

# Hospital Development Initiative to Increase Tissue Donation for Transplantation

Marion Jones

Hospital Development Nurse Practitioner

NHS Blood and Transplant

Tissue and Eye Services

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@NHSBT

A decorative graphic at the bottom of the slide consisting of two overlapping blue wavy shapes that create a sense of movement and depth.



## **NHSBT Tissue and Eye Services**

- Tissue and Eye Services are part of NHS Blood and Transplant Opened in 2005, Speke, Liverpool
- Largest Tissue Bank in Europe
- It's role is to co-ordinate, retrieve, process, bank and supply human tissue grafts for use in surgery within the NHS.
- Specially trained senior nurses and scientists
- Home of The National Referral Centre for Tissue Donation

# Hospital Development Team

*Blood and Transplant*

Michelle Bennett,  
North West



Gail Mander,  
South East

Marion Jones, South West and Wales

# Rationale and Context

- 350 corneas required to be banked at any one time to meet recipient demand
- 10 eye donors a day required
- End of life wishes not being met
- Myths around donation
- 96% of the population support donation in principle but only 30% have expressed a wish to donate by signing the organ donor register

**Individuals who have expressed a wish to donate and signed up to the donor register are being missed**

# Evidenced Barriers to Tissue Donation

- A failure to recognise potential donors linked to a lack of knowledge amongst healthcare professionals (Muraine et al, 2002; Lepiniere and Verble, 2009; Giollon et al, 2011; Kruijff et al, 2014)
- The reluctance of health care professionals to raise the issue of tissue donation as part of usual end of life care discussions despite national guideline recommendations (Geissler et al, 2004; Collins, 2005; Kent, 2007; Long-Sutehall et al. 2011; NICE, 2015)
- Personal views held by potential donors and family decision makers leading to a high number of decline for donation, (particularly eyes) (TEPSOD, 2015; Lawler and Kerridge, 2014)

# Aim of Initiative


- To offer the option of donation to all bereaved families
- Normalisation of tissue donation
- Robust referral system
- To provide a Specialist Family Approach
- To increase the number of donors in order to help save and enhance the lives of others
- Facilitating end of life wishes
- Ensuring those on the Organ Donor Register are not missed

# Planning and Delivery

- The Ocular Tissue Donation Pathway Vision 2015-2020
- Identification of site
- Identification of Key Stakeholders
- HD-NP delivers Vision paper
- Committee approval
- Board approval
- Service level agreement signed by senior hospital director



# Planning and Delivery (cont)

- Online referral form
  - Standard Operational Procedures
  - Hospital Policy
  - Education programme
  - Data collection and reporting back
  - Promotional events
  - Pre-emptive information
- 



# Main challenges

It Systems

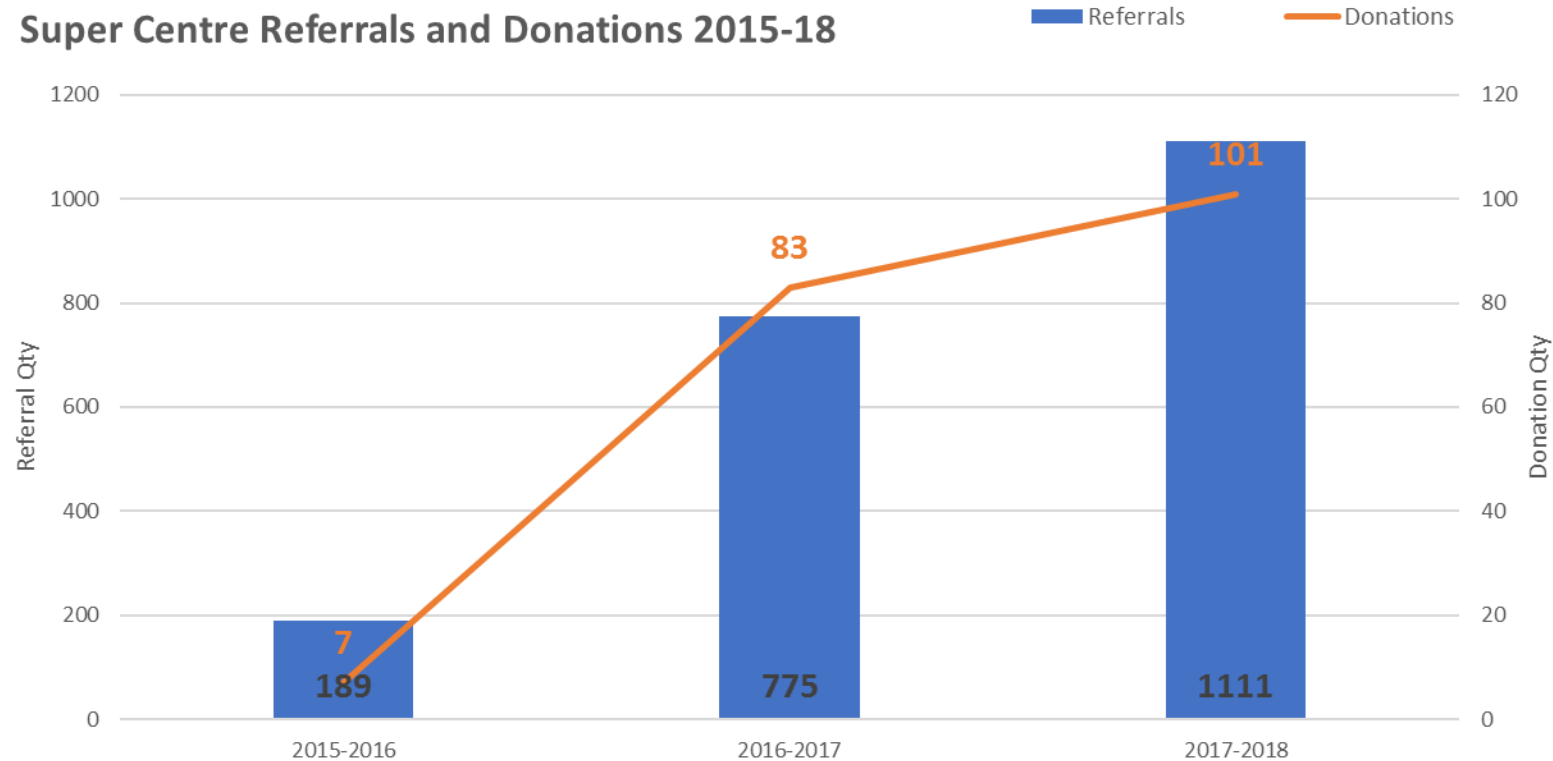
Managing change of  
practice across  
whole hospital trust

Commitment of  
hospital staff due to  
busy workload

Time

# Impact and Results (cont)

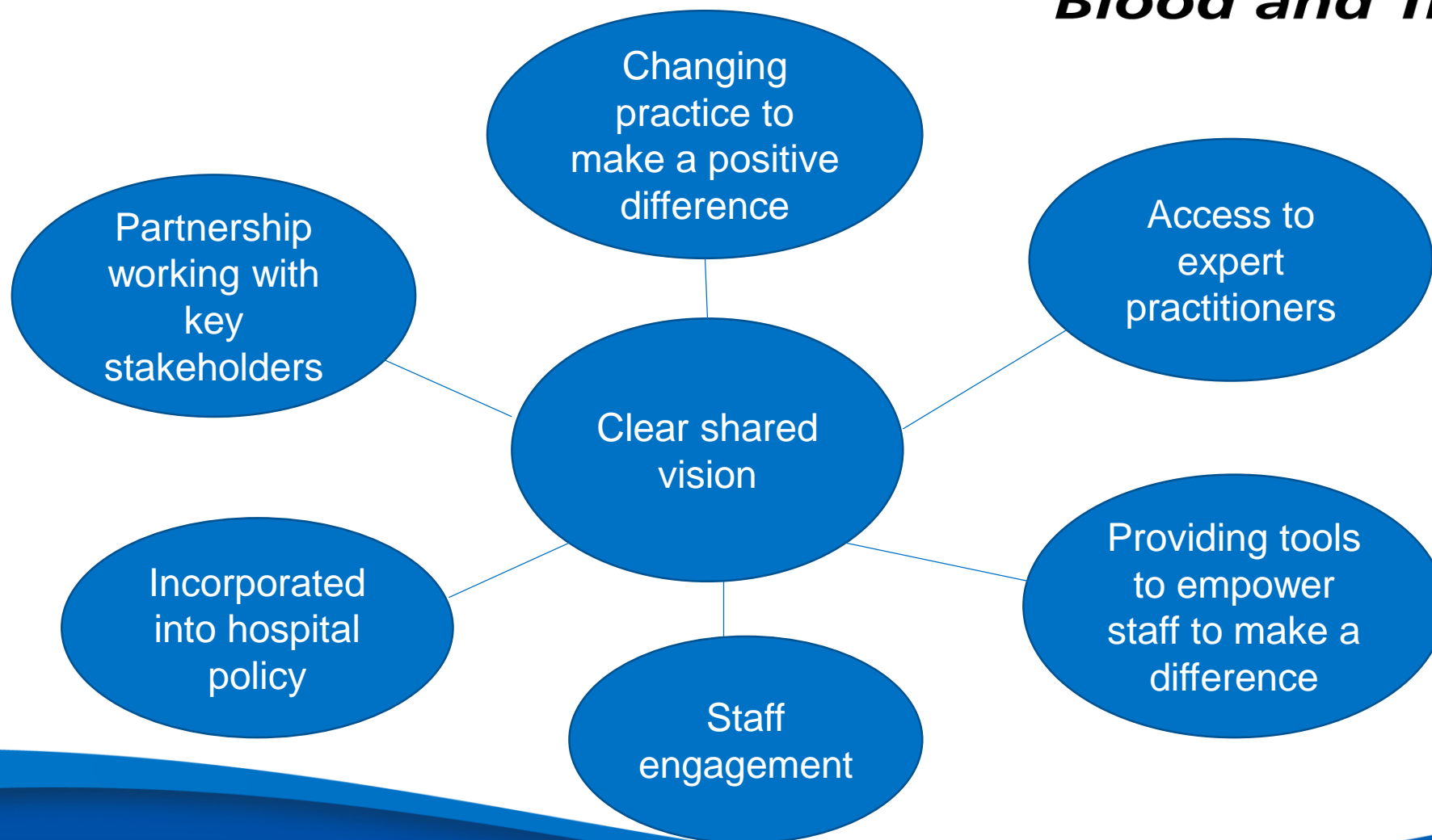
Super Centre Referrals and Donations 2015-18



- 17% increase in tissue donation referrals over 3 years
- 7% increase in tissue donors over 3 years

Please note: data taken from 2 main Supercentre sites only

# Key elements to success



# Key Elements to Success

Facilitating end  
of life wishes

Willingness to  
improve the  
experience for  
patients, families,  
staff and recipients

Teamwork and  
sharing of  
practice amongst  
HD-NP's

Ability to measure  
progress and  
feedback results

Empowering  
families to make  
an informed  
decision

Development  
of Toolkit

# Quote

“I have found working on this project to improve tissue donation very valuable – we have been able to see an increase in referrals since our work and, when we meet staff through tissue donation training, or when simply on the wards, we regularly hear how pleased staff feel that they can help make a positive impact for patients awaiting tissue donation”



**Nicky Freeman-Fielding, Matron,  
Critical Care, Bristol Royal  
Infirmary**

## Quote

“Being part of an Alliance Site has made tissue donation a normal part of our practice in ED when looking after those who have died. The Hospital Development Team are integral to that as their formal training, informal visits with ad-hoc teaching for those working on the shop floor, and continuous audits have built up our team’s confidence. They really focus on positive feedback and when performance has dropped they seek to understand why and to be part of the solution to getting the referrals back on track.”



**Dr Sarah Vince, Emergency  
Medicine Consultant,  
Northampton General  
Hospital**

# Quote

“Thank you for letting me know that there is a little part of ..... helping someone. I am so happy that you were able to help this gentleman. When you rang me and asked for my permission to remove .....eyes I was still in shock but I am so glad I said yes, a pity more people do not realise how it made me feel getting your letter”

**Wife of eye donor**

# The Future

- Hospital Development Toolkit
- Continued partnership working
- Visible presence of HD –NP's
- Reporting of results and achievements
- Tissue Donation Ambassadors
- Increase in individuals receiving the Gift of Sight
- Provide comfort to bereaved families
- Continue to improve the experience for all



Let them see what they  
can only imagine