

unleash your superpower

AGENDA

- 10:00 a.m. : Welcome, Introductions and the Donation Process
Susan Stuart, CORE President & CEO
- 10:10 a.m. : Overview of Clinical Operations
Kurt Shutterly, CORE Chief Operating Officer
- 10:15 a.m. : Organ Allocation and Placement
Jessica Yokubeak, CORE Organ Donor Referral Manager
- 10:20 a.m. : Financial Overview
Joe Weber, CORE Chief Financial Officer
- 10:25 a.m. : Strategic Planning
Mike Gerusky, CORE Director of Innovation and Process Improvement
- 10:30 a.m. : Legislative and Legal Outreach
Michael Kenney, CORE General Counsel and Advisor on Governmental Affairs
- 10:35 a.m. : Community Outreach, Donor Family Services and Bereavement Programs
Colleen Sullivan, CORE Director of Public Affairs and Donor Family Services
- 10:45 a.m. : Connect to Purpose
Sam Ditka, Donor Family Member
Brittany Grimm, Heart Transplant Recipient
- 10:55 a.m. : The Donation Process: Now and in the Future
Paulo Fontes, MD, FACS, LyGenesis Inc., Co-founder and Chief Medical Officer
- 11:10 a.m. : CORE Facilities Tour



MISSION To Save and Heal lives through donation.

VISION Every potential donor will make *A Pledge for Life*.

VALUES Compassion • Education • Innovation • Integrity • Life • Quality • Respect • Responsiveness

204 SIGMA DRIVE • PITTSBURGH, PA 15238 • CORE.ORG • 412-963-3550

ABOUT US



The Center for Organ Recovery & Education (CORE) is one of 57 federally designated not-for-profit organ procurement organizations (OPOs) in the United States, serving more than five million people in western Pennsylvania, West Virginia and Chemung County, New York. CORE coordinates the recovery and matching of organs, tissues and corneas for transplant within our service region and works tirelessly to create a culture of donation within the hospitals and communities we serve. CORE's mission is to **Save** and **Heal** lives through donation, ultimately ending the deaths of those on the transplant waiting list, while maintaining integrity for the donation process, dignity for the donors, and compassion for their families.

“
**AT CORE,
 OUR MANTRA IS
 Every Donor,
 Every Time.**
 ”

Susan Stuart
 CORE President & CEO

CORE SERVES

150 HOSPITALS & HEALTH CARE FACILITIES

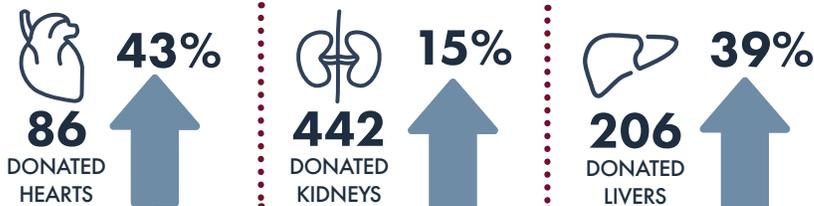
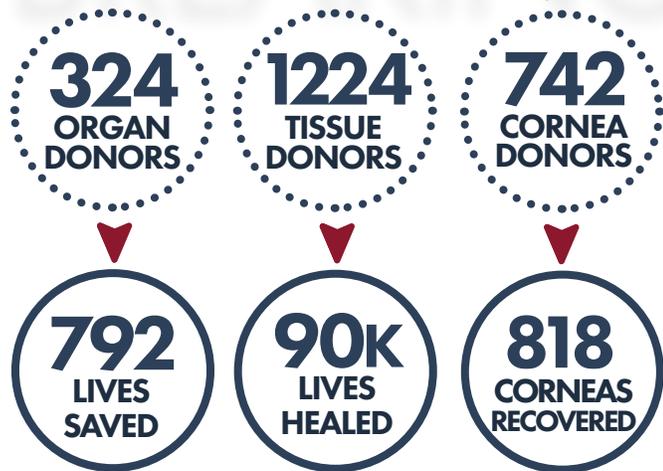
3 STATES: PA, WV & NY

5 MILLION PEOPLE

7 TRANSPLANT CENTERS

2020
RECORD
BREAKING

2020 was the second record-breaking year in a row for **Saving** and **Healing** lives through organ, tissue and cornea donation in western Pennsylvania. Undeterred by the COVID-19 pandemic, CORE made possible nearly 20% more transplants than in 2019 – which was also a record-breaking year. The increase is credited to the generosity of 28% more donors than the previous year. The number of tissue and cornea donors increased by 9%. CORE credits its year-over-year success, in part, by the organization's near-decade-long performance excellence journey which culminated in CORE being recognized as a 2019 **MALCOLM BALDRIGE NATIONAL QUALITY AWARD** winner, a presidential-level honor, recognizing an unceasing drive for innovative solutions, visionary leadership and operational excellence. CORE is one of only five Pennsylvania organizations ever to achieve the Baldrige Award.



DONATION IS A TEAM EFFORT. YOU ARE AN ESSENTIAL PARTNER SAVING AND HEALING LIVES IN PENNSYLVANIA.

12 million
 Pennsylvania Residents

249
 Hospital Partners
 in Pennsylvania

18
 Transplant Centers
 in Pennsylvania

101
 Pennsylvania Driver
 Licensing Offices

2
 OPOs in
 Pennsylvania

253
 Pennsylvania
 State Lawmakers



In May 2021, CORE recovered the liver from the oldest recorded organ donor in United States history, 95-year-old Cecil F. Lockhart of Welch, W.Va. The recipient of this incredible gift, a woman in her 60s, is doing well. The monumental gift reaffirms CORE's internal mantra and commitment to honor **"Every donor, every time."** Not

only did Cecil's donation save the life of the liver recipient, but in the week since his story was shared by CORE and news outlets all over the world, more than 300 people have registered on CORE's website to be organ, tissue and cornea donors. Cecil was a proud coal miner for more than 50 years and served in the Army during World War II. Cecil's family said he was moved to become an organ donor following the death of his son, Stanley, who in 2010 was able to restore sight to two others as a CORE tissue donor.



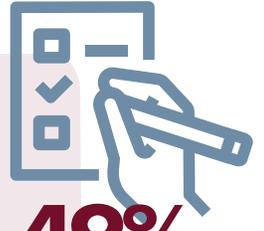
33,000
NEW REGISTRATIONS

Since the option became available in late 2019, more than 30,000 West Virginians had registered as organ, tissue and cornea donors on their state hunting and fishing license applications. The majority of the new registrants were male — a population which, on average, designates less often than their female counterparts.



6,849

Pennsylvanians Need an Organ Transplant

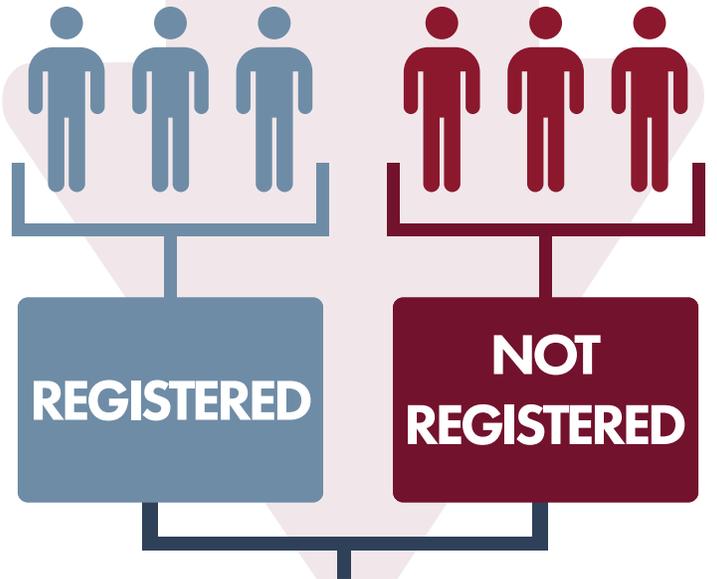


49%

of Pennsylvanians are Registered as Donors

Despite the fact that **95%** of people support organ donation, only **HALF** of Pennsylvanians are currently registered. That gap is only widening because of the effects of the partial DMV closures due to COVID-19. Since March 2020, more than **1 MILLION** Pennsylvanians did not have the chance to switch their "no" organ donor driver's license designations to "yes". Nearly **100%** of all organ donor designations are made at the DMV.

PENNDOT ID/LICENSE ONLINE RENEWALS



NO OPPORTUNITY TO CHANGE DESIGNATION



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everyday heroes

MEDIA KIT
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ORGANIZATIONAL PROFILE



CENTER FOR ORGAN RECOVERY & EDUCATION (CORE)

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Contact Information

204 Sigma Drive, RIDC Park

Pittsburgh, PA 15238

p: 1-800-DONORS-7 or 1-800-366-6777

Media Inquiries

Katelynn Metz

p: 412-963-3550

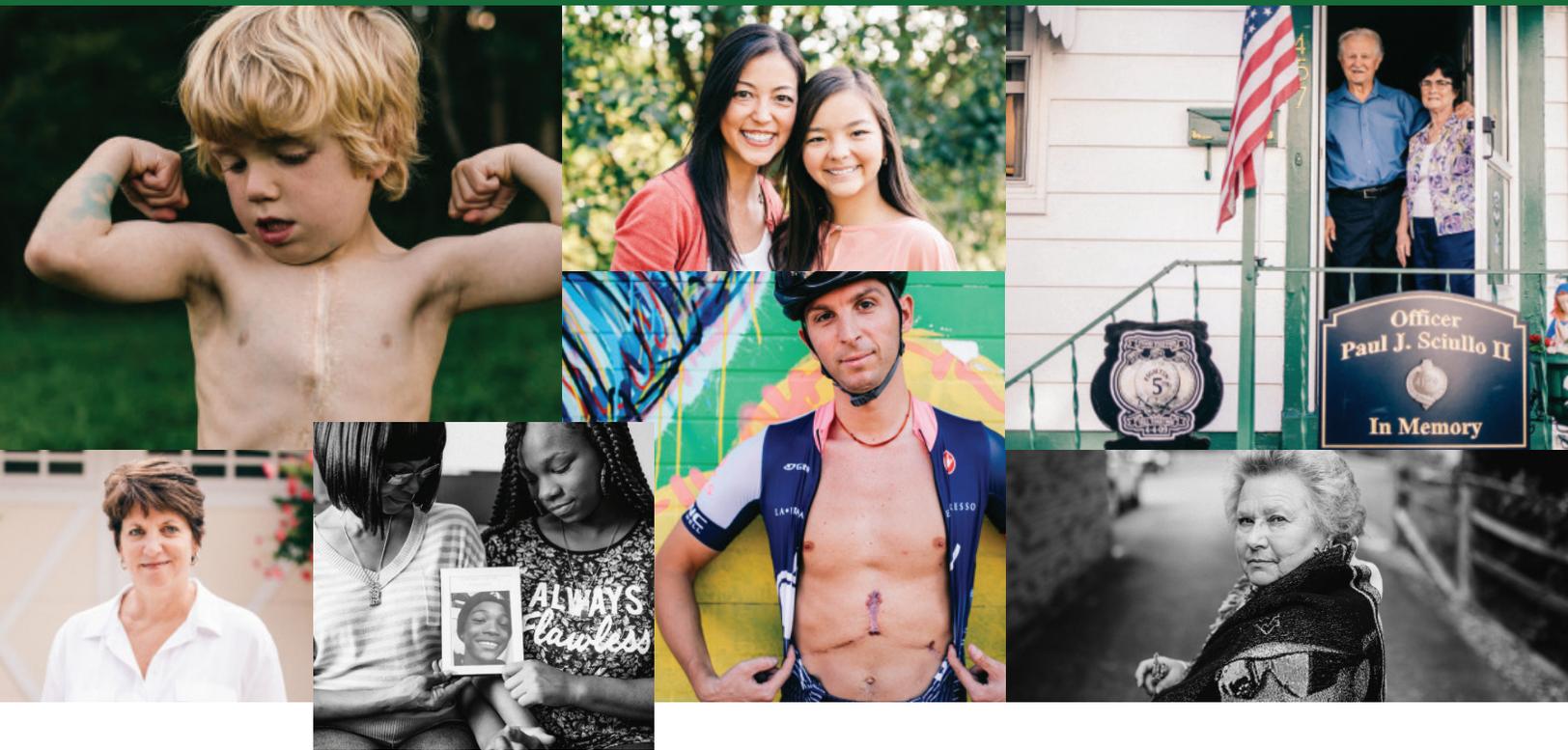
m: 202-309-5116 (if on deadline)

e: kmetz@core.org/media@core.org

TRANSPLANT CENTERS

Each of the more than 150 hospitals and health care facilities in CORE's service area act as referral sites for potential donors. Seven of the hospitals also perform organ transplants:

- Allegheny General Hospital
- Charleston Area Medical Center
- UPMC Children's Hospital
- UPMC Hamot
- UPMC Presbyterian
- VA Pittsburgh Healthcare System
- WVU Ruby Memorial Hospital



be a hero. be an organ donor.

Make the pledge for life by registering to become an organ, tissue and cornea donor.


100,000+

the number of people awaiting an organ transplant nationally


every
10 minutes

the rate at which someone new is added to the transplant waiting list


250,000

the number of people awaiting tissue and cornea transplants each day


20

the number of people who will die each day without receiving a transplant


8

the number of lives one individual can save by donating organs


on average
11,000

the number of people who die annually considered medically suitable to donate organs, tissue and corneas, yet only a fraction actually donate


2,600

the approximate number of people awaiting transplantation in CORE's service region


75

the number of lives one individual can heal through tissue donation

UNDERSTANDING CORE'S ROLE

DONATION

Individuals sign up to be organ donors through their state registry, generally through the DMV, or on the national registry at registerme.org. If an individual is not registered as a donor, family authorizes donation.

TRANSPLANT

A patient with end-stage organ failure is put on the national transplant waiting list by physicians who have determined the patient is a good candidate for transplant surgery.

BRIDGING THE GAP BETWEEN DONORS AND RECIPIENTS



CORE is contacted by the hospital when there is a potential donor — someone who has died from an injury to the brain and has been on a ventilator to maintain blood flow to the organs.



CORE evaluates the potential donor to determine if organ donation is an option.



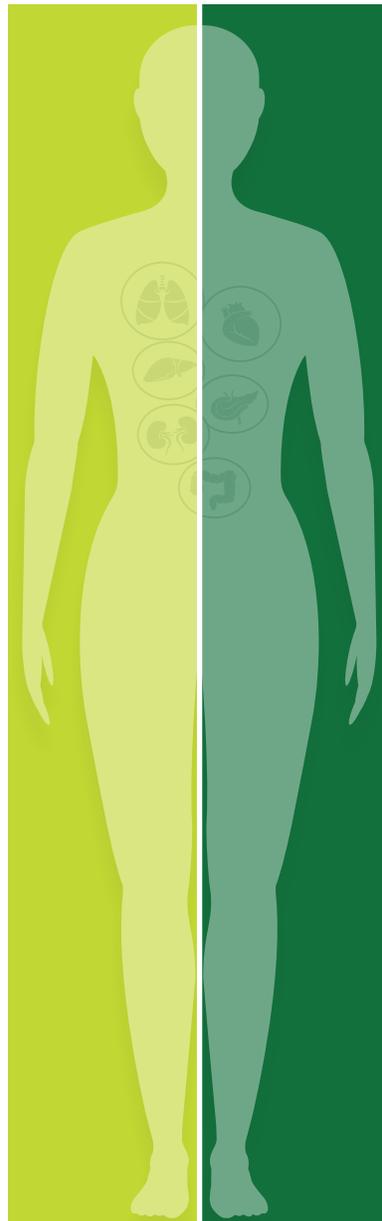
CORE searches the state and national registries to determine if the potential donor is registered.



CORE informs the potential donor's family of the donor's decision or offers the family the opportunity to donate on the donor's behalf.



CORE supports donor families through their grief and helps honor the legacy of their loved ones.



CORE performs necessary diagnostic, blood and tissue typing tests at the hospital or CORE's on-site laboratory.



CORE searches the national transplant waiting list for matching patients.



CORE contacts the transplant centers of the matching recipients to offer the donated organs.



CORE coordinates and oversees the recovery, preservation and transport of organs to recipient transplant hospitals.



CORE works with the funeral home chosen by the donor family to ensure an open casket funeral is possible.



USING THE RIGHT WORDS

Language is very powerful; it can perpetuate misconceptions or offer a space for awareness. Help CORE foster a better understanding of donation and save lives by using the correct donation terminology.

In 2005, the Association of Organ Procurement Organizations (AOPO) standardized appropriate donation terminology. AOPO reasoned that avoiding words and phrases that cause concern among donor families and the general public would increase both understanding and acceptance of the donation process. This terminology is unanimously supported and used by the American Society of Transplantation (AST) and American Society of Transplant Surgeons (ASTS), and has been adopted by the American Journal of Transplantation.

To show respect and sensitivity to those who give the gift of life and their loved ones, we request that only appropriate terms be used when referring to organ, tissue and cornea donation.

APPROPRIATE TERMS | INAPPROPRIATE TERMS

"Recover" organs	"Harvest" organs
"Recovery" of organs	"Harvesting" of organs
"Donation" of organs	"To harvest" organs
"Deceased" donation	"Cadaver" donation
"Deceased" donor	"Cadaveric" donor
"Mechanical" support or "Ventilated" support	"Life" support
Organs, tissue and corneas	"Body parts"
"Brain Death"	"Coma"
"Enhanced" risk	"High" risk



DISPELLING ORGAN DONATION MYTHS

MYTH	FACT
If I'm in an accident and they find my license, medical professionals will not try to save my life.	When you go to the hospital for treatment, paramedics, nurses and doctors focus on saving your life — not somebody else's. CORE is only notified after all life-saving efforts have failed.
Maybe I won't really be dead when they recover my organs.	Although it's a popular topic in the tabloids, in reality, people don't start to wiggle their toes after they're declared dead. In fact, people who have agreed to organ donation are given more tests (at no charge to their families) to determine that they're truly dead than are those who haven't agreed to organ donation. Donation doesn't happen until after brain death has been declared by a physician.
There is no difference between brain death and being in a coma.	Brain death is pronounced when there is a lack of blood and oxygen flow to the brain. Brain death is the medical, legal and moral determination of death. To verify brain death, a series of tests are performed over a period of time, and more than one diagnosis is required before the donor's family is presented with the opportunity to donate. There is no recovery from brain death.
My body will be mutilated and disfigured if I would donate.	Organ and tissue donation will not interfere with traditional funeral arrangements such as an open casket. Doctors maintain the utmost respect for the donor and organs are removed in a routine operation similar to other types of surgeries.
Organs go to people who didn't take care of theirs.	Organs go to people who were born with or developed diseases that have caused organ failure. Less than 5 percent of those waiting need a transplant because of their own behaviors or choices. For those people, they must achieve and sustain sobriety before they can be listed for a transplant.
I am too old to become an organ donor.	No one is ever too old or too young to give the gift of life. Every potential donor is evaluated on a case-by-case basis at the time of their death to determine which organs and tissue are suitable for donation.
I am too sick to donate.	Few illnesses or conditions prevent someone from being a donor. People with diabetes, heart disease, cancer, hepatitis and even HIV have saved lives through organ and tissue donation. At the time of death, CORE reviews medical and social histories to determine suitability for donation. Although someone may not be able to donate blood, it does not always prevent the individual from donating organs and/or tissue.
My religion does not support donation.	All major religions consider organ donation to be an individual decision, or support it and see it as the final act of love and generosity toward others.
Wealthy people are the only people who receive transplants.	Financial and celebrity status do not determine who receives a transplant. A national computer network, maintained by the United Network for Organ Sharing (UNOS), matches organs according to height, weight and blood type, followed by medical urgency and then time accrued on the waiting list. Age, race, gender, religious affiliation or financial status are not factors that determine who receives a transplant.
My family will have to pay for costs related to my donation.	Donors and their families are not responsible for any costs related to donation. All costs are incurred by the organ procurement organization.