

- Date:** April 11, 2016
- Request:** The Health Resources and Services Administration (HRSA) requests non-substantive changes to the National Hospital Organ Donation Campaign's Activity Scorecard (0915-0373), current expiration date - 1/31/2017.
- Purpose:** These non-substantive changes are critical to giving hospitals a repository of actionable ideas, and to providing incentives (recognition) for hospitals to coordinate activities that will increase the number of registered donors throughout the nation.
- Time Sensitivity:** Phase VI of the National Hospital Organ Donation Campaign begins October 2016. If approved, the Phase VI scorecard would be distributed to Hospital Campaign partners in October 2016.

PROPOSED NON-SUBSTANTIVE CHANGES TO THE HOSPITAL CAMPAIGN SCORECARD

a. Platinum Recognition Level

A fourth recognition level was added to the existing bronze, silver, and gold levels to include the platinum level for accumulating 1,000 points.

Rationale: Activity points are totaled to recognize those hospitals that earn bronze, silver, gold, and now platinum point equivalents. A list of hospitals that reach specified medal status is shared with all campaign participants by way of communications sent by HRSA and the campaign's national partners. The 1,000 point platinum level expands the activities that hospitals must achieve as well as encourages a higher level of competition among hospitals, ultimately positively impacting donor registrations.

b. Donor Registrations Total

A donor registrations total field was added to the front page of the scorecard. The scorecard populates the total donor registrations reported in Section 1 of the front page.

Rationale: The donor registrations total places a focus on the ultimate goal of the campaign of registering donors. The points total and the donor registration totals are now in the same place on the front page for a convenient and quick summary of scorecard results.

c. Points Associated with Donor Registrations

Section 1: Hospital Campaign Donor Registration allows campaign participants to earn points for setting a donor registration goal, for reaching the goal, and for each new donor registration.

Rationale: Hospital Campaign participants are encouraged to consult with their organ donation partner to set a realistic goal for the number of new donor registrations to be achieved during the current phase. The changes to Section 1 places emphasis on donor registrations and takes participants through a step-by-step planning process, from setting a goal to reaching the goal, and onto awarding participants for each registration.

d. Maximum Points

Sections 2 and 3: Certain activities are denoted with a maximum point restriction at the end of the activity description.

Rationale: Activities are given a maximum point cap to encourage participants to partake in a variety of activities, including hospital communications/events as well as community engagement and events that drive organ donor registration.

Attachment:

- 1. Proposed updates for the National Hospital Organ Donation Campaign's Activity Scorecard (0915-0373)**