

Chairman Green, Vice Chair Patton, Ranking Member Sheehy, and members of the Transportation and Public Safety Committee, thank you for allowing me to provide testimony in support of House Bill 476.

My name is Kent Holloway and I am the Chief Executive Officer of Lifeline of Ohio, one of the four Organ Procurement Organizations serving Ohio. Each organ procurement organization is designated by the US Department of Health and Human Services to facilitate the donation of human organs for transplant.

While we are not federal agencies, our territory is defined by HHS and our operating standards are set and highly regulated by the Centers for Medicare Services (CMS). Additionally, three of the four organizations recover tissues and corneas for transplant, per contracts with specific hospitals in our designated service areas.

Organ Procurement Organizations or OPOs are responsible for all costs associated with the donation process. To ensure that no opportunity for donation is missed, Medicare-reimbursed hospitals are required to report every death to the OPO in their territory. Consequently, we each operate a 24/7 call center to screen each death for the potential of organ, eye or tissue donation.

Additionally, once authorization for donation is obtained, our organization is responsible for facilitating the process of donor management in the ICU, testing for function and safety, coordinating the Operating Room and packaging and transporting the organs to the appropriate transplant center. All of these related expenses are paid by the OPO -- so no costs for the donation are passed on to the donor's family. OPO's are responsible to Medicare for accounting for our costs and we are required by law to maintain a not for profit status.

Approximately 33% of all of our costs are "cost reimbursed" by Medicare which means there is no financial gain allowed. In addition, the federal regulation governing OPO operations excludes reimbursement for public education about the donor registry and what donation means at the time of your death. Without Second Chance Trust Fund dollars we would not have the means to ensure Ohioans are educated and informed about organ, eye and tissue donation.

Your support of House Bill 476 is critical because while the science of transplantation has enabled countless medical miracles through lives saved, sight restored and injuries healed – nothing happens without a donor.

In 2015 the Second Chance Trust Fund conducted a statewide survey with the University of Cincinnati to assess the public's perception of donation and to pinpoint the barriers to donation that needed to be addressed. That survey showed that while 90 per cent of Ohioans think favorably about donation, only 60 per cent had registered. That 30 per cent gap reflected citizens who needed more information addressing the common myths and misconceptions that prevent people from registering as a donor.

The Second Chance Trust Fund dollars have been pivotal in increasing and maintaining donation rates in Ohio over the last 20 years.

- Most significant are the statewide media campaigns that have been developed and funded by the voluntary dollars – though we have had to move advertisements off of network television and some cable programming as the costs rise. Today our ad flights are primarily internet-based. With increased dollars we would hope to have more exposure on mainstream media to spark those family conversations about donation. The fund only receives about \$800,000 - 900,000

annually which is not enough to keep up with advertising costs, as well as the many other resources the fund provides.

- Additionally, Second Chance Trust Fund dollars pay for the printed materials that are in the BMV offices across the state and the educational brochures utilized by all of the BMVs and all the state's recovery organizations. The Donate Life Ohio website is also maintained by the Second Chance Trust Fund.
- Outreach to youth is another important area that the Second Chance Trust Fund supports with a Statewide organ, eye and tissue donation curriculum for high school health classes; as well as video and printed materials to support an additional curriculum in Driver Education classes. All designed to encourage family conversations and prepare students to make an informed decision when they get their driver's license and are asked the donation question for the first time.
- In cooperation with the BMV's Information Technology Department, the Second Chance Trust Fund also developed a registration App and provided I-pads to all the organ, eye and tissue recovery organizations in the state. This innovation allows us to register more Ohioans easily and securely at events across the state and has served as a best practice nationwide.

I could go on about what these dollars have made possible, but at the core it's about reaching more people with more information, so that they can be confident in making a decision that saves and heals more lives.

I ask for your consideration of the difference House Bill 476 can make. I'm happy to answer any questions for the committee. Thank you.