

November 2011

Dear Colleague:

The approaching holiday season is traditionally a time for giving. This year, I would like to remind our nation's hospitals and health systems that there is no greater gift than the gift of life.

Each day, 78 Americans receive lifesaving organ transplants and thousands more each year benefit from cornea and tissue transplants. Hospitals and health systems have the unique ability to educate patients, visitors, members of the community, as well as their own staff and caregivers about the importance of signing up to become an organ and tissue donor. In doing so, you can give hope to more than 112,000 people currently awaiting an organ transplant in the U.S.

I am pleased to announce that the American Hospital Association has signed on as a partner to the U.S. Department of Health and Human Services, Health Resources and Services Administration (HRSA) Workplace Partnership for Life Campaign, a donor registration campaign. Many hospitals already are doing a great job of encouraging donor registration, but we can always do more. So, I encourage you to consider becoming a hospital partner in this campaign and taking on the important job of raising awareness about the need for organ, eye and tissue donation, encouraging donor registration and celebrating those who commit to saving lives by registering as organ and tissue donors.

The enclosed CD includes a wide variety of written and visual materials developed to support hospital partners as they engage in this effort by reaching out to promote donor registration and sharing donation information with their patients, staff and communities. The materials are also available for download at both www.aha.org and www.organdonor.gov.

I encourage you to share this information with your staff and look for ways to partner in this important campaign. I hope you will take this opportunity to join in promoting organ, eye and tissue donation and help save even more lives.

Thank you for the work you do.

Sincerely,



Rich Umbdenstock
President and CEO

