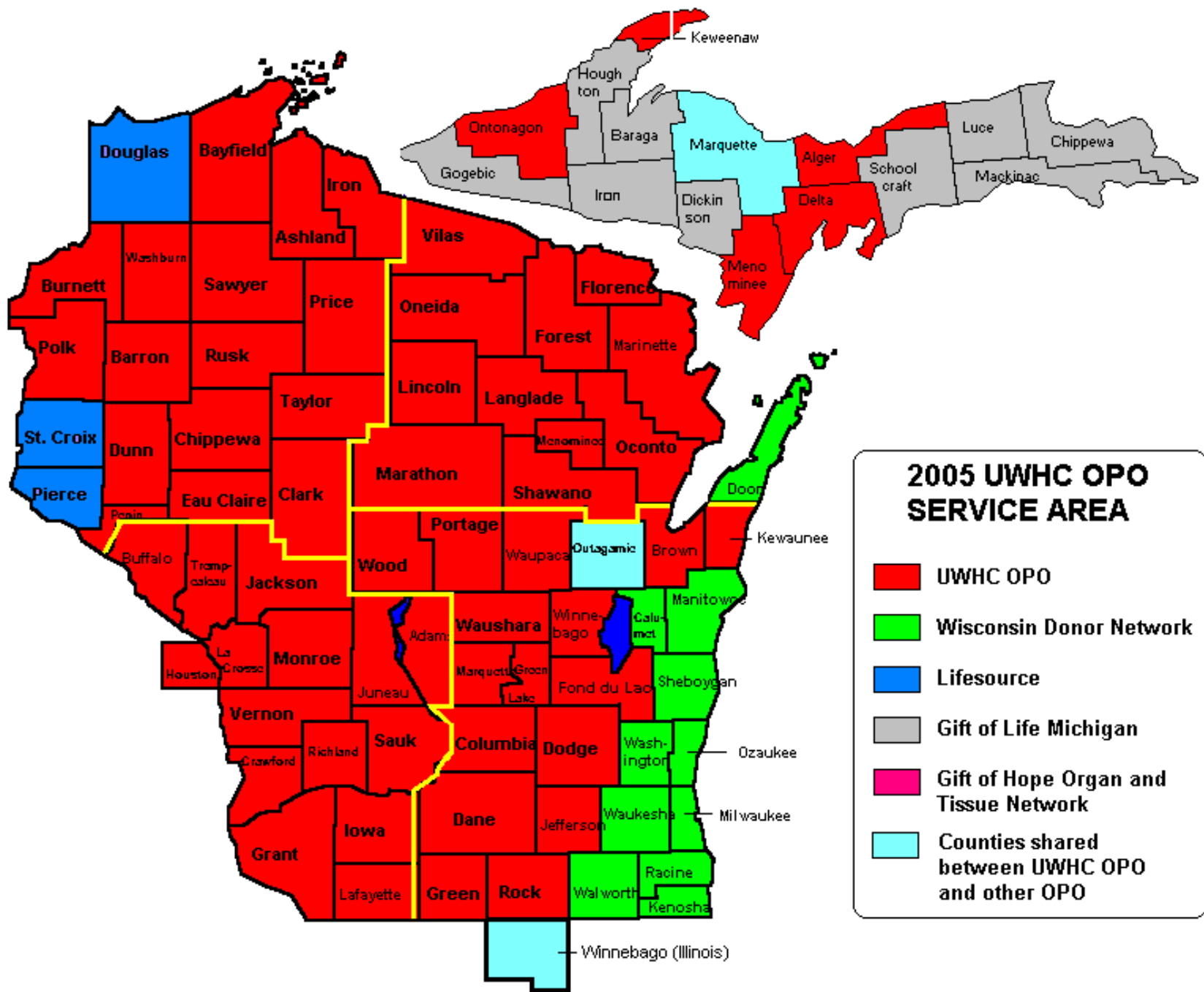


Re-branding Proposal

Organ Procurement Organization

Role of an Organ Procurement Organization (OPO)

- Coordinate the organ donation process
 - Consent, medical management of donor, organ allocation, transportation, surgical recovery
 - 85% of recovered organs are transplanted at UWHC
- Hospital development
 - Generate referrals from donor hospitals, educate and train healthcare professionals, monthly death record reviews
- Public education and enrollment in first person authorization registry
- Donor family follow-up and donor family/recipient correspondence
- Data reporting and regulatory compliance
- Service coordination with tissue and eye banks
- Regulated by CMS and UNOS, Accredited by AOPO



2005 UWHC OPO SERVICE AREA

- UWHC OPO
- Wisconsin Donor Network
- Lifesource
- Gift of Life Michigan
- Gift of Hope Organ and Tissue Network
- Counties shared between UWHC OPO and other OPO

Current Logo



UWHealth

University of Wisconsin
Organ Procurement Organization
uwhcopo.org

Market Sensitivities

Changing, more competitive environment for health care

Certain donor hospitals are sensitive to brand affiliation with UW Health

Strategic Plan

UW Health Strategic Plan

Overall Strategy and Goals

Provide unsurpassed patient care harnessing the power of our academic endeavors and a new level of market responsiveness and leadership

Transplant Service Line Strategic Plan

Geographic Strategy

OPO has strong, lasting relationships with designated hospitals

Strategic Initiative: Implement new OPO brand

Guiding Principles

Ensure that our brand helps to promote the mission of organ and tissue donation

Take advantage of the strength and history of the University of Wisconsin brand

Proposed Logo and Re-branding Seeking Board Approval

