

Discovery Exercise Summary: Transplant Coordinator



“I was not aware of the public comment process until I joined a committee.”

Wants, Hopes and Needs:

- Hopes for successful outcomes for her patients
- Wants consistency of available information

Fears, Frustrations and Anxieties:

- Frustrated by cost of educational materials and locating them on the website
- Has anxiety about staying current on policy knowledge, when there are so many ways to get the information
- Has anxiety over time constraints for organ offer windows.
- Worries about balancing patient needs with OPTN Policy
- She fears she doesn't know how to innovate and meet compliance and at the same time

Day-in-the-life

My days are non-stop. I have to know policy. Because of my busyness, I sometimes lose track of implementation dates. I need help preparing my site for policy changes.

Today, I will:

- see 50 transplant patients
- respond to 400-500 emails
- respond to organ offers 24/7
- be repeatedly interrupted
- carry more than 3 devices for connectivity
- interact with many hospital systems and applications
- look up what happened to donor to share with staff

Who are we empathizing with?

Sara: Transplant Coordinator Sara has been in this position for several years and has coordinated many transplants, some successful and some not. She loves what she does and works tirelessly at all hours of the day and night to provide the patient support needed. But Sara thinks it can be managed better.

How is she THINKING and FEELING? Sara is balancing feelings of satisfaction of having helped her patients with the day to day frustrations in accessing and understanding the content and data needed to do that. She struggles with balancing patient needs with OPTN and CMS policies. She is nervous about the outcomes of the patients involved.

What are her MOTIVES and GOALS? Sara is motivated by the feeling of helping others and her goal is to find the best and easiest way to do that while still complying with current local, state and national policies.

Key Opportunities for Transplant Coordinators

Awareness	Research	Engage	Advocate
<ul style="list-style-type: none"> - Standardized toolkit for learning about UNOS, OPTN policy, and patient education - Targeted introductory content 	<ul style="list-style-type: none"> - Centralized hub for the newcomer 	<ul style="list-style-type: none"> - Tutorials for every tool / dashboard - Enable use of APIs for EMR integration 	<ul style="list-style-type: none"> - Hub for registering for pilot programs - Volunteer engagement

Needs of Transplant Coordinators

- Sara, as a new employee, needs an efficient way to learn about UNet tools and organ donation and transplant system and all the other players in the organ donation space in order to get up to speed and start performing her job. But she must collect all this information herself.
- When Sara is up to speed and using UNet tools daily, she needs to learn the details about how to use all the tools, find the data and educational materials, fill out the forms and understand all the policies so that she can excel at her job. But the detailed guidance is not available.
- Sara, as an efficient employee, needs quick access to reliable data so that she can make good decisions for her patients. But sometimes its hard to find the right dashboard or understand the data.
- Sara, as an efficient employee, needs to quickly report to UNOS and other organizations as well as enter information about her patients so that she can expedite transplant. But she must enter a lot of the data manually, which takes a long time and increases the probability that inaccurate data will be entered.
- Sara, as an employee responsible for compliance, needs to understand the OPTN policies so that she can serve her patients and meet compliance. But the policies are hard to understand.
- Sara, as a caring steward to her patients, needs to quickly find the content needed to educate her patients and their families so that they can be prepared for transplant and increase the likelihood of a successful outcome. But there are multiple websites, the search engines are often unreliable and there are fees associated with accessing the content.
- Sara, as an advocate for UNOS, needs an easy way to get involved without adding any more burden to her heavy workload. But she must find these opportunities on her own.

Design Principles for Transplant Coordinators (Full Draft List)

- Speak my language. I don't understand the policy legalese.
- Respect my time. I am overworked and need accelerators.
- Help me pass along valuable knowledge. I am a trusted source of support for patients.
- Partner with me to drive innovation. I share your goal and want to find the best way to be innovative at my center.