



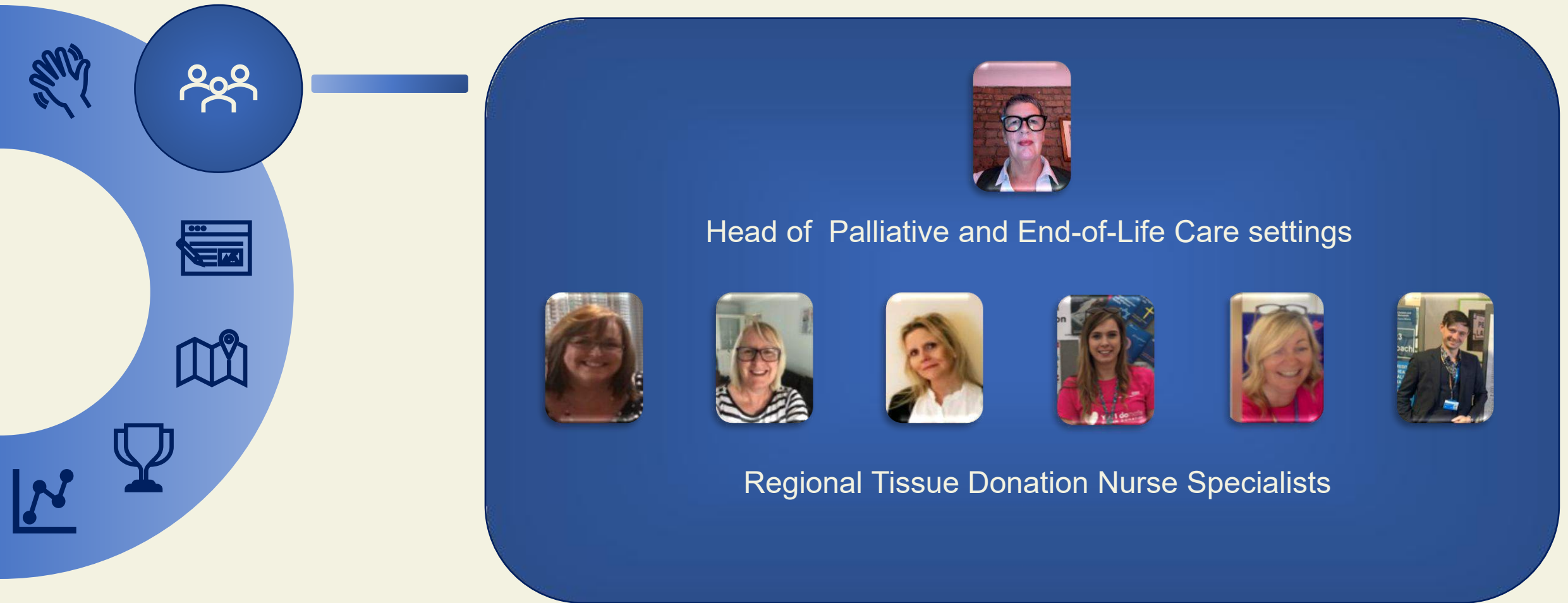
# Communicating Effectively with Patients and Families – Increasing Eye Donation choice for patients receiving Palliative and End-of-Life Care

NHS Blood and Transplant – Regional Tissue Donation Nurse Specialist Team

# Organisation – Regional Tissue Donation Nurse Specialist Team



Blood and Transplant



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# Rationale & Context



**The Challenge: Currently over 2m people living with sight loss with a predicted increase of over 4m by 2050 (RNIB 2016)**

**2023 EDiPPPP Study (University of Southampton & NHS Blood and Transplant) – 46% people receiving end-of-life care potential eligible to explore eye donation**

**95% of patients unaware that eye donation could be explored. Discussed in fewer than 4% of cases, though 94% of patients believe it is important for their preferences to be heard (EDiPPPP 2023)**

**Healthcare professionals overwhelmingly in support of eye donation being discussed – cited lack of understanding of donation and didn't feel confident to facilitate conversation (EDiPPPP 2023)**

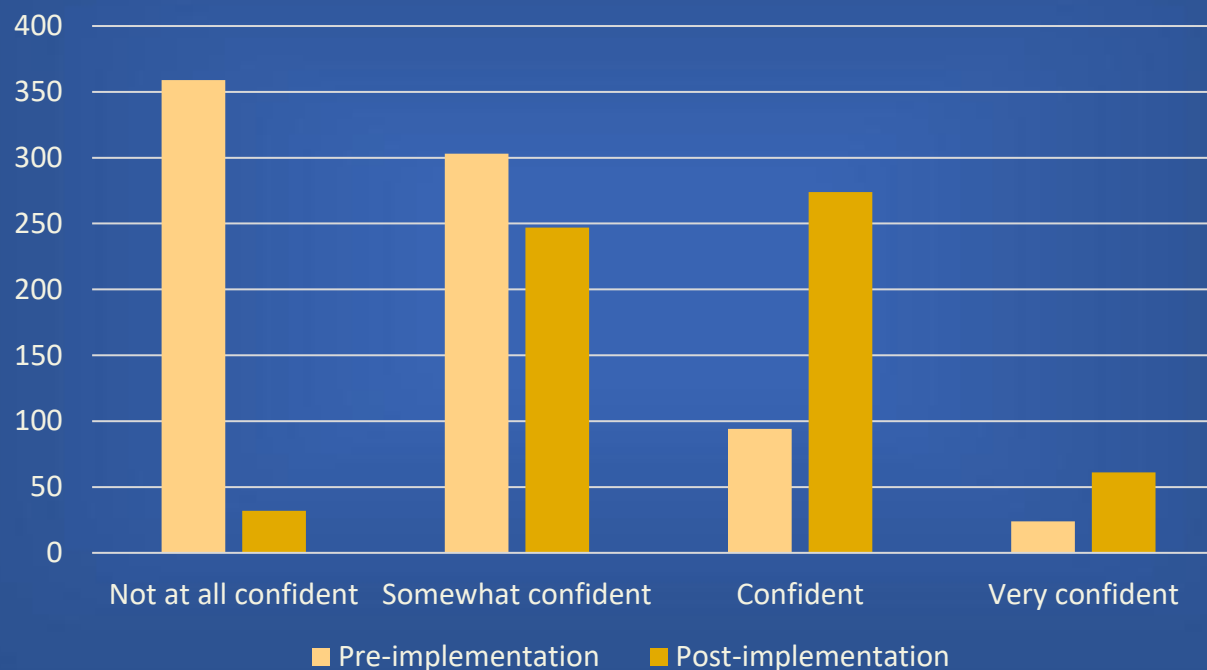
# Planning & Delivery



# Impact



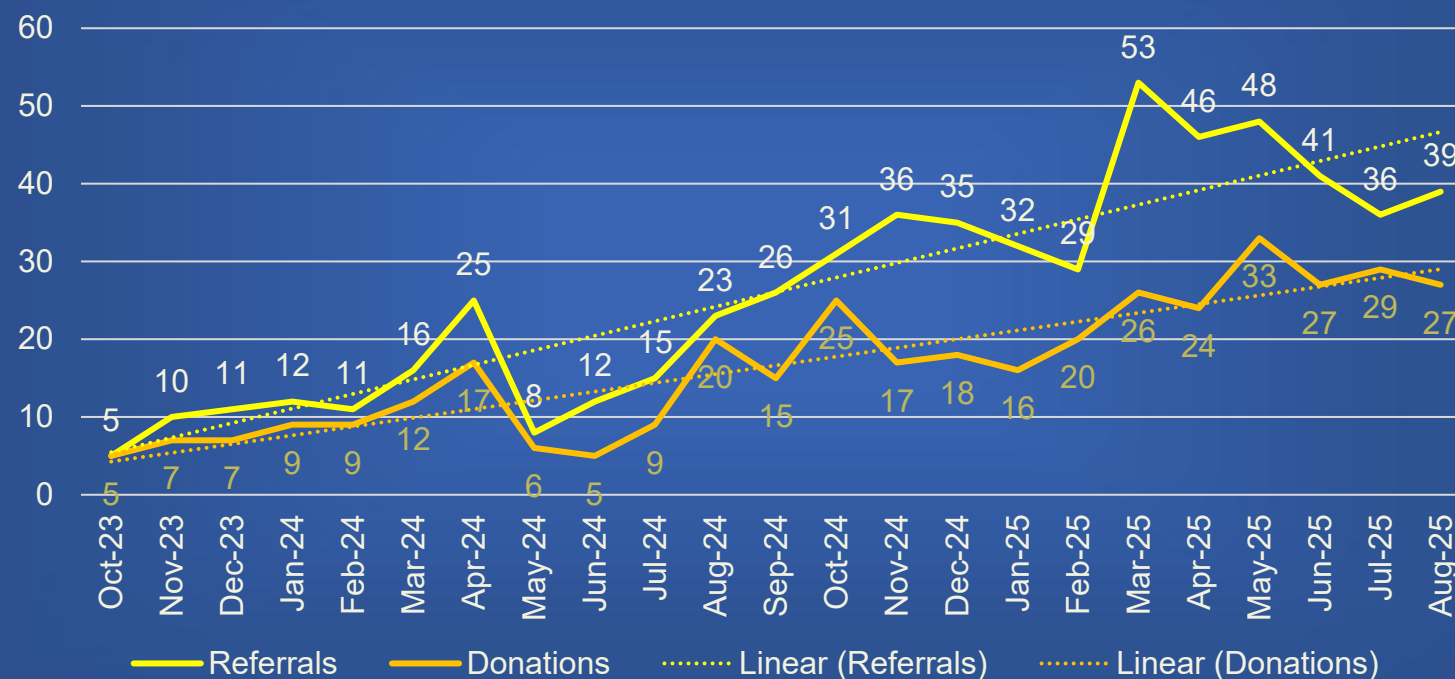
Reported HCP confident to engage in eye donation conversations



# Results



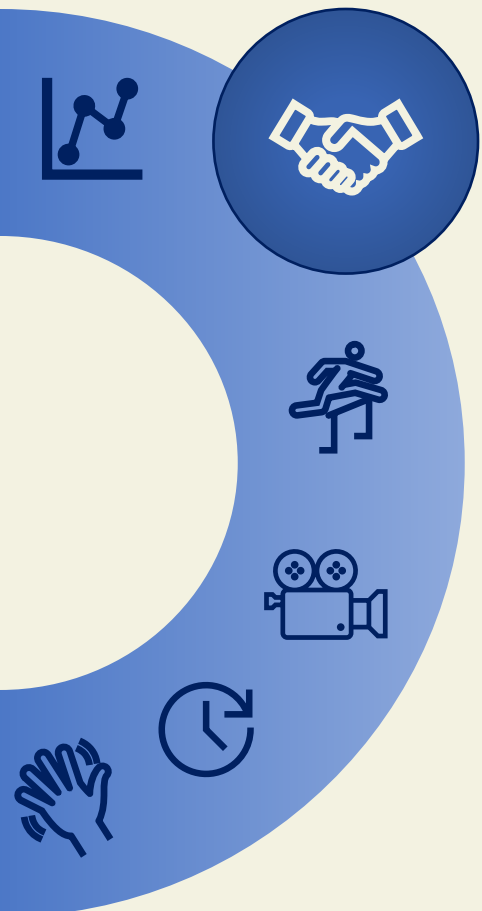
568 Referrals, 383 Donations 67.4% Conversion



# Acknowledgements



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**Hospice Colleagues**

**Patients and their Families**

**NHSBT Steering Group**

**University of Southampton**

**NIHR**

**Hospice UK**

**Caring Expert Quality**

# Future development





# Hospice Perspective



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# Thank you