

# Planning The Donation Conversation

Why are timing and transitional language so important to planning an effective donation conversation?

## Timing

When delivering a grave prognosis, it can be tempting to want to offer some hope or something positive to the family by bringing up donation. However, there are specific reasons why LifeCenter Northwest should initiate all donation conversations.

LifeCenter's goal is to connect with families about donation at the time that is right for them, in a sensitive and deliberate manner. We aim to assess cues from the family through their statements, questions and actions to determine the most appropriate time to introduce donation, so that donation can be more easily included in end-of-life plans.

Regulations also stipulate that donation conversations be initiated by the donation agency.

CMS Conditions of Participation, 42 CFR § 482.45

"The hospital must have and implement written protocols that...ensure, in collaboration with the designated OPO, that the family of each potential donor is informed of its options to donate organs, tissues, or eyes or to decline to donate. The individual designated by the hospital to initiate the request to the family must be an organ procurement representative or a designated requestor."

## Transitional Language

Your introduction of the LifeCenter Northwest team can have a significant impact on how the family receives donation information. We recommend introducing LifeCenter simply as "end-of-life specialists" or "people who we partner with," and let the family know we will be sharing some information with them.



What should I do if the family brings up donation?

If the family brings up donation, let them know another team who specializes in end-of-life will speak to them soon, then contact LifeCenter immediately.