

# New York State Donate Life Registry Partner Program


## Information for Hospitals and Healthcare Systems



### Donate Life New York State

 [donatelifenys.org](https://donatelifenys.org)

 [info@dlnys.org](mailto:info@dlnys.org)

 (518) 326-3237

 DonateLifeNYS

BECOME A  
REGISTRY PARTNER AT  
[donatelifenys.org/partners](https://donatelifenys.org/partners)

# DEAR HOSPITAL ADMINISTRATORS



We want to first recognize the efforts you have made saving and healing thousands of lives through organ and tissue donation. From participation in the Health Resources and Services Administration's Workplace Partnership for Life program, flag-raising ceremonies and community events, all the way to the critical referrals made to organ procurement organizations, your contributions matter. Collectively, you aided in nearly 2,500 lifesaving organ transplants in 2020, along with countless procedures to restore sight and mobility.

However, we still face significant challenges. Nearly 9,000 New Yorkers are currently waiting for organ transplants, while only 43% of the state's eligible population are enrolled in the New York State Donate Life Registry. New York's Registry ranks 50<sup>th</sup> out of 52 Donate Life registries in the nation. It will take our collaborative efforts to turn these numbers around and ensure more people receive that important phone call that a



lifesaving organ has become available for transplant.

To that end, HANYS and Donate Life New York State are proud to introduce new and innovative tools for hospitals to use in their campaigns to increase enrollment in the Registry. The newly launched NYS Donate Life Registry Partner Portal provides hospitals with custom online enrollment resources, including trackable URLs and the ability to embed the Registry enrollment form on organizational websites. Most notably, we've seen great success in placing these donor registration opportunities on patient portals for visibility and easy access.

It is our sincere hope that your hospital will join us in taking another step forward in this lifesaving mission to ensure a transplant for every New Yorker in need. Inside the Partner Portal toolkit you will find a "step by step" guide to acquiring and utilizing these resources within your



organization and ultimately maximizing your impact in the community. The Donate Life NYS team is available to support and assist your staff through this process. For more information, please call (518) 326-3237 or email [info@dlnys.org](mailto:info@dlnys.org).

By using these new enrollment tools, we will give more New Yorkers the opportunity to register as organ, eye and tissue donors. We thank you for the important role you play in promoting a donation-friendly New York by educating the public about the crucial need for organs and tissues for transplant and encouraging people to enroll in the New York State Donate Life Registry.

Sincerely,

Handwritten signature of Bea Grause.

Bea Grause, RN, JD  
President  
HANYS

Handwritten signature of Aisha Tator.

Aisha Tator  
Executive Director  
Donate Life New York State



# ABOUTUS



**Donate Life New York State is the statewide non-profit organization dedicated to increasing organ, eye, and tissue donation in New York State through collaborative advocacy, education, promotion, and research. Since 2002, we have served as the voice for New York's organ and tissue donation community.**

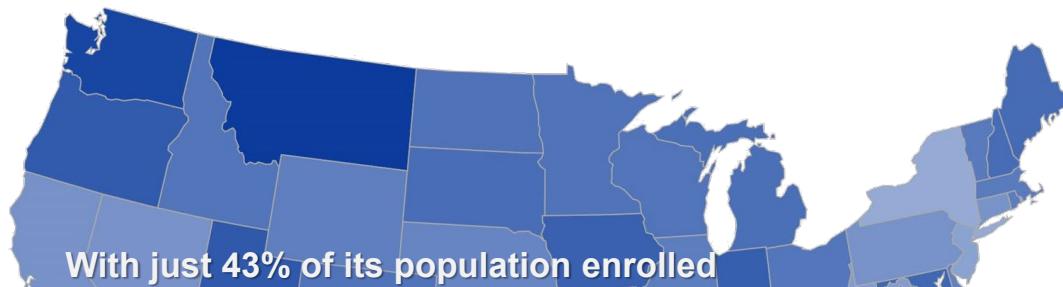
**Our goal is to ensure a transplant for every New Yorker in need.**

**We bring together recovery organizations, health professionals, community based organizations, people whose lives have been affected by donation and skilled professionals dedicated to our mission.**

**Donate Life New York State operates and promotes the New York State Donate Life Registry, and educates the public and professionals about organ, eye, and tissue donation under contract with the State of New York.**

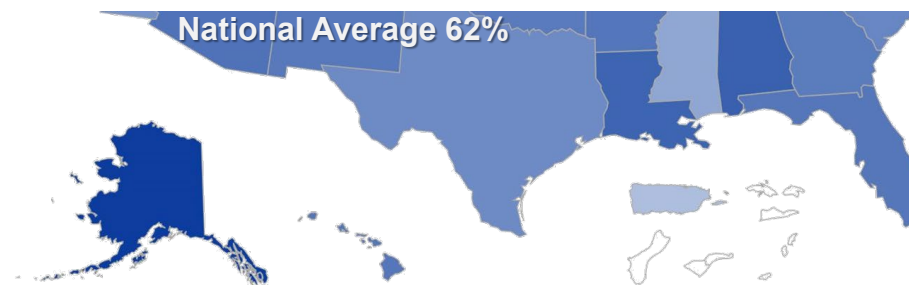


# THE NEED



New York's Donate Life Registry ranks

**50<sup>th</sup> out of 52 registries**



**9,000**

New Yorkers are waiting for a lifesaving organ transplant

**1,500**

have been waiting



years for a transplant



**Every 15 hours**

a New Yorker dies waiting



**500**

New Yorkers die each year because the organ they need is not donated in time



# THE IMPACT



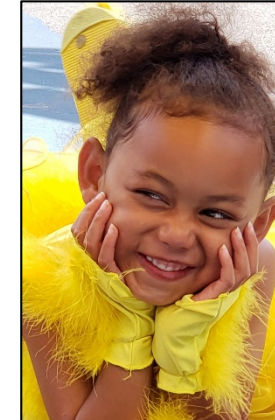
Janella  
Kidney Recipient



Tyler  
Liver Recipient



Chris  
Lung Recipient



Payton  
Heart Recipient

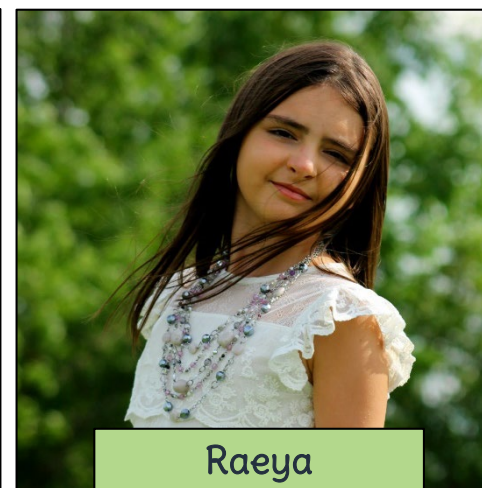
ONE ORGAN DONOR CAN SAVE EIGHT LIVES  
AND HEAL 75 MORE AS AN EYE AND TISSUE DONOR



Glenda  
Kidney/Pancreas Recipient



Angela  
Tissue Recipient



Raeya  
Cornea Recipient



Stephen  
Organ Donor

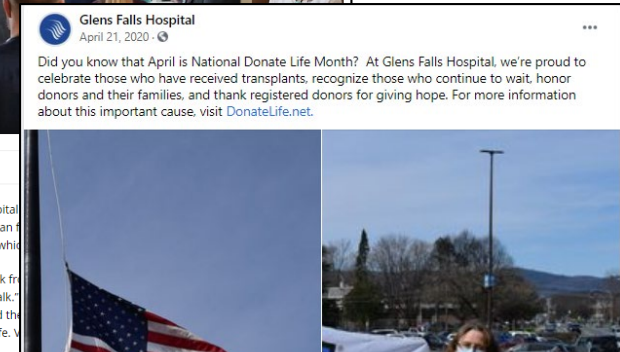
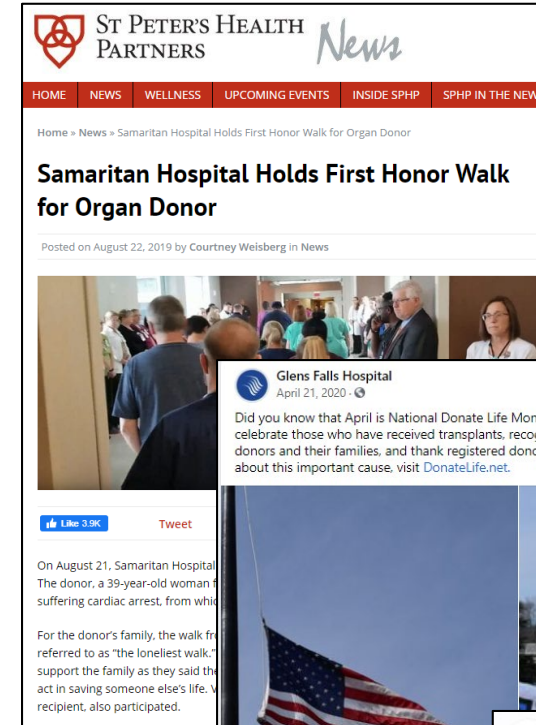


# ADONATION FRIENDLY NY

By embracing organ and tissue donation as a core value of your trusted institutions, hospitals and healthcare systems help create a donation-friendly New York.

Every day, your organizations engage in numerous outreach activities that save lives by increasing awareness of the critical need for organ and tissue donation including:

- Participating in [HRSA's Workplace Partnership for Life hospital campaign](#)
- Celebrating Donate Life observances
- Conducting "Honor Walks" and displaying donor memorials
- Promoting donor registration on your websites and other communications such as emails, newsletters, and social media
- Hosting donor drives
- Holding Donate Life flag raising ceremonies and press events
- Educating your staff about organ and tissue donation



# REGISTRY PARTNER PROGRAM

The NYS Donate Life Registry Partner Program allows hospitals and healthcare systems to

## Embed the NYS Donate Life Registry's Online Enrollment Form

on your patient portals and websites

**Embedding the Registry's enrollment form allows your patients and the public to register as an organ and tissue donor without ever leaving your hospital's or healthcare system's website or patient portal.**

### Integration is SIMPLE

Donate Life New York State provides partners **short custom code that displays the Registry's enrollment form directly on your patient portals and websites.** The custom code contains elements that allow the Registry to know which online enrollments came from your hospital or healthcare system.



# INTEGRATION INTO PATIENT PORTAL

The University of Rochester Medical Center (URMC) developed an innovative way to use their trackable resources, and was the first healthcare institution in NY to integrate a Registry enrollment opportunity within their MyChart patient portal. This approach has made a significant impact - enrollments through patient portals comprise half of all enrollments generated by NYS Donate Life Registry Partners.

**All hospitals and healthcare systems are encouraged to add this simple and logical donor enrollment opportunity to their patient portals. If your organization uses Epic, please contact your Epic representative and mention: SLG 5989382**

The screenshot displays the MyChart patient portal interface for ABC Hospital. The top navigation bar includes links for Health, Visits, Messaging, Billing, Resources, and Settings. The main content area features a 'Welcome!' message and a 'Donate Life Registry' section. The 'New York State Donate Life Registry Enrollment Form' is prominently displayed, with fields for Personal Information (First Name, Middle Name, Last Name, Date of Birth, Gender, Mailing Address, Email Address, City, State, Zip) and Identity Verification Information (NYS Driver's License or last 4 digits of Social Security Number). A red box highlights the 'Register as an organ and tissue donor' link in the Quick Links sidebar.

*\*Please note that all domains where your organization will embed the enrollment form must be whitelisted or the form will not display. Contact [info@dnys.org](mailto:info@dnys.org) or (518) 326-3237 to request a domain to be whitelisted.*



GENERATING REPORTS

As a NYS Donate Life Registry Partner, your hospital or healthcare system can [generate de-identified report on the Registry's website](#) by simply entering a partner code provided to your organization by Donate Life NYS. This report allows your organization to measure the success of its outreach efforts, detailing the number of enrollments generated through your trackable embedded NYS Donate Life Registry enrollment forms.

[donatelife.ny.gov/partner-reporting](https://donatelife.ny.gov/partner-reporting)

Partner	Total
ABC Hospital	
-Website	104
-Patient Portal	951
Grand Total	1,279

# STATEMENT FROM KATHLEEN PARRINELLO



“We have learned that a person’s attention to the importance of organ and tissue donation can be enhanced through a healthcare experience. A study done by one of our transplant surgeons, Dr. Randeep Kashyap, demonstrated that persons were more likely to enroll in the Donate Life Registry when offered the opportunity during a primary care office visit than when offered the opportunity through other venues such as the DMV. This finding highlighted for me the importance of using a healthcare experience to remind people of this important opportunity. **Where better than on MyChart can healthcare systems provide individuals the opportunity to register – when they are involved in their own healthcare management and decision making?**”

At URMC, we strive to provide high quality care from a patient and family centered approach. Through this experience, many people are reminded of others who struggle with healthcare issues, and they often look for ways to make a difference. How better to help others than by registering to give the Gift of Life?”

**Kathleen Parrinello, R.N., Ph.D.**  
**Chief Operating Officer & Executive Vice President**  
**University of Rochester Medical Center**



# NEXT STEPS

[donatelife.ny.gov/partners](https://donatelife.ny.gov/partners)

## Partners

Welcome to the New York State Donate Life Registry Partner Portal. The New York State Donate Life Registry (Registry) is a secure, confidential database of individuals who have authorized the donation of their organs and tissues after their death for the purpose(s) of transplantation and/or research. The Registry is an important resource that helps address the shortage of organs needed for lifesaving transplants.

Partners of the Registry, play a significant role in helping spread the word about the importance of organ, eye and tissue donation, the importance of enrolling in the Registry and in saving lives by increasing the number of registered organ and tissue donors. Partners are provided customized Registry enrollment tools, including trackable URLs and/or the ability to embed the Registry enrollment form on their organizational websites. Partners are able to track enrollments through de-identified reports that are available by logging into their online partner portal below. Data available to partners includes the number of individuals who have joined the Registry through their organizational website in total or during a specified date range. This allows our partners to measure the impact of their enrollment efforts.

### How to Become a Partner

Becoming a partner is a three-step process.

1. Submit Part 1 of the Partner Application Form online—see link below.
2. Complete and submit Part 2 of the Partner Application Form sent to you from the Registry within 60 days of its receipt.
3. Follow the technical instructions provided by the Registry to establish your custom URL and/or embed the Registry Enrollment Form iframe on your website when they are provided.

**Prospective Partners:** Click the button below to submit your partnership request

APPLY AS A PARTNER

**Approved Partners:** Click the button below to access your partner reports.

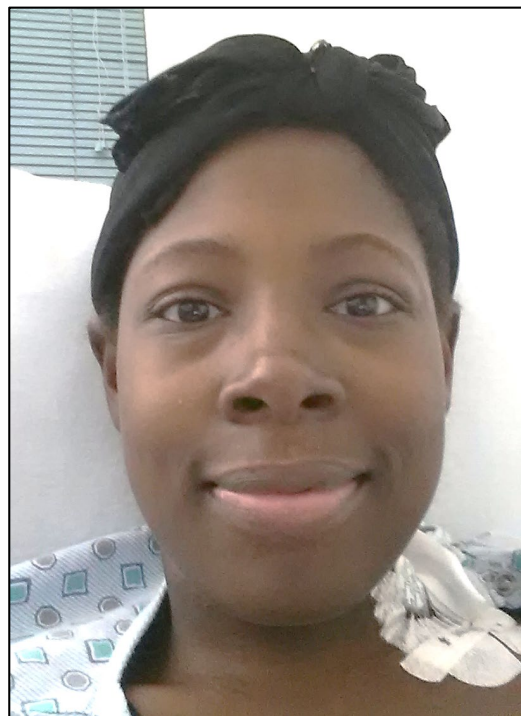
REPORTING

1. Determine who within your hospital or healthcare system is the appropriate contact (for URM it was their Chief Operating Officer).
2. Visit [donatelife.ny.gov/partners](https://donatelife.ny.gov/partners) to begin the partner application process by clicking “Apply as a Partner” and completing the webform. **When completing the webform, check both boxes under “Enrollment Resource Requested.”**
3. Following submission of the webform, you organization’s contact will be emailed a questionnaire for completion. Return this questionnaire within 30 days.
4. After your application is approved by the Department of Health, Donate Life NYS will contact your organization and schedule a conference call or video chat to discuss implementation details.
5. Once implemented, evaluate your success at [donatelife.ny.gov/partner-reporting](https://donatelife.ny.gov/partner-reporting).



# STORY OF HOPE

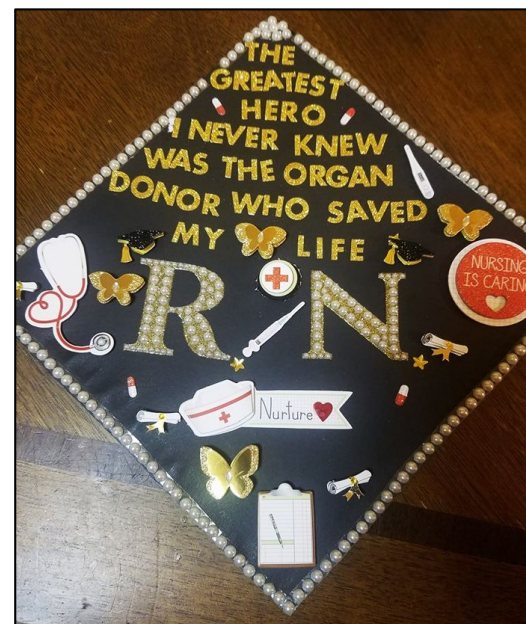
Janella Bryant was the mother of four young children, engaged to be married, working full-time, and attending nursing school when, in 2008, she suddenly began having severe back pain and noticed blood in her urine. She visited a urologist, who diagnosed her with nephritis. Her disease progressed quickly, and less than a year later Janella found herself in kidney failure. She began hemodialysis, requiring a time commitment of three times a week for 3-5 hours a day.



Shortly after beginning dialysis, Janella had to make the difficult decision to leave her job and withdraw from school. She said, *"I went from being a completely healthy person to having kidney disease, just like that."*

When her fiancé died suddenly and unexpectedly, she worried more than ever about leaving her children behind. *"I feared all the time, what if something happened to me? What would happen to my kids?"*

During her time on dialysis, Janella suffered complications including



shakes, chills, cramps, and even seizures. Finally, after four long years, Janella received her kidney transplant on July 19, 2014.

Janella's transplant allowed her to return to nursing school, from which she graduated in 2017. Following graduation, she worked as a nurse for St. Peter's Health Partners and Albany Medical Center. She is focusing on keeping her new kidney healthy so she can stay with her four children for a very long time. She shares her story so people understand that *"this can happen to anyone."*





# LEADERSHIP

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