

MINUTES OF THE Advisory Council on Organ and Tissue Transplants and Donations

Meeting of June 3, 2016

MASSACHUSETTS DEPARTMENT OF PUBLIC HEALTH

**ADVISORY COUNCIL ON ORGAN AND TISSUE TRANSPLANTS AND DONATIONS
AGENDA**

Friday, June 3, 2016 10:00AM Public Health Council Room

1. Introductions
2. Approval of Minutes
3. Discussion of Organ Transplant Fund
4. Discussion of Organ and Tissue Donor Registration Fund
5. Discussion of Annual Legislative Report
6. Scheduling of next meeting

ADVISORY COUNCIL ON ORGAN AND TISSUE TRANSPLANTS AND DONATIONS

Presented below is a summary of the meeting, including time-keeping, attendance and votes cast.

Date of Meeting: June 3 2016

Beginning Time: 10:00AM

Ending Time: 11:30AM

Attendance and Summary of votes

Board Member	Attended
Jennifer Barrelle	Yes
Erin Deveney	Yes
Tim Miley	Yes
David Hanlon	No
Sandra Duffy	Yes (by phone)
Alexandra Glazier	Yes
Ann Linehan	Yes
Dr. Heung Kim	Yes
Dr. Joren Madsen	Yes
Dr. Adel Bozorgzadeh	No
Summary	8 members attended

Matt Boger and Sean Fitzpatrick of the NEOB, as well as John Jacob from DPH, attended.

PROCEEDINGS

A regular meeting of the Massachusetts Department of Public Health's Advisory Council on Organ and Tissue Transplants and Donations (Section 2 of Chapter 190 the Acts of 2010) was held on June 3, 2016 at the Massachusetts Department of Public Health, 250 Washington Street, Public Health Conference Room, Boston, Massachusetts 02108.

ITEM 1: Approval of Minutes

There were no changes made to the minutes of November 19, 2015.

Alex Glazier made a motion to approve the minutes, Dr. Madsen seconded that motion, all approved.

ITEM 2. Discussion of Organ Transplant Fund

Dr. Madsen requested that the Council be regularly provided updates on the Organ Transplant Fund, including the number of applicants, amount of expenditures approved, the transplant center of the recipient, type of transplant, and overall fund revenues.

Tim Miley agreed and will provide updates from DPH on this information.

ITEM 3. Discussion of Organ & Tissue Donor Registration Fund

a. RFP

John Jacob from the DPH Communications Office presented information on the results of the RFP process for the Registration Fund. He commented that this was a large dollar amount for an RFP, and DPH was looking for a proven vendor for this project given the longer timeframe for the proposed campaign. Of the several applications received, DPH staff had selected MORE Advertising as the vendor. John commented that MORE has done many campaigns with DPH in the past and has shown itself to be a strong project manager.

Matt Boger added that MORE has a long history of working successfully with NEOB for organ donation registration campaigns. He added that Jim Rodrigue could provide more data to inform this effort with MORE.

Dr. Madsen commented that he hoped the Fund would not be depleted by this campaign, and that the goal should be to have a continued source of funding to support ongoing registration campaigns. Tim Miley agreed and indicated that the maximum expenditure for the RFP was less than the total present in the Fund, which is continually replenished through contributions, and that the goal was to ensure continued funding for campaigns.

Matt Boger commented that, currently, contributions only come through online RMV transactions, and raised the possibility of allowing in-person contributions at RMV locations. Registrar Deveney commented that the RMV is currently replacing their mainframe, and implementing online

contributions first was easier to operationalize. Bids on the new mainframe are due at the end of the month.

Alex Glazier asked if the Council would be able to see the effectiveness of the campaign. John Jacob commented that MORE has very strong evaluation methods to track effectiveness of campaigns, and Jen Barrelle commented that the Council would be kept informed of the campaign and the results.

Dr. Madsen commented that the transplant centers should be consulted and involved with the campaign development. Tim Miley responded that stakeholder engagement, including the transplant centers and the Council members, was critical to the success of the campaign and that DPH would be working with MORE to ensure this input is received.

Dr. Madsen asked John Jacob if DPH is familiar with the actual project managers at MORE. John responded that DPH is very familiar with the project managers, who are principals at MORE.

Jen Barrelle made a motion for the Council to take a vote endorsing the selection of MORE Advertising by DPH for this campaign, Dr. Madsen seconded that motion, all approved.

ITEM 4. Annual Legislative Report

A draft of the Council's annual legislative report was presented for discussion by the Council. The Council discussed several possible changes to the report. Tim Miley requested that Council members send him any suggested changes in writing directly and a revised draft report would be considered at the next meeting.

ITEM 4. Scheduling of Next Meeting

Matt Boger said he would assist in scheduling the next meeting for later in 2016, and would reach out to members on behalf of NEOB to help find a time.

The meeting was adjourned.