



To: Allan Beckmann, Desk Officer

From: Lisa Wright-Solomon, Information Collection Clearance Officer

Request: The Health Resources and Services Administration (HRSA) requests non-substantive changes to its national Hospital Campaign Scorecard (0915-0373), current expiration date - 3/31/2020.

Purpose: These non-substantive changes will provide further recognition for campaign participants to coordinate time-intensive and high-visibility activities that are more likely to result in new donor registrations. By renaming the campaign, it will become more publicly recognized as a healthcare campaign involving hospitals and other groups in the healthcare community.

Date: September 25, 2018

Time Sensitivity: The 2019 Hospital Campaign begins on October 1, 2018. If approved, Hospital Campaign partners will receive the scorecard in October.

PROPOSED NON-SUBSTANTIVE CHANGES TO THE HOSPITAL CAMPAIGN SCORECARD

- a. Change verbiage from “Hospital” to “Healthcare”

We would like to change the name to Healthcare Workplaces for Organ Donation 2019 Campaign Scorecard and replace references to hospitals throughout the scorecard with more general language. Although hospitals are still the primary target audience, donation organizations have been inviting other organizations such as health clinics, Emergency Medical Services groups, and highway patrol units to participate. The new name, being more generic, will encompass these groups and allow for future expansion of the campaign.

- b. Raise points for several activities

We would like to increase points earned for several activities to provide further recognition to participants for conducting these often time-intensive and high-visibility activities. Many of these activities provide attendees with opportunities to register as donors and are therefore critical to the overall goal of increasing the number of people in this country who are registered donors.

Attachments:

Hospital Campaign Scorecard Original
Hospital Campaign Scorecard Track Changes