



Kent Holloway, CEO of Lifeline of Ohio
House Bill 21 Proponent Testimony
March 2, 2021

Chairman Baldrige, Vice Chair McClain, 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 21. 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 (OPO) is designated by the U.S. Department of Health and Human Services (HHS) 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.

Together as Donate Life Ohio, we worked to facilitate a record number of donations for the third consecutive year in 2020. More than 500 donors shared the gift of life through organ donation in our designated service area, resulting in more than 1400 life-saving organ transplants. In addition, more than 4,000 individuals shared the gift of healing and sight through tissue and cornea donation. These life-saving milestones speak to the generous spirit of Ohioans, the important culture of donation and awareness we are building in our communities, and the commitment of our state leadership to improve the lives of Ohio residents. However, more work needs to be done to educate Ohioans about the need to register as a donor.

Ninety-five percent of Ohioans said that they have a positive view of donation, and 80% said that they would want to donate to a patient in need - but only 59% of Ohioans have actually made the commitment of joining the Ohio Donor Registry. Meanwhile, more than 3,000 Ohioans are waiting for a life-saving organ transplant. Because of this need, every 48 hours, one Ohioan dies waiting for a transplant.

Currently, Ohioans can register as organ, eye and tissue donors when they obtain their driver's license in Ohio, which would be at least once every four years. Last year, the General Assembly enacted legislation that would allow Ohioans to obtain their driver's license for an eight-year period. While this is a great benefit to Ohioans, it has the potential to negatively impact the Ohio Donor Registry. House Bill 21 would provide an additional opportunity for Ohioans to register as a donor when they are obtaining their motor vehicle registration. Additionally, if an Ohioan has already made the decision to register, they will not be asked the question when they are renewing their license or vehicle registration.

The second piece of House Bill 21 pertains to the voluntary donations to the Second Chance Trust Fund. The Second Chance Trust Fund was founded in 1997 to support projects that raise awareness about the importance of organ, eye and tissue donation throughout Ohio.

The Second Chance Trust Fund dollars have been pivotal in supporting outreach and education to inform, educate and ultimately increase donation rates in Ohio over the past 20 years. You will see at the end of my testimony a list of some of the programs that were made possible through the generous voluntary donations of Ohioans.

When Ohioans are applying for or renewing their driver's license, they are asked if they would like to make a voluntary \$1 donation to the Second Chance Trust Fund. House Bill 21 would increase the request to \$2.

Finally, House Bill 21 increases the annual contribution to the Donate Life License Plate from \$5 to \$15. These additional dollars will continue to support the Second Chance Trust Fund.

Your support of House Bill 21 is critical because while the science of transplantation has enabled thousands of Ohioans to be saved, to have their sight restored and to be healed, nothing happens without a decision to donate from a generous donor or donor family.

Together, we can empower Ohioans to save and heal lives by simply saying "yes" to donation. I could go on about the impact these dollars make on the education of constituents and wellbeing of our state, but at the core, it's about empowering Ohioans to make a confident decision that saves and heals more lives.

I ask for your consideration of the difference House Bill 21 can make. I'm happy to answer any questions for the committee. Thank you.

Sincerely,

A handwritten signature in black ink that reads "Kent Holloway". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Kent Holloway, CEO
Lifeline of Ohio, Columbus, Ohio

Second Chance Trust Fund Programs

- Most significant are the statewide media campaigns that have been developed and funded by these voluntary dollars to inform the more than 9 million adults in Ohio. Our public service announcement reach is constantly challenged by the increasing costs of network TV, cable channels and new digital media. With increased dollars, we can expand our reach through the multiple channels required to reach a variety of audiences in an ever-changing media environment.

The fund only receives about \$800,000 - \$900,000 annually, which is not enough to keep up with advertising costs and to provide adequate reach to the public. This is especially evident in a year like 2020 - when a presidential election campaign and the COVID-19 pandemic complicated media costs, availability and positioning for public service announcements. 2020 also saw BMV closures for nearly three months, which drastically decreased the opportunity for funds.

- Additionally, Second Chance Trust Fund dollars pay for the printed materials in BMV offices across the state and for the educational brochures utilized by all of the BMVs and all of the state's organ, eye and tissue recovery organizations. The Donate Life Ohio website and social media pages are also maintained by the Second Chance Trust Fund.

- Educational 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. These materials help meet the state mandate for public schools, required to provide education on organ donation as part of the high school health curriculum 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 iPads to all of the organ, eye and tissue recovery organizations in the state. This innovation allows us to register more Ohioans easily and securely onsite at events across the state and has served as a best practice nationwide.