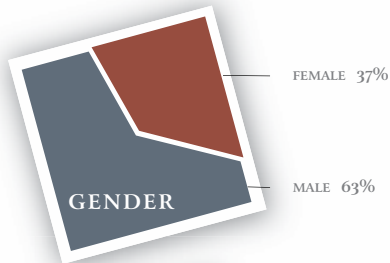
2008 CONVERSION RATES

DONOR ALLIANCE 76%

NATIONAL 69.6%

The number of eligible brain dead donors divided by the number of eligible patients. This percentage does not include DCD donors.





TOTAL TISSUE DONORS

2008	939
2007	970

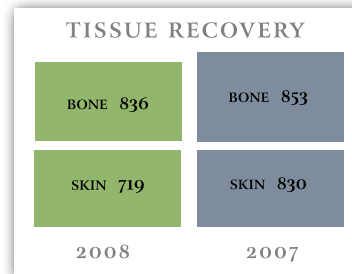
TISSUE DONATION

The TISSUE DEPARTMENT'S YEAR INCLUDED THE IMPLEMENTATION OF ELECTRONIC CHARTING, RECOVERING JUVENILE CARTILAGE FOR STEM CELL RECOVERY AND THE ESTABLISHMENT OF A NEW TISSUE RECOVERY TEAM ON THE WESTERN SLOPE.

DONORTRAC, AN ELECTRONIC DATABASE USED AS A MEDICAL RECORD, ALLOWED STAFF TO ENTER

DATA IN REAL-TIME WHILE WORKING IN THE FIELD. WORKING FROM AN ELECTRONIC RECORD STREAMLINES WORK FLOW FOR MEDICAL RECORDS AND PROCESSORS WHILE ALLOWING TISSUE TO BE RELEASED FOR TRANSPLANT IN A MORE EXPEDITIOUS MANNER.

IN 2008, DONOR ALLIANCE BEGAN PROVIDING JUVENILE CARTILAGE FOR STEM CELL



RECOVERY TO AN ORTHOBIOLOGICS COMPANY THAT DEVELOPS BREAKTHROUGH PRODUCTS TO REGENERATE AND RESTORE DAMAGED CARTILAGE AND BONE. DONOR ALLIANCE WAS ABLE TO RECOVER THIS HIGHLY-SPECIALIZED TISSUE THROUGH THE GIFTS OF SEVEN JUVENILE CARTILAGE DONORS OVER THE COURSE OF THE YEAR.

IN OCTOBER, THE TISSUE DEPARTMENT ESTABLISHED A SATELLITE OFFICE IN GRAND JUNCTION, COLORADO. BENEFICIAL FOR TRAINING FUNERAL HOMES AND CORONERS, THE NEW TEAM HAS INCREASED CUSTOMER SERVICE, PROVIDED HIGHER VISIBILITY IN HOSPITAL AND NON-HOSPITAL SETTINGS AND ENABLED EDUCATIONAL SEMINARS ON TISSUE DONATION TO TAKE PLACE. AS A RESULT, THE NEW TEAM FACILITATED 76 TISSUE RECOVERIES.



FINANCE

Donor ALLIANCE'S MAIN SOURCES OF REVENUE ARE REIMBURSEMENT FEES THAT COVER THE ACTUAL, DIRECT AND INDIRECT EXPENSES INCURRED IN THE RECOVERY OF ORGANS AND TISSUE. THESE FEES INCLUDE EXPENSES SUCH AS DONOR SCREENING, HOSPITAL CHARGES, SURGEON FEES, TRANSPORTATION, STAFFING AND MEDICAL SUPPLIES. THE ORGANIZATION ALSO RECEIVES REIMBURSEMENT FROM THE CENTERS FOR MEDICARE AND MEDICAID SERVICES (CMS) FOR SUPPORTING KIDNEY TRANSPLANTATION.

DONOR ALLIANCE SERVES FOUR LOCAL TRANSPLANT CENTERS:

THE UNIVERSITY OF COLORADO HEALTH SCIENCES CENTER

PRESBYTERIAN/ST. LUKE'S MEDICAL CENTER

PORTER ADVENTIST HOSPITAL

THE CHILDREN'S HOSPITAL

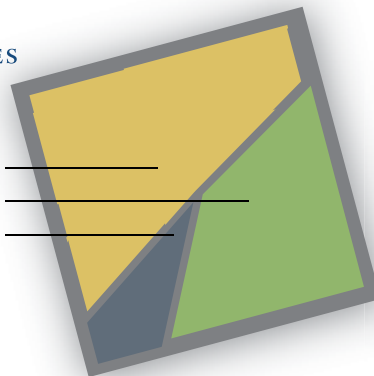
GROSS REVENUES

\$26,626,265

ORGAN: \$13,582,097 (51%)

TISSUE: \$11,001,510 (41%)

OTHER: \$2,042,658 (8%)



OPERATING EXPENSES

\$22,595,308

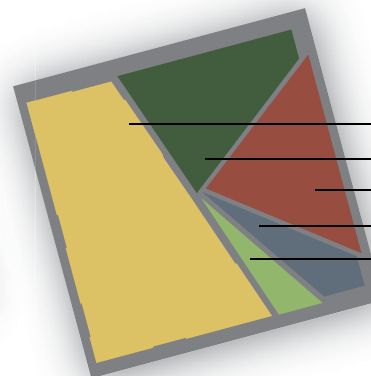
ORGAN DIRECT COSTS: \$11,352,071 (50%)

TISSUE DIRECT COSTS: \$4,587,863 (20%)

GENERAL ADMINISTRATION: \$4,607,884 (21%)

HOSPITAL DEVELOPMENT: \$1,137,792 (5%)

COMMUNITY RELATIONS: \$909,698 (4%)



As of December 31, 2008 there were Temporarily Restricted Net Assets totalling \$82,500 from a multi-year grant.

COMMUNICATIONS

*C*ommunications CONTINUED TO THRIVE IN 2008 WITH ANOTHER SUCCESSFUL NATIONAL DONATE LIFE MONTH, A RECORD BREAKING DONOR DASH AND SPONSORSHIP OF A RIDER ON THE 2009 DONATE LIFE ROSE PARADE FLOAT. ALL EFFORTS OF THE DEPARTMENT FOCUSED ON RAISING THE DONOR DESIGNATION RATE IN COLORADO AND WYOMING AND INCREASING MEDIA EXPOSURE.

KICKING OFF NATIONAL DONATE LIFE MONTH, DONOR ALLIANCE PARTNERED WITH LOCAL BUSINESSES THROUGH THE WORKPLACE PARTNERSHIP FOR LIFE PROGRAM. THE PROGRAM IS DESIGNED TO CREATE A “DONATION FRIENDLY AMERICA” BY EQUIPPING BUSINESSES TO EFFECTIVELY EDUCATE THEIR EMPLOYEES ABOUT ORGAN AND TISSUE TRANSPLANTATION. AMERICAN NATIONAL BANK AND THE DENVER FIRE DEPARTMENT WERE AMONG 65 COMPANIES WHO PARTICIPATED IN APRIL.

THE DONOR DASH, DONOR ALLIANCE’S SIGNATURE EVENT, SAW UNPRECEDENTED ATTENDANCE IN 2008. THE *ROCKY MOUNTAIN NEWS* RAN A STORY FEATURING MELODY CONNETT AND CAROLE PIRRI – TWO WOMEN WHO MET AT THE 2007 DONOR DASH BY CHANCE. CAROLE RECEIVED A LIVER TRANSPLANT FROM MELODY’S DAUGHTER IN MAY OF 2003. FOR THE SECOND YEAR IN A ROW, RACE PARTICIPATION INCREASED FOR A RECORD BREAKING 2,313 PARTICIPANTS - NEARLY 700 MORE THAN IN 2007. THIS EVENT’S SUCCESS IS A RESULT OF GENEROUS SPONSORS, DEDICATED MEMBERS OF THE COMMUNITY, 100 DEVOTED VOLUNTEERS AND THOUSANDS OF PARTICIPANTS.

IN DECEMBER, DONOR ALLIANCE SPONSORED THE DONATE LIFE FLOAT IN THE TOURNAMENT OF ROSES PARADE FOR THE THIRD CONSECUTIVE YEAR. DONOR ALLIANCE CHOSE FLOAT RIDER MELODY CONNETT WHO WAS ACCOMPANIED BY CAROLE PIRRI TO GO TO PASADENA, CA TO PARTICIPATE IN FLOAT FESTIVITIES. MELODY AND CAROLE’S STORY WAS COVERED BY THE *COLORADO SPRINGS GAZETTE* AND SEVERAL BROADCAST STATIONS.



2008 CONTRIBUTIONS

IN MEMORY OF DAVID BEGG

Paula Krull
Quebec Construction, LLC
Lynda Richards
Daniel and Janet Richardson

IN MEMORY OF

DOUGLAS DELFORGE
Scott and Susan Anderson
David and Michelle Angell
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IN MEMORY OF GEOFFREY IRWIN

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John Dimock and Susan King-Dimock
Jon Kingstad and Anne Dimock
Nan Matthews and Rodney Cornish
William, Martha and Sierra Smith
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IN MEMORY OF DUSTIN SCRIVER

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Sammy Applebaum
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Moses and Sonia Cohen
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Randy and Jennifer McIntyre
Kelsee and Mark Miller
NCHS Courtesy Fund
Christine and Donald Potter
Billie and Marsha Rodgers
Jess and Eleanor Rodgers
James Sandison
Marsha Rodgers and Stephen Snoberger
Jeanette Stearns
Bonnie Ward

GENERAL DONATION

Kris Fitzgerald
Jean Kellogg
Jim and Janice Rayburn
Cody and Sarah Schmitt
Pam Teague
Theresa Whisenand

DONOR DASH CONTRIBUTIONS

Elite Division

AlloSource
University of Colorado Hospital

Runner's Division

LifeCell
Walker's Division
American Transplant Foundation
Colorado Business Bank
Gemini Group, Inc.
The Limb Preservation Foundation

Booth Contributors

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Denver Tech Chiropractic
Green Ribbon Jewels & More
The Lung Connection
Poudre Valley Health System
USSD Denver South
Wells Fargo

Team/Other Contributors

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John and Kay Shunk

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Kelli Larson
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Myrna Panza
Terry and Pamela Renzelman
Suzanne Robinson
Barry and Gaea Shaw
Minnell Stem
Damon and Pamela Struckmeyer
Douglas Tisdale

ABOUT THE ARTIST



Bromeliad, Oil, 14 x 18

JEAN CAGGIANO, OWNER OF GRYPHON DESIGN, HAS DESIGNED AND PRODUCED DONOR ALLIANCE'S ANNUAL REPORTS SINCE 2005. A FINE ARTIST SINCE GRADE SCHOOL, SHE IS A PERPETUAL PAINTING STUDENT AT THE ART STUDENTS LEAGUE OF DENVER. JEAN GREW UP IN A FAMILY OF ARTISTS ON LONG ISLAND, NEW YORK AND HAS BEEN A DENVER RESIDENT FOR OVER THIRTY YEARS.

IT'S NOT A MATTER OF
painting life.
IT'S A MATTER OF
giving life
TO A PAINTING.

RICHARD DIEBENKORN
AMERICAN PAINTER
1922 - 1993

Donor Alliance is the federally-designated, non-profit organ procurement organization and American Association of Tissue Banks (AATB) accredited tissue bank serving Colorado and most of Wyoming. As a recognized leader in facilitating the donation and recovery of transplantable organs and tissues, Donor Alliance's mission is to save lives through organ and tissue donation and transplantation. To achieve this mission, Donor Alliance employs effective family approach and recovery programs in more than 100 hospitals. Donor Alliance also inspires the public to register to be organ and tissue donors through community partnerships, public outreach and education campaigns throughout its donation service area.

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