

# Discovery Exercise Summary: OPO Manager



**“What technology can help reduce cold ischemic time?”**

## Wants, Hopes and Needs:

- Smoother operationalization of policy changes
- Equitable allocation of organs
- Improved relationship between OPOs and Transplant Centers
- Accurate data to support decision making and automation
- Wants data tools to do job more efficiently

## Fears, Frustrations and Anxieties:

- Frustration that my OPO is being unfairly attacked
- Keeping up to date on laws, policies and regulations
- Anxiety about the rate of policy changes
- Burn out, for myself and my team
- How can I get a given transplant center to accept organs

## Day-in-the-life

**My days are non-stop. And I am constantly switching devices, contexts, and environments throughout the day.**

### Today, I will:

- carry a laptop, 2 phones, paper charts and case box, educational materials, and medical equipment
- spend hours in my car
- look up SRTR's benchmark reports
- enter info in DonorNet
- feel pressed for time, with frequent interruptions
- frequently lose internet connectivity at hospitals

## Who are we empathizing with?

**Melissa: OPO Manager** Melissa, as an OPO manager, is extremely busy managing her team of organ procurement professionals. Her team is on the go constantly and she works odd hours to accommodate for the recovery of organs. She speaks regularly with the grieving families of deceased donors, while also handling a laundry list of logistical details.

**How is she THINKING and FEELING?** Melissa often feels overwhelmed keeping up with all of the moving parts of being an OPO Manager: recovering the organ, complying with state death laws and OPTN policies, supporting grieving donor families, coordinating efficient transportation of the organ and more. She's always looking for ways to innovate, making the process more streamlined and easier to manage.

**What are her MOTIVES and GOALS?** Melissa comes to work every day to help recover organs to make the gift of life possible. She is motivated by her dedication to helping people and improving her OPO's performance metrics.

## Key Opportunities for OPO Managers

Awareness	Research	Engage	Advocate
<ul style="list-style-type: none"> <li>- Faster, better and more mobile friendly websites</li> <li>- Opportunities for new orientation</li> </ul>	<ul style="list-style-type: none"> <li>- Work with OPTN data quality to improve data for OPO metrics</li> </ul>	<ul style="list-style-type: none"> <li>- Data report showing year over year improvements</li> <li>- Peer to peer collaboration support</li> </ul>	<ul style="list-style-type: none"> <li>- Championing innovation</li> <li>- Sharing best practices</li> <li>- Help them connect with other OPO Managers</li> </ul>

## What Does Melissa Need?

- Melissa, as a supportive manager, needs simplified, streamlined and automated tools so that her team can maximize their ability to procure and successfully transport organs. But there is a lot of manual work and there are a lot of systems to use.
- Melissa, as a dedicated OPO Manager, needs support to help her make and keep her OPO competitive. But need a platform that provides a platform for sharing successes or collaborating on best practices to improve performance.
- Melissa, as a new OPO Manager, needs to broaden and deepen her knowledge of topics in the organ transplant space so that she can effectively lead her team. But it is hard to keep up with everything going on and how it could impact her OPO, such as potential policy implications (such as continuous distribution) and innovations in transportation (such as FedEx Drones).
- Melissa, as a proactive manager, needs to collaborate with HRSA and UNOS to improve the data used to report on her OPO's performance metrics so that she can get more accurate numbers and have her OPO represented properly. But she doesn't know who to call or how to connect.
- Melissa, as a middle manager, needs to communicate her OPO's year over year performance so that her leadership can make decisions about how to manage and improve performance. She needs reports that do not include historical information unless specifically requested.

## Design Principles for OPO Managers

- Help me accurately report my OPOs performance.
- Support my ability to form a community with other OPOs.
- Make my employees' jobs easier and more efficient.
- Make it possible for my employees to get their job done without lugging around a laptop.
- Partner with me to drive innovation. I share your goal and want to find the best way to be innovative.

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